



YCC Leadership Retreat  
Summary: February 24, 2009  
**THIS WAY TO OUR FUTURE**  
..advancing the OST field

**INTENDED OUTCOMES**

- Reflect on 2008 learnings from our YCC work
- Identify information needs for 2009 & beyond
- Frame our policy & advocacy strategies
- Understand our Business Engagement Initiative & steps forward
- Identify resources to advance our work
- Confirm right structure/right people for future work
- Enjoy good conversation with colleagues
- Leave clear & energized about upcoming year

**Attendees:**

S. Dixon, J. Ficken, B. Siverson-Hall, D. Blyth, S. Oehrlein, M. Grevious, G. Kibble, E. Carlin, D. Mayotte, T. Miller, P. Lofquist, J. Walker, L. Haglin, C. Ganzlin, J. Tamble, J. Gonder-Spacek; C. Slocum, L. LaCroix-Dalluhn, E. Meissner, C. Meade

**Looking Back Over the Year: Our PROUDS**



- provided a policy voice for youth programs: what progress since 2003!
- kept after-school time on the public agenda
- gathered the “players” together and messaging
- leaders and organizations have come together to work collectively to make a difference for kids rather than work alone
- mobilized the masses very thoughtfully & strategically this is field building
- the strength of the Alliance model
- Governor’s Summit
  - spread the word on value
  - elevated OST to larger group of non-choir stakeholders
  - made a difference with credibility especially with leaders
  - integration: hooking Laura up with other stakeholders/ people interested in OST
- Promoting Quality
  - the great debate: outcomes vs. quality (willing to tackle tough issues)
- quality task force

## Looking Back Over the Year: Our LEARNINGS

Things we learned that will make us better in the future  
...and some of our hopes



- How an OST community shares resources & creative ideas to survive current economic climate
- What other states are doing (how about setting up a logic model for YCC)
- What everyone is doing and how do we bring providers together
- What program means for YCC partners
- Strengthen the network and bring in more organizations
- Ongoing improvement in coordination of YCC's branches and how to draw new champions
- Business and state agencies in collaborations
- Research, training on quality
- Stay alert to all research that will help build the case
- Need to be inclusive and honor process at the same time...keep moving forward
- When you make a difference and others believe you do, the pressure on evidence and accountability goes up—not away
- Learn to communicate the value of OST programs to the public
- Learn to frame OST for public support
- We can't talk about our work enough!! MARKET YCC
- How to strategically keep OST front center
- Solidifying EC/K-12/OST

## Fieldbuilding through YCC

Using the visual on the next page, the group heard from those who worked most closely on the work about the areas for potential leverage in the future.

Revisit work done on Building Champions. How do partners and collaborators support this work rather than YCC staff only?

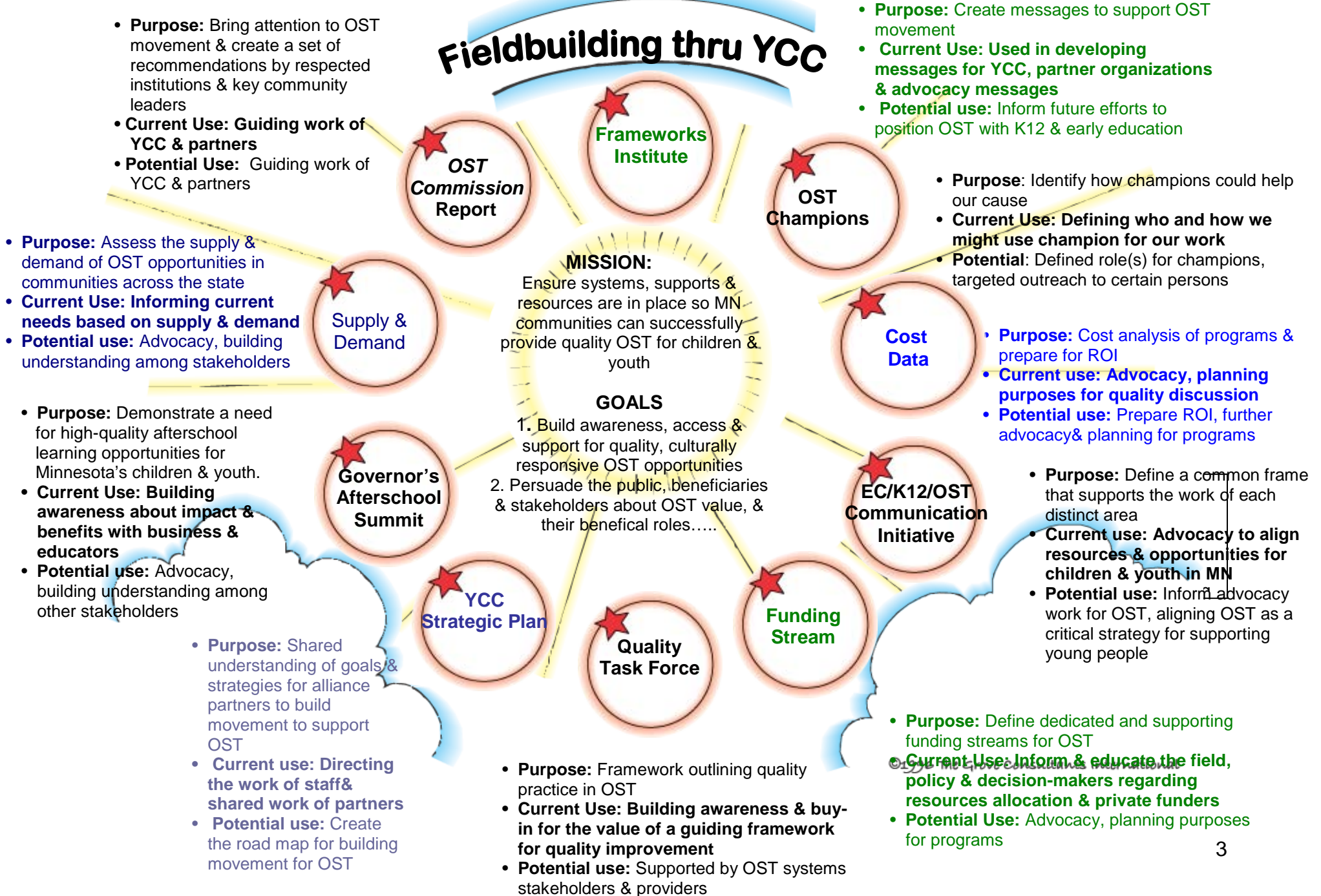
Revisit work done by Frameworks. It is time to revisit messaging for the Alliance and for the work.

Prepare to promote quality framework and connect with cost study.

Outreach to local communities.

See detailed notes for more information.

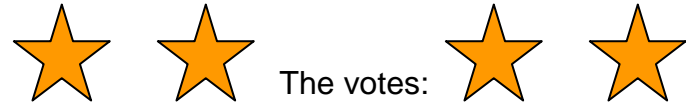
# Fieldbuilding thru YCC



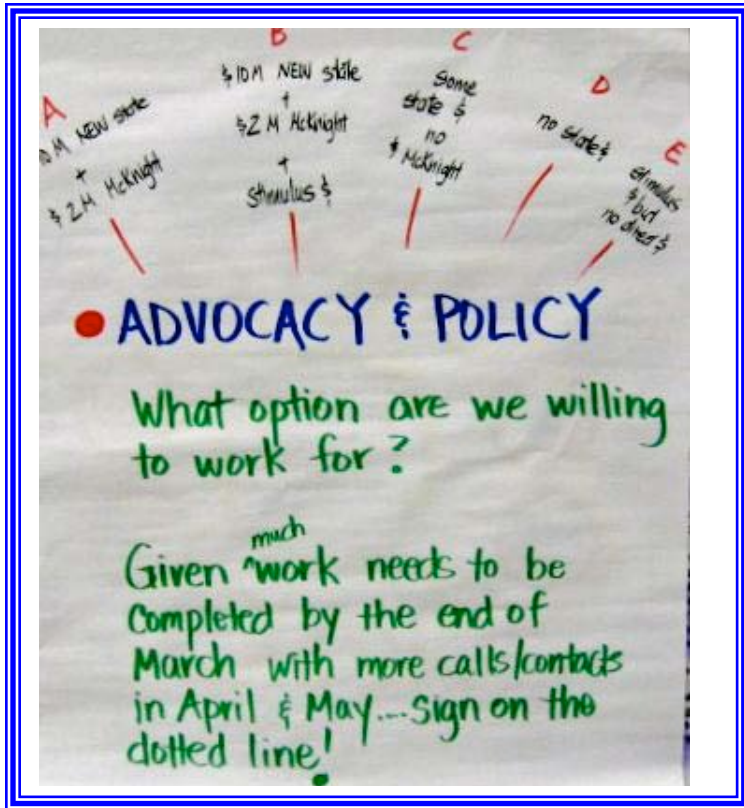
### New Work Recommendations:

- Taking quality to the field including Highscope
- Messaging/remessaging/refreshing with Frameworks
- Taking messages in to our organization and other organizations
- More with Supply and demand/ GAP study including work with parents
- Renew work with champions

**Next Steps:** Executive Committee will review recommendations at March meeting and report back at April Leadership Team meeting.



- 15 Quality framework...taking it to the field. Cost study, gap study.
- 9 Suggestions for continuum messaging and next steps in April
- 8 Refresh w Frameworks which was a great beginning in 2004
- 6 Moving messaging in to our own organizations and move too into other orgs
- 6 Supply/Demand Gap study. Opportunities to expand message, for example parents
- 4 Messaging to update Frameworks for YCC
- 3 Champion-building more business stakeholders & legislators. Send out report again to use on mailing lists... An event this year?
- 2 OST Report with a press release. How to message with YCC network
- 2 Strategically engaging more communities
- 2 Influencing other funders like Bush. See report on funding streams
- 2 Youth Rights Exploring European model vs. US custodial model
- 1 Supporting Student Success
- 0 Support groundswell for quality to include all stakeholders
- 0 Children and Youth Caucus: how to use this forum
- 0 Speaking opportunities coming out of Governor's Summit
- 0 Documenting our completed work (the mandala circles)
- 0 Cost date use in advocacy. Merger possibilities?? Field connection to quality work to be smart organizationally; Present to the field to help them be proactive. Many engagement opportunities
- 0 YCC strategic plan: getting the work done



Five scenarios for possible funding packages to advocate for were discussed.. Discussion included whether to stay the course with the original recommendation to push for \$10M to trigger the McKnight match, or to consider new options. Given the economic realities, the recommendation at the end of the discussion was:

- advocate for \$5M, slightly less than previous allocation
- encourage McKnight to make a \$1M match
- consider potential focus for an initiative (\$1M) in areas that build on our values & encourage support, ie.
  - youth corp
  - K-12 achievement gap
  - transportation

Laura outlined the work necessary between now and the end of May and asked for commitments to complete including:

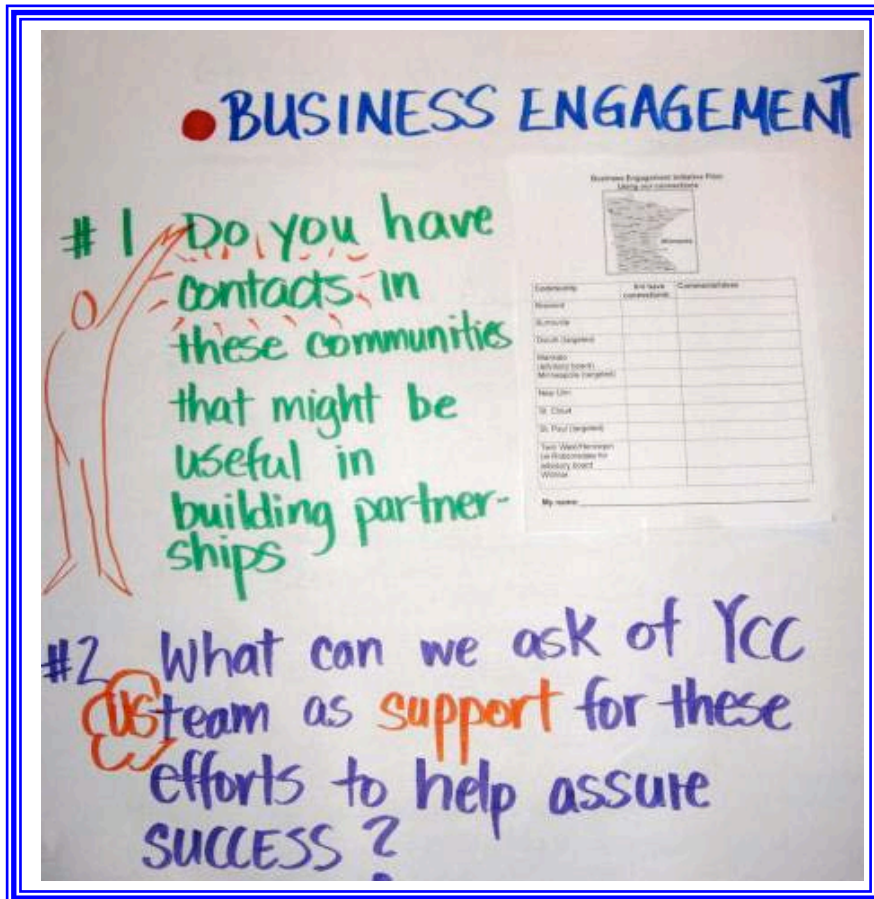
Commitments for Commentary Letters were made as follows:

Star Tribune	March:	Sheltering Arms Foundation
	April:	Boys and Girls Club
	May:	McKnight Foundation
Pioneer Press	March:	STILL Available
	April:	Sheltering Arms Foundation
	May:	Boys and Girls Club
MinnPost	March:	STILL Available
	April:	Center for Youth Development
	May:	STILL Available

A list of town hall meetings was posted, and a sign up list for calls to legislators was circulated. These will be distributed to leadership team members.

**NEXT STEPS:** By March 2, Laura will provide messages for making calls and writing letters based on the change in strategy.

Executive Committee will refine the recommendations and communicate refinements.



Chuck Slocum, Joellen Gonder-Spacek and Laura LaCroix-Dalluhn presented their draft of this proposal, earlier identified as a priority area for YCC.

### NEXT STEPS

- \* Laura will look over the YCC connections with MPM staff and identify which connections we will, could, need to tap into in order to start the work with the local chambers.
- \* Laura will follow up with leadership team members as needed.

### BUSINESS ENGAGEMENT PROPOSAL

“Workforce Tomorrow: An Afterschool Business Engagement Pilot Project” that Utilizes Mentors as a Key Strategy within Afterschool and Summer Learning Opportunities

This proposed program would be a joint venture with financial support for part time staffing provided through a contract with the Minnesota Chamber by the University of Minnesota on behalf of Youth Community Connections (YCC), MN’s Afterschool Alliance, and Mentoring Partnership of Minnesota (MPM).

Ten communities (Brainerd, Burnsville, Duluth, Mankato, Minneapolis, New Ulm, St. Cloud, St. Paul, Twin Cities West (Hennepin/Robbinsdale), and Willmar) were identified for the first year. YCC leadership were asked to identify connections and/or recommendations as these projects potentially unfold.

Chuck Slocum identified this effort as potentially groundbreaking nationally.

In a brief discussion of what YCC organizations might offer to support these efforts, the following were offered:

- Youth Work dilemmas—(Joyce) training targeted to adults working with youth
- Promise Fellows in the community are experienced \*Konopka sites
- 6 trainers across the state with youth work backgrounds
- 6 Initiative Foundations with interest/expertise with youth
- Workforce Investment Programs WIA partner with businesses
- Presence/presentations at business meetings
- Youth Engagement Initiative: youth-led trainings for business
- Boys and Girls Club employment training
- Boys and Girls Club training on brain development



**RIGHT STRUCTURE, RIGHT PEOPLE:**

Given the work ahead, consideration was given to who should be at the Leadership Table. The list, to the right, was generated though distinctions became apparent between those who should be convened perhaps yearly as champions, and those who should be at the table as leaders in field building.

**NEXT STEPS:** Bring this list back in April to consider when Next Work is confirmed.

**Executive Committee:**

- 1) review Summit and Champion lists
- 2) consider subcommittees
- 3) decide on whether an annual meeting of champions should be scheduled.

Tribal Leaders-Youth Committee

Public Safety  
 Sheriffs Department  
 Dept. of Public Safety  
 Crime and Justice Committee  
 Police Chiefs

League of Cities  
 Association of Counties

Association of School Principals  
 Minneapolis/St. Paul/Anoka School district  
 21<sup>st</sup> Century: targeted services

Funders in health  
 Public Health Association

Linda Kaufmann

Parents United

PIRC

Service Providers with larger coverage:VOA, Campfire, Junior Achievement

Business/Marketing  
 Chamber person  
 Best Buy3M/IBM

MSBA  
 MASA  
 MAC's youth committee

National Youth Leadership Council

Dept of Economic Development

WIB's