



CET/Kids' Council Meeting Minutes

October 16, 2014

5:15 p.m. – 7:20 p.m.

344 Broadway

Summary

Summary of Conversation Topics

- Provided the Community Engagement Team (CET) with feedback for their strategic plan
- Shared understanding of the Let's Talk! campaign

Key Agreements

- Agreement to circulate the "Finding Activities & Services in Cambridge" survey to our networks

Next Steps

The group identified the following next steps (or commitments) during the meeting:

What	Who	By When
Save the proposed meeting schedule for 2014-15 (3 rd Thursday of the month unless otherwise noted): <ul style="list-style-type: none"> ▪ November 20, 2014* ▪ January 15, 2015 ▪ March 19, 2015 ▪ April 16, 2015 ▪ May 21, 2015 ▪ June 18, 2015 *Possible Retreat or CET Training (5:15 – 9:15 p.m.)	All KC members and affiliates	



Kids' Council Meeting Minutes

October 16, 2014

5:15pm – 7:20 pm
344 Broadway, 2nd Floor Conference Room

Detailed Notes

Present:

Tina Alu, Griffin Andres Jen Bailey, Sally Benbasset, Melody Brazo, Lace Campbell, Jessica Daniels, Louis DePasquale, Lei-Anne Ellis, Mary Gashaw, Michelle Godfrey, Dwayne Green, Robert C. Haas, Claude Jacob, Kathleen Kelly, Barbara Kibler, Lori Likis, Mayor David Maher, Alanna Mallon, Marc McGovern, Neal Michaels, Matt Nelson, Jackson Otto-Moore, Mike Payack, Ellen Semonoff, Carole Sousa, Nan Stone, Nancy Tauber, Jeff Young

Co-Chairs: Mayor Maher and Neal Michaels

Executive Director: Nancy Tauber

Note Taker: Mike Payack

Desired Outcomes:

- Provide the Community Engagement Team (CET) with feedback for their strategic plan
- Agreement to circulate the “Finding Activities & Services in Cambridge” survey to our networks
- Shared understanding of the Let’s Talk! campaign

Socialize, Network and Eat

5:15 pm – 5:36 pm

Call to Order:

5:36 pm – 6:03 pm

- Welcome & Introductions (Mayor Maher)
 - Welcome new members of the Youth Council: Jackson Otto-Morre and Dewayne Greene. Jackson is a freshman at CRLS, Dewayne is a sophomore at CRLS
 - Welcome Lace Campbell, taking over for Nadia Davila as Youth Council Coordinator
 - Welcome Mike Payack, new note taker for the Kids’ Council
- Agenda Overview/Adoption of Minutes (September 18th meeting)
 - Minutes adopted
- Announcements/Updates
 - Melody Brazo, CPSD, announced a community meeting on family engagement on Monday, October 20th at 6 PM in the CRLS cafeteria. Parents, community members, educators, and students are all invited. Attendees will discuss the question “What

would culturally-efficient family engagement look like?” The State’s evaluation tool of family engagement will also be discussed. The goal of the meeting is to put together a community-based vision of family engagement

- Mayor Maher described a surprise performance at the opening of the new Education First (EF) building in North Point. The Landfill Harmonic Orchestra (a group of twenty-three children, ages 12-16, from Paraguay, who live near the country’s largest landfill and assembled their instruments from items found in the landfill) performed and the music was beautiful. One thousand people were in attendance, including Governor Deval Patrick
- Michelle Godrey, Center for Families, announced the 18th Annual Cambridge Family Literacy Fun Day will be taking place on Saturday, November 1st from 10:30 am to 2:30 pm at City Hall. It traditionally takes place on the first Saturday of November. The day includes free books, children’s activities (including building a model of the Zakim Bridge), face painting, and a magic show. The magic show will take place at the YMCA due to ongoing construction at City Hall. Cambridge families with children pre-k through third grade are encouraged to attend
- Cambridge Youth Council Update (Dwayne Green and Jackson Otto-Moore)
 - The Youth Council started last week. The majority of the members are sophomores and juniors from CRLS. Members come from many different neighborhoods and backgrounds
 - The Youth Council has worked together to establish their missions and goals:
 - Find ways to unite with City officials and CPSD staff
 - Increase visibility of the Youth Council
 - Create and deepen relationships with other youth groups
 - The Youth Council has been brainstorming ideas for events to organize:
 - Workshops about transitions to middle schools
 - Community-building event to increase family involvement
 - City officials vs. kids basketball game
 - Final decision on theme and event will be made at next Youth Council meeting
- Information Hubs/Families at Center Update (Nancy Tauber): Nancy encouraged members of the KC to take the “Finding Activities & Services in Cambridge” survey and share it with their respective networks. The KC, with support from Code For Boston, will use information gathered from the survey to develop a prototype. Next steps are using feedback on the prototype to create a beta and

then roll it out. Nancy has emailed a link to the survey to members of the KC. The survey will also be posted to the City's homepage

- Upon Ellen Semonoff's suggestion, Melody Brazo agreed to pass out fliers for the survey at the community meeting being held at CRLS Monday night
- Door 2 Door Expansion/Cambridge Connects Update
 - Matt Nelson is working on questionnaire about how people access services. The information gathered through this survey will be used to expand Door 2 Door and get more people to knock on doors
- Let's Talk! Campaign (Jen Bailey)
 - The Let's Talk! Campaign is an Agenda for Children Literacy Initiative that has been in the works for a year and is launching this week
 - Let's Talk! is a public awareness campaign about the importance of talking with kids ("talking" can mean reading, singing, playing, or engaging with kids in other ways) early in life
 - "Play talk" helps kids' brain development; different from giving kids instruction or direction
 - Jen would like members of the KC to help spread the word about this campaign
 - Literacy Initiative gives out 7k books per year.
 - Agenda for Children is taking a multimedia approach to spreading the word:
 - Running bus ads
 - Postcards (mailing to every family living in public housing with a child aged 0-3)
 - Lawn signs around city
 - Social media
 - Website
 - CCTV
 - Blurb for newsletter
 - Word of mouth (Jen stated that this is not only geared toward parents of young children; focus is also on members of the community talking with and engaging young kids in the community)
 - Jen brought extra posters and postcards to share with members of the KC
 - Carole Sousa requested promo materials via email
 - Jen will email to Nancy and Nancy will forward to KC members.

- Agenda for Children used surveys to figure out language for posters
 - “Small talk, big change” tag line resonated across many demographic groups
- Good next step is getting promo materials translated
 - Literacy Ambassadors speak 9 languages among them; they are way to get word out multilingually

Community Engagement Team (CET) Strategic Planning:

6:03 pm – 6:19 pm

- Review strategic plan purpose (Jen Bailey)
 - Why now?
 - Last strategic plan was made in 2007. Kids’ Council attention increased requests for CET services. Requests for services differing from what CET normally does. Agenda for Children wants to take time to think critically about where they should spend energy, resources. What is CET’s role?
 - Process for current strategic plan
 - Take place summer through December
 - Gather feedback from KC tonight
 - Outreach worker focus groups with parents of participant kids
 - Have plan ready by end of December
- Overarching questions we want to answer (Jen Bailey)
 - What is our philosophy about our work on community outreach in Cambridge?
 - What is our role around community outreach/family engagement in Cambridge?
 - Where should we invest more time in the future?
 - What do we want CET roles/activities to look like in 3 years? How do we balance among our 4 roles?
- Review 4 roles plus Kids’ Council Family Engagement Policy (Jen Bailey)
 - Four CET Roles (See **Attachment A** for more detail on each role):
 - 1) Community Outreach and Engagement
 - 2) Developing Organizational Capacity
 - 3) Catalyze Policy/Systems Change
 - 4) Developing Community Leaders
 - Participants go to newsprint on wall for each role and brainstorm. Switch to next role until everyone has discussed all 5 questions

- Lei-Anne Ellis, Michelle Godrey, Carole Sousa, Jen Bailey and Melody Brazo will facilitate each respective question. Nancy will be timekeeper (8 minutes each question)
- Four questions about CET roles. Fifth question: How can CET support Kids' Council?

Small Group Discussions – Café model:

6:19 pm – 7:04 pm

- QUESTION: What are the priorities for this role moving forward? Why?
 - **Community Outreach and Engagement**
 - Outreach workers sit on Special Events Committee
 - More money, more workers
 - CET go to programs that need capacity
 - Not be everything to everyone/community-based organization collaboration
 - Mental Health first aid
 - WIIFM – What's In It For Me?
 - Team coming in during crisis/help to get people out or get school out to more comfortable place
 - Support people in addressing the crisis
 - Member participation brings a group together
 - Supporting transparency
 - College-age achievement gap
 - Develop partnership with youth centers—connection to families
 - Liaison to non-school recreational activities(immigrants, Cambridge Youth Soccer)
 - Use outreach workers to do registration/demonstration from their own neighborhood
 - Connect with middle-school network. Outreach workers could be the boots on the ground
 - Outreach workers follow up more with families to give feedback to providers to inform program
 - Be proactive/identify and share issues/barriers to community
 - More outreach to families with older children
 - Develop community mentoring (older families mentoring younger families)
 - Go into targeted (low-income?) areas of focus (crisis areas)—provide triage
 - What way is CET responsive to community needs(mobilize team)?
 - Develop positive support system for youth and families
 - Can we leverage resources?
 - What's the boundary around CET holding the work?

- How do we keep aware of the larger groups across the city?
 - Translating the model to other organizations
 - More work with kith and kin providers
- QUESTION: What are the priorities for this role moving forward? Why?
 - **Developing Organizational Capacity**
 - Technical Assistance: Talking with outreach workers about what works
 - Technical Assistance: Outreach to non-profits and City entities to help them understand what “welcoming” means
 - Networking events between schools and non-profits
 - Get community partners to understand core knowledge about “welcoming”
 - “Shine a light on it” events – reflection to help folks through process
 - Identify people that are connected to a wide variety of people in the community
 - Have teens take part in training
 - Department-specific training
 - Doing more and repeat networking events
 - Technical Assistance: Go to neighborhood groups
 - Mentoring neighborhood –based groups
 - Train the trainers
 - Share knowledge with family liaisons
 - Outreach to student government groups
 - Permanent representative on the Kids’ Council
 - Providing support to agencies on model
 - Support staff and supervisors post-training
 - Monthly activities to continue post-training
 - Promote training
 - Trainees sharing information and explaining why it was worthwhile
 - Networking events: Co-sponsor of dialogue around equity
 - Get info back to families
 - To show their voice makes a difference
 - City-Wide Training Series: Broader regional map
- QUESTION: What are the priorities for this role moving forward? Why?
 - **Catalyze Policy/Systems Change**
 - Encourage people to register and to vote
 - Showing people where the resources are to find info about: people/officials who are running for office, issues coming before City officials
 - Getting people out to offer public comment

- The City doesn't necessarily hear from all the diverse voices we have in the city—it goes beyond translation; there are people who feel their voices don't matter
 - How do we make sure that their concerns are being heard by people who can move them forward?
 - Identifying barriers and resources, then reaching out to communities to bring people who can address barriers, as well as bringing resources to communities
 - Doing what CET does individually, for entire community-at-large(all the communities that actually make up our community)
 - Catalyzing capacities of organizations to do outreach by themselves
 - Community organizations need better access to outreach workers (sharing capacity, collaborating)
 - More workers/more money
 - Get out support from CET for projects about race at CRLS
 - Technical assistance to help organizations to understand opportunities to develop strategies for engagement
 - CET should come to CRLS events to be a presence
 - CET should partner with youth and community centers
 - CET could be interviewed and interview others as a means of collecting information from community stakeholders when organizations do their own strategic planning and policy making
 - Bring CET to educate more well-to-do parts of Cambridge and potentially build partnerships and bridge gaps
 - Broaden racial equity scope beyond just black and white
 - How to identify where there are other policy areas in which CET might play a role?
 - There should be somebody “connecting all the dots” in terms of racial equity work being done in various parts of the city
- QUESTION: What are the priorities for this role moving forward? Why?
 - **Developing Community Leaders**
 - How do we use CET to connect job seekers to employers?
 - Include youth
 - Incentive to work with kids regarding leadership
 - Articulate what being a community leader means
 - Career mentors for outreach workers
 - Vision for career path
 - Does training series work for everyone? Shorter? Pick skills needed
 - What is work that needs to get done? From that answer, think about career path
 - Career path keeps good people

- Find out who the “go to” people in the neighborhood are (so outreach workers can connect to them or recruit new outreach workers)
 - Are there City opportunities that relate to their experience?
 - Also can identify the training someone would need to get full-time work
 - Partner agencies should send possible job openings to CET – match-making
 - Use outreach workers earlier in policy initiative
 - Develop parent process so they can have more impact and confidence (increase leadership skills)
 - Increase hours/number of outreach workers
 - Job sharing
 - Three domains: health, social, and economic development
 - Incentive at end (money, scholarship)
 - Help connect outreach workers to other job opportunities
 - More workshops for leadership skills
 - Make some full-time jobs in City
 - Write down dream career path
 - Work at Cambridge Works – has network of employers
 - Talk to partner-agencies about possible part-time jobs (traffic supervision—CPD)
 - Articulating skills outreach workers have and which ones to develop
 - Increase number of outreach workers (also requires increased supervision)
 - CET could help police and others as they recruit for jobs
 - Leadership training at high school
 - Outreach workers on Kids’ Council
 - City boards and commissions as appropriate for outreach workers
 - Make a few full-time positions for outreach workers
 - After a certain amount of time, outreach workers get preference for some jobs
 - Make a skills-based career path
- QUESTION: How can CET support the Kids’ Council as it furthers the goal of developing city-wide family engagement?
 - Share some goals—incorporate Kids’ Council policy into our (CET) work
 - Bring community voice into Kids’ Council work (feedback, point of view, etc.)
 - Does the community even know about Kids’ Council and its work and how it helps the city?
 - Outreach workers of CET serve on Kids’ Council—leadership development of outreach workers like other efforts undertaken

- Measure success—focus groups—Is Kids’ Council having impact it thinks it is having? How? If not, what else could be done? What changes could make it more successful?
- Can CET identify issues Kids’ Council should be addressing—how Kids’ Council can stay on target
- Kids’ Council is the voice of effective family engagement through its partner agencies; CET focus is on family engagement; Kids’ Council is a motivator to family engagement throughout the city, brings interdepartmental focus to family engagement
- How widely do you define or see family engagement? What is family engagement?
- Family engagement is a way to support children
- Needs of city changes; CET is agile and adapts to changes; Kids’ Council pushes forward adaptation to observed changes
- CET is a broader representation than Kids’ Council
- CET made it possible for Cambridge Public School Department to reach specific populations
- CET group offers greater amount of expertise than seen on Kids’ Council
- Kids’ Council support CET because Kids’ Council has policy goal and department heads who drive
- Systematically we don’t take CET model to apply it within their agency
- Collaboration between department outreach workers and CET –what are the ways to leverage the partnership?
- Does each department add 2 people to CET? Already underway (Police Department)
- CET does have deep relationships within specific communities—“multiply” that
- Ability to shift CET and partners work to respond to shifting issues—flexibility
- Policies to be framed within Kids’ Council, then CET translates policy ideas out to community and gets feedback to Kids’ Council
- Outreach piece – CET on the “street”—especially since Kids’ Council doesn’t hear voices
- Application across ages and cultures
- How do you keep CET a community organization; make sure it doesn’t tip into just an arm of the City (2 seats at the table tips the balance)
- CET workshops in organizations that help community-based organization populations
- Effective = more outreach and CET empowerment with City government
- Communication with Kids’ Council if ideas surface within CET

- CET and Cambridge Public School Department and Cambridge Public Health Department are all looking at family engagement—bring the common themes to the Kids’ Council
- Update City Council on family engagement work
- What does School Committee know about other family engagement work done by CET?

Group Discussion:

7:04 pm – 7:16 pm

- Nancy thanked attendees for participating. It will really help the CET as they work on their strategic plan
- Reflections From this activity (facilitators, then whole group)
 - Facilitators’ reflections:
 - Jen Bailey (Developing Community Leaders):
 - KC members came up with some great ideas
 - Melody Brazo (Catalyze Policy/Systems Change):
 - How can CET help people understand that their voices/opinions matter?
 - Racial equity
 - What’s missing is someone to connect all services available in city
 - CET partnering more with youth, particularly at CRLS
 - Michelle Godrey (Community Outreach and Engagement):
 - CET should work with older kids
 - CET should target as triage or crisis team when something happens in the community
 - How do we translate this model to other organizations?
 - CET developing partnerships with youth centers as vehicle to get to families
 - Outreach workers getting feedback about programs and using that to adjust programs
 - Share barriers with families
 - Lei-Anne Ellis (How can CET support KC?):
 - KC has policy-makers and department heads that drive the focus of family engagement
 - CET can be the “arm” that does the engagement
 - Family engagement is effective when it goes through partner agencies
 - CET has built a lot of trust in communities...how do we build off that trust?
 - There is a lot of two-way communication on the CET...bring this responsiveness to KC

- How does CET remain a community organization? How to maintain focus on communities?
- Carole Sousa (Developing Organizational Capacity):
 - Work with teenagers
 - Outreach to student-government groups
 - Training teens to do outreach
 - Having teens help with outreach—often 2nd generation teens organically serve as outreach workers for their parents
 - Repeating popular networking events
 - Sharing knowledge/training with family liaisons at schools
 - Department-specific training
 - Email monthly activity
 - Encourage trainees to share info
 - Going to neighborhood groups—mentoring these groups on their outreach
- Nancy thanked facilitators, not only for facilitating tonight, but for all their work with the CET
- Whole group's reflections:
 - Respect for members of CET—their work is exemplary
 - What would CET like to stop doing? We have a tendency to add duties, but it can be helpful to reflect on what we should stop doing
- Nancy announced that the CET will come back in January to talk about training that is starting on October 24th; Asked if there is anything else KC members would like them to talk about?
 - Update on strategic plan
 - Update on statistics
 - Bring an outreach worker
- Carole Sousa thanked agencies for sending people to the training pilot, thanked Cambridge Police Department for the space to hold the training

Evaluation and Next Steps:

7:16 pm – 7:20 pm

- Nancy announced that the next Kids' Council meeting is scheduled for Thursday, November 20th, 2014 (5:15 pm -7:15 pm) at 344 Broadway, 2nd Floor conference room.
 - Presentation from creators of the Book Bike
 - Update on information hubs
- Jen reminded KC members to take Let's Talk! posters and postcards before leaving

- Mayor Maher invited KC members to stop by his office to see art display by 3 portrait artists from CRLS. He was also given an instrument by a member of the Landfill Harmonic Orchestra that he will display

Adjourn:

7:20 pm

Attachment A: Community Engagement Team (CET) Roles

Revised: 10/14

Community Engagement Team (CET) Roles

Community Outreach and Engagement	Developing Organizational Capacity	Catalyze Policy/Systems Change	Developing Community Leaders
<p><i>Outreach Workers Connect with Families re Events and Services</i></p> <ul style="list-style-type: none"> • Number of parents contacted by outreach workers to inform them about parenting or early literacy events (949) • Number of times parents attended events or services promoted by outreach workers (1610) • Number of parents attending events or services for the first time (560) 	<p><i>Technical Assistance/Training</i></p> <ul style="list-style-type: none"> • Supported individual agencies to improve their outreach practices 	<p><i>Racial Equity</i></p> <ul style="list-style-type: none"> • American Born Black Outreach Team (ABBOT) • <i>Shine a Light on It</i> events (5 since 2004) 	<p><i>Hire and Train Outreach Workers</i></p> <ul style="list-style-type: none"> • Ten outreach workers representing eight communities
<p><i>Workshops for Parents</i></p> <ul style="list-style-type: none"> • Provided 42 workshops on 6 parenting topics 	<p><i>Networking Events</i></p> <ul style="list-style-type: none"> • Held three community-wide networking events annually (29 events since 2004) 	<p><i>Community and Family Engagement</i></p> <ul style="list-style-type: none"> • Families at the Center, Kid's Council • Cambridge Initiative on Domestic and Gender Based Violence • Cambridge Public Schools (CPS) 	<p><i>Career Path</i></p> <ul style="list-style-type: none"> • Supported outreach workers' professional development through supervision and training
<p><i>Special Outreach Projects for Organizations</i></p> <ol style="list-style-type: none"> 1) focus groups for Metro-Area Planning Council re: Hubway use 2) focus groups for city-wide master plan 3) focus groups for CPS 	<p><i>City-wide Training Series</i></p> <ul style="list-style-type: none"> • Developed seven module training series. Piloting it this fall. 		<p><i>City-wide Training Series</i></p> <ul style="list-style-type: none"> • Developed seven module training series. Piloting it this fall.

From Family Engagement Policy:
ORDERED: That the City Manager and the Mayor work with the Kids' Council and its members—including the Department of Human Services, School Department, Police Department, Public Health Department, the Library and community partners—to further the goal of developing effective city-wide family engagement.

Q5: How can CET support the Kids' Council as it furthers the goal of developing effective city-wide family engagement?

Attachment B

The Community Engagement Team

Vision:

Cambridge embraces all families, provides the support they need to thrive, and encourages families to participate in shaping community life.

Mission:

The Community Engagement Team (CET), a multi-agency collaborative, reaches out to underserved Cambridge families and connects them to community events and resources, develops community leaders, and supports agencies in working with a diverse community.

Model:

The community engagement model includes two complementary driving forces.

- **Leadership development:** The community engagement model presupposes that outreach is about leadership development. Once we share information with a family we expect them to share it with others. We have a responsibility to build and support leadership in the families we serve and the communities we work with and are a part of. Learning goes both ways that is from us to families and families to us. CET's multi-cultural outreach workers are community members. They provide agencies with feedback on culturally appropriate practices and assist agencies with outreach to underserved Cambridge families. The results of these efforts have provided CET with a wealth of information about best community engagement and outreach practices.
- **Outreach as a coordinated community effort:** Another aspect of the community engagement model is thinking about outreach as a coordinated community effort. The programs and organizations involved in CET have made a commitment to not only build leadership capacity in the community, but also to coordinate our efforts. Coordination includes cross agency hiring, training, supervision, and grant writing.

