

**CALIFORNIA COLLABORATIVE ON YOUTH
DEVELOPMENT
2005 Strategy Session- California Research Bureau
February 1, 2005
11:00AM – 2:00PM**

Meeting Attendance:

1	Jim Kooler – CFNLP	12	Cathy Barankin – YMCA
2	Steve Hedrick – Attorney General's Office	13	Lisa Foster – CRB
3	Eileen Yamada – DHS, MCAH	14	Dave Neilsen – DMH
4	Carole MacNeil – University of California: 4H Program	15	Tilana Green – CDE
5	Leslie Fritz – CA Park and Recreation Society	16	Malinda Wheeler – CDE
6	Nancy Erbstein – UC Davis: Center for Community School Partnerships	17	Greg Wolfe – CDE
7	Elyna Cespedes – Youth In Focus	18	Dan Sackheim – CDE
8	Amy Dean – Youth Leadership Institute	19	Mike Kelly – Attorney General's Office
9	Kim Bradley – TCCF	20	Maureen Sedonaen – Youth Leadership Institute
10	Bernie Davith – AES	21	Michael Weston – (Meeting Secretary)
11	Becky Gieck – CRB		

Agenda:

1	Call to Order / Welcome	4	Discussion – <i>Strategic markers to achieve new vision:</i> <ul style="list-style-type: none"> • Identify Action Items • Identify important people / organizations to network with and begin building coalitions • Discuss whether CCYD should undertake another summit • Assign tasks
2	Quick Reports on Regional Summits and recent Statewide youth efforts	5	Discussion – <i>CCYD Leadership:</i> <ul style="list-style-type: none"> - Define who should represent and lead CCYD - Define responsibilities of leadership
3	Discussion – <i>Defining what CCYD is about:</i> <ul style="list-style-type: none"> - Define whether CCYD is a Networking Group vs. Action Planning Group - Define how CCYD is different from other collaboratives - Decisions about direction and membership 		

Discussion Points:

<p><i>Call to Order / Welcome</i></p>	<p>Meeting was called to order. The group reviewed and approved the agenda</p> <p>A discussion ensued to outline some of the group's hopes/goals for the strategy session. It was stressed that the overarching goal for the day is to identify and define what CCYD is about and establish a leadership advisory committee to formalize the group's leadership. The following are groups hopes/goals for the day:</p> <ul style="list-style-type: none">• To refocus• Get 3 clear things CCYD wants to accomplish for the year• Hoping to discuss how to recreate last years success at the summit• Focus on membership, discuss who isn't yet a part of CCYD• Discuss how to promote Youth Development work in schools and how to find partners for schools• Outline a vision for the future of YD• Discuss how CCYD will respond to CYA's reorganization of Mental Health• Discuss opportunities to collaborate with one another or with other groups not present• Learn as much as we can from past CCYD efforts• Distinguish between activity and progress• Identify real action steps toward goals
<p><i>Report from Regional Summits:</i></p>	<p>A quick update on the regional summits, expressing that it was felt they were very successful this year especially that all 11 regional summits were linked together via webcasts</p> <p>It was agreed that in the interest of time, reports from the regional summits should be discussed at the end of the session if time permitted.</p>
<p><i>Discussion – Defining what CCYD is about:</i></p>	<p>All members were asked to think about and share their vision for the group.</p> <p>Each gave the following answers:</p> <ul style="list-style-type: none">• Hedrick: Would like to put youth development on the map by making it an integral part of state policy discussion• Kooler: Would to see CCYD be a voice on statewide level for Youth Development (i.e. publish more materials similar to the checklist for policy makers)• Kelly: Would like to see CCYD promote YD in state policy and becoming a leading voice that effort, but was not sure on exactly how to do that• Sackheim: Would like to see CCYD effect change at the local level or at least support YD

actions at the local level (i.e. share activities and ideas across list-servs and other forms of communication)

- **Wolfe:** Would like to see CCYD influence policy by creating a grassroots demand/advocacy initiative among young people and adults alike (However, not sure exactly what that initiative would look like)
- **Green:** Would like to see CCYD gain funding to continue policy advocacy and YD action
- **Neilsen:** Sees CCYD as a technical writing group, translating YD work across systems and amongst young people, as well as outlining key models and systems
- **Foster:** Sees CCYD working at the state policy level, influencing “inside” strategies. CCYD must have an action/product component (i.e. a policy toolkit) to help to influence key inside people who are responsible for policies and strategies that affect the YD field.
- **Barankin:** Would like to see CCYD become a watchdog on YD policy, defining YD and reminding state policy makers that it is an important issue that spans across many other state issues
- **Gieck:** Sees CCYD as promoting inside strategies and developing technical writings and products on the topic of YD. Furthermore, CCYD could become a YD presence that transcends time and arenas by influencing politicians and key government department where institutional knowledge on the subject of YD might be lacking
- **Dean:** Sees CCYD as a growing presence that advocates YD across state issues. CCYD could also be a resource for policy makers and state departments by creating products and thinking of key spokespersons to be a presence for continuity/institutional memory in the field of YD. Furthermore, CCYD could expand its efforts to engage young people in activities such as the summits, but fears for now CCYD is preaching to choir. CCYD could make some serious progress and decide on an initiative that it can mobilize around and take to the grassroots, local, state and policy level. Such support could be written pieces and documents, but would also like to see group catch key people’s attention by networking, defining an initiative, and mobilizing the work/people to get there.
- **Davito:** CCYD could develop YD principals in state and local decisions; as well as monitor youth policy developments and decisions. CCYD should focus on creating effective youth voice that matters both inside and outside agencies by actively educating decision makers.

- **Yamada:** CCYD should strengthen what it is that we represent inside agencies, send out a common message through a clear communications strategy at both the state and local levels
- **Bradley:** Developing effective strategies to educate policy makers, create resources/products for policy makers.
- **McNeil:** CCYD should develop an effective communications strategy that speaks as one voice that is a positive advocate of YD. CCYD needs to solidify its messaging, build on its networks, and begin to influence policy as well as the public's perception of YD. CCYD should build on public support to help initiatives gain momentum. Public education of issues is an important piece to this where writings and products need to be linked to some larger vision – meaning a cohesive message. Lastly, CCYD should think about integrated efforts in terms of programming, research, funding etc. that span across offices, organizations, and departments
- **Erbstein:** Would like to examine the relationship between CCYD and local work. Would like to see CCYD address how it can support local work and bring support in the form of policy advocacy. Would also like to know who in CCYD represents direct work with young people and determine an action plan based on who works inside and outside the field.
- **Frtiz:** CCYD should educate decision makers to support local and statewide YD work. This would mean foster a distinct communications strategy, expanding written pieces, and increase efforts to speak/network with decision makers
- **Sedonaen:** Do something different, build on allies / relationships and create new inside and outside strategies. Put actions and purpose behind young people and adult allies at a local level and then support and broaden outside. She asked the group to think about whether CCYD is an Action Planning vs. Networking Group?
- **Cespedas:** She would like to make clear CCYD's definition of YD and work on building Y-A partnerships at the grassroots and policy levels.

We discussed some the commonalities of people's vision included formulating a distinct communications strategy, networking with key individuals both inside and outside government, and continue to create products/publications that advocate and communicate YD strategies and best practices.

The following are "Parking lot Hows" for the group to think about when deciding how to implement CCYD's new vision:

	<ul style="list-style-type: none"> • Role of CCYD in policy • Role of CCYD in funding • What do the group's current resources look like
<p>Discussion – How is CCYD different from other Collaboratives?</p>	<p>The question: <i>How is CCYD different from other collaboratives?</i></p> <p>The following responses were given:</p> <ul style="list-style-type: none"> • CCYD is composed of professionals who are both inside and outside of government • Those individuals who are inside government are part of the middle tier of government • Those individuals who are outside government can allocate more resources than those inside • CCYD no longer has a current legislative champion (i.e. Dee Dee Alpert) • CCYD is uniquely focused and challenged to look at quality of experiences. Also, CCYD has the potential to look at systems internally. CCYD is clear that YD is not a program • CCYD is a self-initiated collaborative; each individual is here by choice • CCYD has no funding – This may be a strength or a weakness • Because of the diversity of CCYD, the group has the power to think beyond the scope of our own organizations
<p>CCYD Resource Assessment</p>	<p>The following question was posed to each CCYD member: What can you personally commit to and do for the group (time, talent, and resources)?</p> <p>Resources</p> <ul style="list-style-type: none"> • Educational / Networking Opportunities already happening by these organizations that CCYD members could participate in – (CDE, CPRS, YIF, CFNLP, YLI, CCSP, 4H, DMH, AES, TCCF) • Formal connections to grassroots groups throughout the Bay Area, Central Valley, and FNL Network - (YIF, YLI, CFNLP, 4-H) • Video Production – (Attorney General's Office) • Grant programs – (Attorney General's Office) • Food – (TCCF, CDE) • Website for web-conferencing – (CFNLP) • List-servs and websites for professionals and workgroups involved in YD – (CDE) • Meeting Space – (4H, TCCF, CRB, CDE) • Access to "Resiliency and Youth development data module" as well as other data and disclosures on schools – (CDE) • Working relationships at UC's and other Evaluation teams – (4H, YLI) • List servs, websites, connections, IT Network resources - (CDE) • Connected to Healthy Starts and other Higher Ed networks – (4H, CDE, DMH)(and CCSP, YLI)

- 100 staff and volunteers throughout the state to call on – (CFNLP)
- Federal technical assistance site – (DMH)
- Provide administrative support through May - (CRB)
- California Council on Youth Relations Grant - (CRB)
- Possible other funding - (TCCF)
- Networking around California advocacy and legislation - (TCCF)
- Good at making 1 pagers - (YLI)
- Bring legislative experience and expertise - (YLI)
- Willing to train others to do advocacy work - (YLI)
- Could produce a toolkit or white paper for the group - (YLI, AES)
- Well prepared Young people – (YLI, AES, CFNLP)

Time (Hrs / per month)

- Fritz: 10
- Cespedes: 5 – 10
- Hedrick: 1 – 20
- Kooler: 5
- Kelly: 5 - 20
- Sackheim: 5
- Wheeler: 20
- Wolfe: (Not Sure)
- Green: 5
- MacNeil: 0 – 20
- Nielsen: 10 – 20
- Foster: 5 – 10
- Barankin: 5 – 10
- Davito: 1 – 20
- Yamada: 0 – 10
- Bradley: 2 – 12
- Dean: 10
- Sedonaen: 5-10

	<p>Talent</p> <ul style="list-style-type: none"> • Connect people to Park/Rec – (Fritz) • Connect people at the grassroots level in Central Valley – (Cespedes) • Research Skills – (Cespedes) • Youth Energy – (Cespedes) • Influencing constituencies outside the department – (Sackheim) • Connection outside government and among local people with model programs – (Yamada) • Youth Perspectives – (MacNiel) • Great writing skills and institutional memory – (Davith) • A lot of YD knowledge, training, and support – (MacNeil) • Youth Facilitation, fearless energy – (Sedonaen) <p>Resource Strengths:</p> <ul style="list-style-type: none"> • Networks • Capacity around operational support • Share convening and opportunities • Link to other policy efforts • Communications <p>Time Strengths:</p> <ul style="list-style-type: none"> • 100–220 hours / month
<p><i>Discussion – Defining CCYD’s mission</i></p>	<p>The group gave the following input on CCYD’s mission:</p> <ul style="list-style-type: none"> • Provide translation services and begin to speak languages across disciplines and departments. (I.e. materials, tools, policies, articulating outcomes and visions) • Foster a common vision, voice and agenda on YD • Educate Decision-makers • Create an action plan to change specific policies / create initiatives • Influence other departments’ agenda or “highjack” other department’s agendas • Increased political awareness and support of YD • Educate policy makers • Increase amount and quality of educational research available

Additional Discussion:

- Opened a discussion about risk/involvement/commitment. It was noted that CCYD needs to assess people's commitment/willingness to take risks to change the way we do things. Wolfe added that CCYD also must help its members with risk management in that he can safely say that he is not doing things alone.
- The group agreed that they see CCYD as a champion of YD 101 and YD messaging/modeling. Like to see CCYD start perception change of youth and help other parts of government and groups to change this perception.
- It was noted that CCYD could mitigate risk by creating a cohesive communications strategy and help policy makers make decisions. He stressed that CCYD need to think of agendas that cut across fields, perhaps push rfps to get to quality programs
- Dean noted that CCYD should look for opportunities to go before decision-makers and talk about good things that are going on in field of YD. [She called this the drip method] She noted that CCYD needs to find little ways to start buzz campaigns i.e. Go to sub-committee meetings and put a story about some recent efforts
- A question arose about whether it is appropriate to agenda set before having young people at the table. CCYD should define what is about and have young people inform the process as CCYD moves forward to get there. It was agreed that the CCYD should have youth inform the process, but CCYD must define itself first and then address the appropriate role and participation of young people.

The Collaborative agreed that CCYD IS....

A Collective/Collaboration/Alliance that acts a mechanism for public awareness and support of the field of Youth Development

The Collaborative outline the following 3 items that they would like to accomplish:

1) Educate decision makers:

- Do a mapping of who is in the field
- Define a networking strategy

2) Monitor youth-focused policies:

- Disseminate information on local and statewide policies

	<ul style="list-style-type: none"> • Communicate best practices and share model programs • Identify existing convening and planned events (possibly host our own) <p>3) Develop a serious communications strategy</p> <ul style="list-style-type: none"> • Solidify the group's messaging • Define a communications strategy that will address all items of the vision
<p>Discussion - CCYD Leadership</p>	<p>Then we initiated a discussion about what CCYD's leadership should look like. In the interest of time, a Leadership Advisory Committee was formed to discuss and draft a formal Leadership Plan and Structure for YLI. This group will meet at CDE on 2/ 24/05.</p> <p><u>Leadership Advisory Committee Volunteers</u> The following members agreed to be a part of the Leadership Advisory Committee to desing a leadership structure:</p> <ul style="list-style-type: none"> • Fritz • Hedrick • Sedonaen • Dean • McNeil (Can't make next meeting so will talk by phone) • Wolfe • Kooler • Bradley <p><u>Logistics Manager</u> Foster at CRB agreed to be a Logistics Manager for all upcoming meetings; organizing meeting space and times.</p>
<p>Meeting Evaluation</p>	<p>The group gave the following feedback on the strategy session:</p> <p><u>What Worked</u></p> <ul style="list-style-type: none"> • Everyone was included • The meeting was engaging • Moved on the agenda • Opportunities for everyone's input • There was a push for member's commitment • The meeting adjourned on time

	<ul style="list-style-type: none"> • The energy was positive • Diversity of group • Maureen’s facilitation kept people thinking and the meeting on task • The meeting was thought-provoking • Dave’s sense of humor was much appreciated • It felt like the group made progress and that the day was productive • The meeting really allowed the group to look at the big picture of CCYD • Lunch was greatly appreciated • Many who came for the first time felt it was a great learning opportunity <p><u>Could Have Been Improved</u></p> <ul style="list-style-type: none"> • The group did not finish the items on the agenda • No tasks were outlined with specific names and action items • The participant list could have been made available before hand
Next Meetings	<p><u>Next Meetings:</u></p> <p><u>CCYD</u> 4/5 1 – 4PM Location TBD (LEADERSHIP COMMITTEE WILL PRESENT STRATEGY PROPOSALS) 5/2 1 – 3PM Location TBD</p> <p><u>Leadership Advisory Committee</u> The Leadership Committee will meet on February 24th from 1PM – 3PM to discuss what CCYD’s Leadership should look like.</p>