

ASSETS FOR YOUTH WORKGROUP  
MEETING MINUTES  
APRIL 2, 2004

Virginia National Bank  
12:00pm-1:30pm

**Members Present:**

David Brown  
Kathy Dowd  
Johnny Ellen  
Kathleen Glenn  
Winx Lawrence  
Amy Smith  
Beth Smith  
Kala Somerville  
Shannon Worrell

**Staff Present:**

Saphira Baker  
Robbie Combs  
Gretchen Ellis  
Linda Rahman

**Others Present:**

Juan-Diego Wade

**Handouts**

Agenda for April 2, 2004 Meeting  
February 13, 2004 Meeting Minutes  
Revised Draft of Assets For Youth Work Plan  
Transportation Discussion Document  
Assets for Youth – Youth Engagement Study  
Capacity Document  
Report from the Coordination Sub-group

**I. Welcome/Introductions – W. Lawrence**

W. Lawrence called the meeting to order, welcomed participants, and thanked them for attending. Members introduced themselves and the agency they were affiliated with.

W. Lawrence inquired if any of the members had any problems or comments about the Virginia National Bank's parking restrictions. No negative comments were noted. K. Somerville offered the use of the Computer4Kids conference room for this meeting if necessary. As no objections were noted for the Virginia National Bank, the Assets for Youth Work Group will continue to stay here for now.

**II. Report back from Coordination Sub-group**

S. Baker reported that the youth focus sub-group is moving quickly. At the last full work group meeting, a motion was placed to contact schools. The Youth Focus sub-group opted to use a more formal method, the sub-group met with all the Principals at once instead of meeting with them individually.

S. Baker reviewed the Coordination sub-group ideas and identified two major areas:

1. Promotional campaign to attract professionals, parents and (eventually) youth to the website and programs.
2. A Youth Assets website to improve and expand referrals to after school programs.

S. Baker further noted that transportation was discussed today including a future coalition to guide the coordination and outreach piece and finalize a work plan.

K. Somerville reported that the sub-group discussed three issues: developing a website to increase referrals, developing an after-school promotional campaign, and the coordination of school

policies and programs. The last idea was dismissed due to difficulty of implementation and coordination. Team members attempted to contact some teachers and guidance counselors the schools to see if they would use a website but they were unable to reach as many as they preferred. They also looked at holding a focus group with the school guidance counselors in order not to reinvent the wheel. They decided to meet with local major web groups in June and see how the sub-group might collaborate with them. It was felt that the most important thing is to promote and have brand identity and it was reported that the Light House has a graphic designer who would be able to design a logo for us. Team members also discussed designing a brochure to hand out to refer kids to programs in the short-term while the campaign and website were under development.

The work group members discussed how they would determine what programs to place in the brochure and the criteria. Would they include all programs represented around this table? Community based? Non-profit? Fee based?

W. Lawrence inquired as to when the brochures would be distributed. K. Somerville stated the brochure idea was not that far along but that the thinking was it could be done quickly versus designing a website. The challenge is finding ways get kids to structured programs. W. Lawrence stated that, if we are not inclusive of all out-of-school programs, we need to have clear criteria. One criteria is that we would complete the brochure by the beginning of summer with summer programs listed, as a pilot of useful ways to get kids involved.

K. Somerville noted that the sub-group was focusing on school referrals rather than summer programs. Guidance counselors and others would be targeted for the brochures. D. Brown stated that one criteria should be whether the programs are full. For instance, S.O.C.A. – where there is room for kids. B. Smith suggested that the brochure should direct kids to a website where they could get specific information on programs.

K. Somerville advised that after talking with the schools, some of the contacts at the schools would prefer one piece of paper containing information and they would prefer not to have to go to a website. The sub-group thought that it would be reasonable to list general information only and parents would need to investigate further the programs they are interested in.

The members had a discussion of method and product. Suggestions are:

- Include sport programs
- Include categories with age and appropriate activities
- Have a common application that could be sent to agencies – agency would contact parents
- The brochure to state: Charlottesville has lots of programs – are you signed up?
- The need to engage Guidance Counselors
- To have the information, logo, etc. completed by June.

S. Baker stated on the bigger promotion, how do you think we should proceed? Suggestions from the committee members included:

- Advertise on buses
- Advertise through *City Notes*
- TV and radio
- Articles to “wake up the community”

W. Lawrence stated there are questions we need to answer:

1. How do we get community to pay attention?
2. How to get kids linked?

Suggestions included:

- School is the best way to get them linked. Get schools more involved.
- Having the community pay more attention to assets for youth.
- A campaign to let parents know it is important for their children.

- An Assets Fair – similar to a career fair.
- Marketing to kids that being involved is cool.
- Getting peers to let them know it is cool.
- Challenge the myth that staying home is cool.
- Education, linking to kids, and making it cool for kids.

### **III. Report back from Youth Focus Group sub-group**

G. Ellis stated that 22 middle and high school students have all been spoken to and the kids and their families are very enthusiastic. Training will take place next week, Tuesday and Wednesday, at Community Attention with the focus groups conducted in April and Early May. She further stated that there would be two focus groups in each school; totaling 7-10 focus groups. Topics have been identified and the kids are working on developing the questions with sub-group members.

R. Combs stated that the topics would be 1) barriers, 2) interests, and 3) awareness. He noted that the team would also be working on ways to make kids friendlier. Focus groups should take approximately one half hour and the questions will be both multiple choice and discussion style. Right now they are working on the details of the questions and should be finished by Monday. Winx stated she would be glad to look at what is being worked on.

S. Baker requested that the students be asked questions regarding some of the ideas generated by the work group, such as using the city bus, using a website and how long does it take them to get to school? W. Lawrence also suggested asking the students if they have ever ridden a city bus. J. Ellen advised that they had a “fun bus” which was used to bus children around the playgrounds. K. Somerville inquired if the agency’s hours are flexible enough to use buses? Her training, for example, generally takes place when staff is available.

### **IV. Transportation/Discussion of Options**

S. Baker introduced Juan-Diego Wade, Transportation Planner with Albemarle County and inquired about how much flexibility there was with the bus system. J. Wade stated that at this time there are no after school buses for elementary or middle schools - only for high school. High School students are dropped off at a central location where parents will then pick them up. J. Wade stated that the buses never seem to be full and that space is available.

The members discussed the challenges to after school buses and other options, as delineated in the handout for the meeting. One challenge to after school buses is the problem of children being dropped off somewhere not close to home; this type of transportation is not as useful. In addition, Middle Schools and Elementary schools do not have after school buses.

Other options would be using City buses or hiring JAUNT for \$36.00 per hour. The Charlottesville City Schools have personnel that are trained by JAUNT to drive their buses. In addition, City buses can be ridden for free if children have an ID, but international students are the only ones who use public transportation. K. Somerville stated that City buses have a stigma that if you ride public transportation – you are poor. S. Baker inquired whether the trolleys have more appeal. W. Lawrence inquired whether satellite programs at schools would be a better option.

D. Brown wondered if at-risk communities, or programs based in neighborhoods, have a van and, if so, suggested partnering with these communities to see if a van could pick them up. It would be better to tap into resources that communities have. K. Somerville stated that the #1 reason county students are not involved is transportation.

Members felt that one also had to look at the available times of programs, to encourage programs to capture kids when it is convenient for kids, not adults, and to tap into church buses to use for transportation. It also needs to be verified that JAUNT buses will carry children and see if arrangements could be made with the County for buses to make an extra loop to pick up kids.

W. Lawrence asked the committee to review the 4 options: Which does the committee want to keep and which to toss out?

Members agreed satellite programs would be better as it would move the programs to the kids. One member asked, "But is there a Harold Boyd at other schools?" For this to work, it would require having a school person involved. K. Somerville stated that Computer4kids would not be able to do a satellite program because they would have to hire more staff and would lose mentors.

G. Ellis suggested we could use a combination of options. If an after school bus leaves school at 6:30pm, drops kids off at a transportation center (being built), then goes to after school programs, then goes back to the transportation stop and back to home. D. Brown suggested having an incentive for kids to use the bus. W. Lawrence suggested having the focus groups get suggestions from the students. G. Ellis agreed to add this to the questionnaire.

K. Somerville inquired as to how other cities handle transportation challenges. It was decided to ask a small group to review the options, consider today's input, and, potentially, look into what other cities do. W. Lawrence, J. Wade, and J. Ellen volunteered to be on this sub-group.

#### **V. Work Plan - Approval**

W. Lawrence asked the members if they wanted to approve the Work Plan. All members voted to approve.

- ◆ **The Assets for Youth Work Group Members approved the Work Plan with no changes or additions.**

#### **VI. Next Steps – S. Baker**

S. Baker will email the work group members on the availability of attendance at the May and June meetings.

Meeting adjourned.

- ◆ **THE NEXT MEETING OF THE ASSETS FOR YOUTH WORKGROUP WILL BE AT 12:00PM ON FRIDAY, MAY 14, 2004 AT THE VIRGINIA NATIONAL BANK BOARDROOM, 2<sup>ND</sup> LEVEL.**