



City of Jacksonville – The Jacksonville Journey

Positive Youth Development Subcommittee

MINUTES

OF

POSITIVE YOUTH DEVELOPMENT

SUBCOMMITTEE

April 9, 2008

The Jacksonville Journey – Positive Youth Development

Subcommittee

April 9, 2008

8:00 a.m.

PROCEEDINGS before the Jacksonville Journey - Positive Youth Development Sub-committee taken on Wednesday, March 26, 2008, Edward Ball Building, 8th Floor - 214 N. Hogan Street, Jacksonville, Duval County, Florida commencing at approximately 8:02 a.m.

Positive Youth Development Committee

Audrey McKibbin Moran, Chair

Joseph Bastian, Member

Betty Burney, Member

James Crooks, Member

Ellis Curry, Member

Bobby Deal, Member

Eddie Diamond, Member

Carolyn Floyd, Member

Maryam Ghyabi, Member

Warren Grymes, Member

Chris Hazelip, Member

Timmy Johnson, Member

Bill Mason, Member

Edgar Mathis, Member

Mac McGehee, Member

Shelton Tarver, Member

Claudette Williams, Member

Wyman Winbush, Member

Chris Wood, Member

George Young, Member

APPEARANCES

COMMITTEE CHAIRS & MEMBERS:

Audrey McKibbin Moran, Chair
Bill Mason, Member
Claudette Williams, Member
Jim Crooks, Member
Warren Grymes, Member
Timmy Johnson, Member
Chris Hazelip, Member
Wyman Winbush, Member
George Young, Member
Eddie Diamond, Member

COMMITTEE MEMBERS ABSENT:

Joseph Bastian
Betty Burney
Ellis Curry
Maryam Ghyabi
Shelton Tarver
Chris Wood

EXCUSED:

Edgar Mathis
Mac McGehee
Carolyn Floyd

STAFF:

ROSLYN PHILLIPS
LINDA LANIER
KRISTEN BEACH
STEPHANIE BARNETT
DANIELLE CORNUET

OTHERS PRESENT:

Tyisha (no last name signed), Edward Waters College
Anthony Clark, Edward Waters College
Stephanie Henry, JU Student
Lucy Malice, Edward Waters College
Gretchen Mitchell, Public Library
Diane Brunet, Jacksonville Journey PR
Earl Kitchings, COJ
Naomi Maingot, FCCJ
Pam Wilson, COJ
Chacarra Berry, Edward Waters College
Cindy (last name illegible), JU Student
Jack Sears, Boy Scouts
Christine Carr, DJJ
Tia Mitchell, Florida Times Union

PROCEEDINGS

April 9, 2008

Positive Youth Development Subcommittee

8:00 a.m.

Call to Order and Comments. Chair Moran, called meeting to order at 8:00 a.m.

Purpose of Meeting. Discuss the Mayor's crime initiative - The Jacksonville Journey - Take a Step - Positive Youth Development Sub-Committee and to review the recommendations narrative to be presented to the Steering Committee. The minutes to the March 26, 2008 meeting were approved pending changes to comment on page six, adding "These are the tools and not a substitute for the message."

Chair Moran introduced Diane Brunet. Ms. Brunet gave a PowerPoint presentation on a proposed "Mentoring Awareness and Recruitment" campaign. A copy of the presentation can be found on the City of Jacksonville Web site at www.coj.net. Click on the Jacksonville Journey link.

Ms. Brunet stated that there is a huge need in the community for mentors. It is one thing to get them but another thing to train them. Some people think it is hard to be a mentor but it's not hard at all. Ms. Brunet read the first two sentences of the presentation which is an excerpt of a statement by T. Willard Fair, Florida State Board of Education. "Every single day in my community I see the profound effect that a wise and caring adult can have on a developing child. It doesn't just make a difference

- it can change a child's whole world." The following is an overview of the presentation:

Situation Overview

Today in Jacksonville, there are over 45,000 children who could benefit from a mentor, but there are only about 3,500 volunteer mentors on the books in formal mentoring programs. The Positive Youth Development Subcommittee of Mayor John Peyton's Jacksonville Journey initiative wishes to launch an education, awareness and recruitment campaign to encourage the involvement of all Jacksonville citizens in mentoring.

Recruitment Goal

Of the thousands of mentors needed, this campaign aims to recruit and train 1,500 new mentors during the first year and help fill the unmet need in JSO Zone One.

Campaign Objectives

- Bring the need for mentors "top of mind" for Jacksonville citizens via a memorable and inspiring public education and awareness campaign.
- Invite participation in mentoring from all segments of the community, including the arts, sports and athletics, the faith-based community and the business sector, among others.
- Recruit much-needed mentors by demystifying the requirements of mentoring
- Increase the quality, quantity and retention of mentors throughout Jacksonville

Target Audiences

- Diverse citizens of Jacksonville
- Employers, both public and private sectors
- Public Schools, colleges and universities
- Religious organizations
- Civic institutions
- Social service and youth organizations
- Potential funding sources
- Media

In regard to the media, Ms. Brunet stated that the media needs to send the right messages so they can really latch on to our community.

Message Platform

"Who Mentored You?"

At the heart of the campaign will be the compelling stories and case studies that spring from the mentoring going on in our community. "Everyone in this room has had a mentor. Someone has made a difference at one point in your life."

Chris Hazelip - Is this program directed toward youth?

Diane Brunet - The real focus of the program is to get adults or older youth involved as mentors.

Campaign Strategies

Campaign Kick-off: It is suggested that the Jacksonville Journey might "piggyback" on the United Way's Day of Action event already planned to mobilize and engage the community to target mentor

recruitment.

Corporate Partnerships & Recruitment: Working through community partners such as the Jacksonville Regional Chamber, the African American Chamber, the First Coast Hispanic Chamber, the Asian American Chamber, and Florida Ready to Work, recruit employers to partner with local schools and recruit employees to mentor students.

Direct Marketing & Social Networking:

- Incorporate Team Gaia (a teen focused organization), to place messages on popular interactive Web sites.
- Engage team leaders to "infiltrate" Web-based social networks with mentoring messages.
- Broadcast Web videos from the kickoff summit/event

Web site Interactive Initiatives - This is a critical place. We need a content rich website which will serve as the primary call-to-action, information resource and clearinghouse for those interested in the program, including diverse citizens, employers and community partners.

Collateral, Ad Materials & PSA Production - Some of the bulleted items of this presentation are as follows:

- Advertising - The committee will reach out to youth organizations such as Team Gaia to produce youth-focused materials, to effectively tell the stories of how young people can be transformed through mentoring and to recruit college-aged mentors.
- Employer Brochures

- Employer Direct Mail
- Posters
- DVD/Video Testimonials/Radio Spots
- Online DVD/Video
- Partner PowerPoint
- Partner Promotional Kit
- Business Partner Window Decal
- Table Top Display
- Electronic Newsletter

Media Relations & Public Outreach: This campaign will shape public perceptions and opinions through targeted public outreach and media relations initiatives, adding credibility and extending the reach of the paid media advertising. Effective media relations will help communicate the value of the program to key target audiences and create broad market awareness.

We will work with the media to communicate the value of the program and create a "buzz" about the value of mentoring throughout the region. Some of the key messages are:

- The need for Mentors
- Benefits of Mentoring
- Logistics of Mentoring
- Corporate Mentoring

Public Outreach:

- PTA materials developed and delivered to every PTA group in Jacksonville.

- Yard signs for community partners
- Banners for distribution during kickoff and special events

Church Outreach:

- We can place messages in church bulletins and newsletters

At this time, Chair Moran thanked Ms. Brunet for her presentation and invited the subcommittee members to discuss or ask questions.

Q - Why don't we take the Buddy Check 12 approach? Originate a monthly date (or biweekly).

A - That is a wonderful strategy.

Comment - The date should be a Sunday afternoon. People are not so busy on Sunday afternoons. The people who mentor would be the people who really want to be there.

Comment - Encourage more messaging thru testimonials. The key word is "energy."

Comment - On the involvement of business: Is there anything that can be done to really bring it to their attention, the ads that are being transmitted to our young people? We need positive ads not negative ones. How can we challenge the business?

Audrey Moran - That is for the PR committee and that is not the first time this has come up in front of the PR committee.

Comment - There was call for action at the Haskell Building as a matter of fact, last year but it just wasn't powerful and not on-going. We want this to be an on-going thing.

Comment - We need to expand our definition of "mentoring." We need to create a culture of mentors in Jacksonville starting with

middle school. Middle school students who are approaching their first year in high school have a lot of anxiety. What better person to mentor a student with these anxieties better than a high school student who has taken that leap to high school already?

Comment - We need to institutionalize mentoring by mandating it.

Comment - I caution against that kind of policy. Mentoring is a personal decision. We must be aware that it can backfire. We can encourage but can't force it. This would not be good for the mentor or the mentee.

Comment - A parent is child's first teacher but a parent is also a child's first mentor.

At this time Chair Moran made a motion to approve the PR piece with the amendments discussed. The motion passed unanimously

Recommendations of Narrative

Chair Moran announced that the subcommittee will move on to review the recommendations narrative.

Jim Crooks - I'd like to address the second sentence of paragraph two in the introduction. It needs to be more positive.

Chris Hazelip - We need a "Treat others the way you want to be treated" approach or "People are more important than things." Martin Luther King said "Life's most urgent question is: what are you doing for others?"

Chair Moran motioned for paragraph two to portray a more positive statement. All chair members agreed.

Chair Moran stated that the committee needs to zero in on Charges

One and Three but there needed to be a review of Charges Two and Four.

Charge two - Engage Duval's Youth Voice Council and Market 211 Hotline to Youth:

- United Way 211 program has agreed to review a potential "youth hotline."

Changes - Add language to include numbers for our target areas.

Charge four - Expand the Summer Jobs Program:

- The current chair of the Jacksonville Regional Chamber of Commerce, Ron Autrey and incoming chair, Mike Hightower, have enthusiastically embraced leading the recruitment of the Summer Jobs Program for summer 2009.

Q - What should our participant target number be?

A - There were a total of 600 participants last year. Our goal for summer 2009 can be 1,000.

A motion was made to make the goal for Summer Jobs student recruitment 1,000 for summer 2009. The motion passed unanimously.

Charge One Recommendations:

1. Recruit and train 1,500 mentors per year to meet the unmet need in JSO Zone One.

Comment - There are a lot of not for profit organizations recruiting mentors. They can report numbers of mentors to Jacksonville Children's Commission to get a better feel of what the needs are.

Comment - Mentor First Coast created a strategic task force and is

surveying all of these organizations in order to get better numbers.

2. Training of Mentors, Youth-Related Workers and Parents

Chair Moran - This committee has brought up time and time again, "Where are the parents?" All of the committees have been asking the same question.

Chair Moran read through the recommendation at which time the committee members discussed. A motion was made to make no further changes to recommendation number two. The motion passed unanimously.

An overview was done by Chair Moran on Charge Three - Undertake a major push to support out-of-school programs.

1. Expand High-Quality Afterschool Programs

- a. Comment: Our task was not to say the program is good or bad but to point out the characteristics of a quality program.

2. Summer Camp Programs -

Comment - In regard to having longer programs; most of the employees are teachers who work at these programs during the summer. They need a break too before school starts.

Bobbi Deal - This doesn't appear to be a problem at PAL to recruit people to run a program. With budget cuts, teachers are looking for jobs during the summer in order to supplement their income.

Claudette Williams - We need to ensure parental involvement. Perhaps one way is to get a contract to get parents involved.

Chair Moran - This concept has been addressed at the Steering

Committee Meetings as well.

3. Implement JaxParks Intramural Sports Program

It was noted that the budget break down was not included and will be after the meeting when the other changes were being made.

Bobby Deal - There is no way of tracking the success of this program. My concern is that the program is just getting the kids off the streets for a few hours. We need to add an academic or job skills piece. If they aren't going to go to school then they need job training.

Audrey Moran (to Roslyn Phillips) - Can we look at getting a job skills program added to the program?

Roslyn Phillips - Yes. We will work to create partnerships with non-profit organizations to add these components to the program.

Eddie Diamond - The intramural program seems to be geared toward males. It is very important to have strong females to mentor especially in middle school.

Roslyn Phillips: The program will be open and marketed to all genders.

Chair Moran made a motion to weight (prioritize) all the charges equally.

Discussion: Jim Crooks - Mentoring and out-of-school programs need to be equal priorities.

The motion passed unanimously.

At this time Chair Moran mentioned the recent report in the Florida Times Union. "The attendance and participation of this committee shows that we have exemplary attendance and dedication.

Thank you very much."

Public Comments

Lucy Malisce - Thank you for letting the student of Edward Waters College come to speak at your meetings. If we hadn't attended these meetings the Non-Violence March would not have happened. I extend a personal invitation to the committee to attend the march.

2. Action Items

n/a

Adjournment. Meeting adjourned at 10:35 am