

Diversity and Civic Leadership Program

Year-end performance summary

FY 2007-08

July 2007 through June 2008

1st year grant began December 2007.

Organization: Immigrant and Refugee Community Organization

GOAL: Community Involvement, Increase the number and diversity of people who are involved and volunteer in their communities and neighborhoods.

1. Examples of developing culturally appropriate strategies to bring constituency together to build community identity, understanding of existing City governance structures, and/or skills to analyze City power dynamics.
 - **Two tiers of community building** – One tier of capacity building at each mutual assistance association’s level, (APANO, Africa House, and SCO); and second tier across all three (an effort we call “Portland Leadership Council”).
 - **ENGAGE 08** – Sessions emphasize 1) history and moral authority of our first generation elders, and 2) the bi-cultural flexible generations born/raised back home, educated here and second generation youth. Mitigates against ethno-cultural erosion immigrants suffer interacting with Anglo American norms.
 - **Role of organizing staff** - Sit down with traditional older 1st and younger 2nd generation leaders. Each “community agent” is connected to their Mutual Assistance Association where effective politics, protocol, and personalities may be accessed. Each community is unique so we have to trust that each staff person helps leaders define themselves and refine their needs.
 - **Slavic Coalition of Oregon session** - after an hour of conversation over most-urgent community needs... discussion contributors saw their daily struggles as shared by other families, recognized that these issues are/can be addressed by City Hall, these anxieties can be addressed by educating policy leaders and influencing policy/practice decision-making offices, and it will be civic leadership’s responsibility to resolve these urgent needs only if we engage in Portland’s political process. Once recognized, discussion turned to recruiting and selecting community delegates to participate in engagement campaign, and to support delegates in their placement in City advisory/review bodies.
 - **Affordable housing** near family-wage jobs with neighborhood resources for childcare and after-school care.
2. Have you convened any gatherings/meetings or events to accomplish this goal/program function? If so, how many gatherings/meetings? Attendance?
 - 1st Qtr - Community meetings: Slavs 2, Africans 4, Asians 4, roughly 97 attended

GOAL: Capacity Building, Strengthen neighborhood and community capacity to build identity, skills, relationships and partnerships.

Communications

3. Describe the methods of communication currently used to outreach to your group.
 - Developing rapport and credibility requires face-to-face settings. And if strangers personal introduction by esteemed third persons. We have spent
 - Considerable time eating, drinking and talking with community elders, activists.
 - With savvy and youthful leadership, we use personalized phone and email.
 - Maintain database
 - Direct mailings, i.e. personalized mailings from Mayor Potter
 - Email list notices (same content as direct mailings)
 - Webpage content
 - E-bulletin with news stories, photos, and links to E8 event photo albums
4. How many people are receiving these communications on a regular basis?
 - 2nd Qtr - Email announcements 80 total
5. Describe one example of how one of these communication strategies is supporting your community building and livability efforts, fostering dialogue on policy issues, or publicizing opportunities for involvement with the City?
 - Importance of show/tell with family and community - Web documentation in text and pictures of work with local elected leaders, in high-prestige settings, regarding valued public policy issues - contributes to ethnic enclave esteem and their sense of mainstream acceptance – even socio-political legitimacy.
 - Emails led to securing an in-depth reporting project by *The Oregonian*.
6. Are there plans to develop/implement any new communications strategies?

Leadership development

7. As a result of this project describe one method to develop leadership opportunities for your constituents to become effective advocates on City public involvement initiatives and/or initiatives by your organization to achieve economic and social equity? How many people have participated?

ENGAGE Gathering Forums: IRCO's leadership training program.

- Each workshop day had two or three pre-sessions and one post-session.
- 2nd Qtr – 141 attendance, avg. 47 per day
- 2nd Qtr – 60% Asian American, 25% Slavic, 15% African
- How to become effective advocates on City public involvement initiatives - Featured bureau managers training participants in a) services provided by their bureau; b) personal access to their offices; and c) opportunities for citizen engagement in improving services.

- Informal (eating) part of each session, participants and City presenters discussed ways to work together. At our May/Africa House session, a group of business-minded participants from each constituency agreed with the City's contract officer to develop their relationship by making their enterprises eligible for City work.
- Several Asian community elders were able to interest Police Bureau presenters in ongoing work with their groups. Their Precinct Commander subsequently agreed to support their community policing initiatives.

Partnerships and Collaborations

8. Describe a new or update on a collaboration or partnership developed as a result of this project with other community organization(s), neighborhood and/or business association(s) where there may be opportunities to work on common community and neighborhood livability issues?
- VisionPDX
 - APANO
 - Cambodian American Community of Oregon (CACO)
 - New Harvest (Thai, Lu Mien, and Karen, Christian Ministries)
 - Northwest Health Foundation (CACO)
 - Central Northeast Neighbors
 - Portland International Business District Association (Sandy Ave.)
 - Bureau of Housing and Community Development
 - Bureau of Planning – Youth Program
 - Exchanging goals and methods with other civic engagement efforts (Urban league, NAYA, Latino Network, Center for Intercultural Organizing)

GOAL: Public Impact, Increase community and neighborhood impact on public decisions.

Representation on City advisory committees

9. How many people have participated on city advisory committees, boards, commissions?
- VisionPDX Gathering Center public meetings – 7 participants
 - Vision into Action capacity building grants - Two Asian groups applied
 - Vision into Action Youth Grant – One Asian group received grant
 - One Asian association may participate in neighborhood and business association events (2 international and multicultural celebrations).
 - Mayor Adams promised all Engage grads would be placed on advisory bodies.

Culturally appropriate public involvement models

10. Please describe any opportunities this quarter you have had to engage with City public involvement efforts. What have been some of the successes or challenges in engaging in this process?