

**Positive Youth Development  
Community Action Plan**

**2013-2016**

**July 9, 2013**

## **Introduction**

The Harvest Foundation service area has many excellent youth-serving organizations providing meaningful positive youth development services. However, these excellent organizations and programs do not always have a shared vision for shared outcomes and impact.

What are needed are meaningful partnerships where individual programs of excellence have better connectivity for holistic positive youth development. In a time of limited resources, the community must ensure non-duplication and efficiencies resulting in even better outcomes through comprehensive community strategic planning.

The goals of this strategic planning process were to:

- Develop a comprehensive, doable positive youth development community action plan for Martinsville/Henry County
- Build and enhance partnerships for positive youth development with the youth of Martinsville/Henry County, so resources may be more effectively deployed for better outcomes to be achieved
- Conduct a planning process that builds and strengthens organizational and stakeholder relationships throughout the planning process to increase ownership and partnership in plan implementation
- Cluster and connect current (and potential) programs, organizations, and service providers under three key areas: Life Skills, Recreation, and Career Readiness
- Initiate a post-plan infrastructure for implementation of the plan's strategies

## **Positive Youth Development System**

A Positive Youth Development System is defined as a series of partnerships or connections among organizations to plan and deliver a menu of services based on positive youth development principles and synergistic outcomes. This system consists of Eight Outcomes:

1. Youth Feel Physically and Emotionally Safe
2. Youth Experience Belonging and Ownership
3. Youth Develop Self-Worth
4. Youth Discover Self
5. Youth Develop Quality Relationships with Peers and Adults
6. Youth Discuss Conflicting Values and Form Their Own

7. Youth Feel Pride and Accountability that Comes with Mastery
8. Youth Expand Their Capacity to Enjoy Life and Know that Success Is Possible

## **Process**

In February 2013, The Harvest Foundation invited community youth leaders to participate on the Positive Youth Development Team and to join a Strategic Planning Cluster—Life Skills, Recreation, and Career Readiness. The Positive Youth Development Team met for the planning process in four, day-long strategic planning sessions facilitated by Greg Newton of Greg Newton Associates, with cluster meetings held between each session.

Over the next several months, the Positive Youth Development Team and clusters met to:

- Define key challenges, identify potential solutions, and set goals
- Develop strategies, define action steps, set key success indicators, and identify resources
- Review and provide feedback on cluster plans
- Review and provide feedback on Final Draft Plan and make plans for implementation

At the beginning of this process, the three clusters finalized the following definitions for the scope of their work:

Life Skills: Learning opportunities and supports contributing to holistic development of youth leading to a lifetime of personal fulfillment and making a positive contribution to the community.

Recreation: Services providing youth with diverse opportunities to utilize time to build their bodies, minds, and spirits while making positive choices learning leadership, social, and life skills.

Career Readiness: Services preparing youth for success in the world-of-work, including identifying vocational interests and opportunities, developing both the basic and soft skills needed for success in the workplace, having the opportunity for work experience, and planning a career path.

## **Positive Youth Development Team Members**

This process would not have been possible without the Positive Youth Development Team. This team was comprised of leaders from youth-serving community organizations who committed to the four strategic planning sessions and three cluster meetings. These individuals are:

### **Life Skills Cluster**

<i>Name</i>	<i>Organization</i>
<b>Cluster Leader: Jim Tobin</b>	Piedmont Community Services
Melissa Gravely	Citizens Against Family Violence
Kayla Craddock	Coalition for Health and Wellness
Kim Keith	CrossPoint Church
Joni Temple	Department of Social Services
Jean Odachowski	Family Preservation Services, Inc.
Brad Kinkema	The Family YMCA
Mable Finney	FOCUS on Youth/CASA
Sherry Vestal	Henry County Public Schools/School Health and Nursing
Sheriff Lane Perry	Henry County Sheriff's Department
Eddie Cassady	Martinsville City Police
Dr. Paulette Simington	Martinsville City Schools
Bonnylee Witt	Ministerial Association
Steve Keyser	New College Institute
Heidi Pinkston	Piedmont Arts
Bonnie Favero	Piedmont Community Services
Sharon Buckman	Piedmont Community Services
Christine Towne	Salvation Army
Shivam Patel	Virginia Cooperative Extension Intern
Kevin Meeks	Virginia Department of Juvenile Justice
Dr. Denny Casey	Virginia Museum of Natural History

**Recreation Cluster**

<i>Name</i>	<i>Organization</i>
<b>Cluster Leader: Brian Hairston</b>	Virginia Cooperative Extension/4-H
Cari Zimmer	Activate Martinsville-Henry County
Pam Biggs	Bassett Community Center
Johnny Walker	Boy Scouts of America-Blue Ridge Mountain Council
Lisa Nunn	Boys & Girls Clubs of the Blue Ridge
Jerelle Carter	Coalition for Health and Wellness
Brian Williams	Dan River Basin Association
Becky Forestier	The Family YMCA
Bill Adkins	Fieldale Community Center
Andy Mabe	Henry County Parks & Recreation
Brienna Hairston	MHC After 3
Billy Russo	Southern Virginia Recreation Facilities Authority
Casey Hudgins	The Spencer-Penn Centre
Mary Jordan	The Spencer-Penn Centre
Susan Warren	Tackfully Teamed
Vann Davis	Virginia Department of Juvenile Justice

**Career Readiness Cluster**

<i>Name</i>	<i>Organization</i>
<b>Cluster Leader: Kim Adkins</b>	KEA Consulting Services, LLC
Dr. Lee Hagwood	Agape Bible Christian Fellowship
Rhonda Hodges	The Artisan Center/Patrick Henry Community College
Laurie Wardle	Boys & Girls Clubs of the Blue Ridge
Gayle Jessee	Carlisle School
Dr. Jared Cotton	Henry County Public Schools
Shanna Francisco-King	MHC After 3
Laura Cary	Martinsville-Henry County Chamber of Commerce
Lisa Fultz	West Piedmont Workforce Investment Board

Chase Inman	Martinsville-Henry County SPCA
Naomi Hodge-Muse	Martinsville-Henry County NAACP
Sammy Redd	New College Institute
Katie Connelly	Piedmont Community Services/HEY-CHILL
Ebony Martin	Virginia Cooperative Extension Intern

**The Martinsville-Henry County Positive Youth Development Collaborative:**

This plan establishes the Martinsville-Henry County Positive Youth Development Collaborative. The purposes of this collaborative are to:

1. ensure that youth themselves are co-owners of the youth system and are actively and continuously engaged in providing advice and leadership
2. support the chronicling, connection, and coordination of all youth services and strengthening the youth system
3. develop and map a continuum of seamless engagement opportunities for youth as they age and develop
4. promote youth services to all youth and the adults who support them to encourage access and engagement
5. support (and not replace) existing youth programs
6. provide youth workers, mentors, and volunteers with ongoing professional development opportunities and the learning from best practices
7. maintain, enhance, and increase the momentum for and the capacity of a Martinsville/Henry County positive youth development system by supporting cluster goal implementation and achievement
8. identify and evaluate the key performance indicators that will inform stakeholders and the broader community of the progress being made to respond to the needs of Martinsville-Henry County youth and their positive development

The Collaborative is composed of representatives from all youth programs who are willing to commit to the purposes of the Collaborative and willing to commit the energy and time required for its success. The Collaborative will provide a forum for the three clusters of the plan to continue and to report on their progress. The Collaborative will be supported in its work by a facilitator whose principle job will be to convene the Collaborative for collective action in meeting its purposes.

## **Youth Development Community Action Plan Cluster Goals**

Each cluster began by identifying primary problems that youth in Martinsville-Henry County are facing, and potential solutions to these problems. Once these problems were identified, they came up with goals to achieve these solutions and strategies to accomplish these goals.

### **Life Skills Cluster Primary Problems, Potential Solutions, Goals, and Strategies**

**1. Primary Problem to Be Solved:** A culture of dysfunction

**Potential Solutions to Problem:**

- Improve community values through such means as social norms marketing
- Recognition that “this” is not ok
- Create opportunities to listen
- Create “civil dialogue” opportunities
- Create all inclusive plan to teach appropriate behaviors

**Goal 1:** All people take personal responsibility for their actions

**Strategy:** Initiate “Promise Zones” and build a comprehensive initiative

**2. Primary Problem to Be Solved:** Positive role models not available to some youth

**Potential Solution to Problem:**

- Increase opportunities to engage youth with positive role models: Parents, Other Adults, Other Older Youth

**Goal 2:** Every youth has at least 3 positive role models

**Strategy:** Initiate “Promise Zones” and build a comprehensive initiative

**3. Primary Problem to Be Solved:** Multiple agencies which overlap and compete for resources

**Potential Solutions to Problem:**

- Utilize plan for comprehensive services
- Create opportunity to exhibit community resources. Ex: Trade Show

**Goal 3:** Best utilization of resources

**Strategy:** Create and maintain directory of youth resources

## **Recreation Cluster Primary Problems, Potential Solutions, Goals, and Strategies**

- 1. Primary Problem to Be Solved:** A lack of knowledge of local recreational programs and facilities in Martinsville-Henry County as well as underutilized marketing strategies

**Potential Solutions to Problem:**

- Advertise programs/events on social media
- Use Flex-Time at Martinsville HS
- School announcements
- Local access television shows (BTW 21, etc.)
- Youth-made commercials
- Hold an expo to showcase all recreational programs and facilities
- Provide all materials in both English and Spanish

**Goal 1:** Increase knowledge of recreational programs and facilities in Martinsville-Henry County through effective marketing strategies

**Strategies:**

- a. Marketing with social media
- b. Utilize local media sources
- c. School announcements
- d. “The Event”
- e. Target the Hispanic Population

- 2. Primary Problem to Be Solved:** Lack of outreach programs that take place within communities

**Potential Solutions to Problem:**

- Develop outreach programs
- Create mobile programs
- Utilize community resources such as Ruritan Buildings, community volunteers, etc.
- Create programs that are extensions of the school day and into the summer

**Goal 2:** Increase the number of recreational outreach programs taking place within individual communities and to provide more recreational opportunities as extension of the school day and into the summer

**Strategies:**

- a. Develop outreach programs/create mobile programs
- b. Utilize community resources such as Ruritan buildings, community volunteers, etc.
- c. Create programs that are an extension of the school day
- d. Increase the capacity for summer programming (e.g. summer camps)

- 3. Primary Problem to Be Solved:** Lack of high-quality professional development opportunities for youth development leaders, both paid staff and volunteers, in Martinsville and Henry County

**Potential Solutions to Problem:**

- Open training sessions to the community
- Bring in professionals to cover specific topics

- Utilize local experts to help educate youth development leaders
- Utilize the 40 Developmental Assets

**Goal 3:** Increase the number and quality of professional development opportunities for youth development leaders, both paid staff and volunteers, in Martinsville-Henry County

**Strategy:** Open training sessions to the community youth leaders conducted by local experts and/or bring in professionals to cover specific topics

## **Career Readiness Primary Problems, Potential Solutions, Goals, and Strategies**

**1. Primary Problem to Be Solved:** Lack of understanding of the world of work which translates into lack of essential (soft) skills and making good lifestyle choices

**Potential Solutions to Problem:** More internships and apprenticeships

**Goal 1:** Increase the number of youth obtaining industry-recognized career readiness credentials

**Strategies:**

- a. Develop a clearinghouse of industry recognized career readiness credentials in the region
- b. Develop core competencies
- c. Partner/align with schools and business associations
- d. Develop a method of evaluation

**2. Primary Problem to Be Solved:** Lack of understanding of the value of work

**Potential Solutions to Problem:**

- Find ways to demonstrate options in life and careers
- Articulate why having a career is important

**Goal 2:** Increase the number of youth participating in work-based learning opportunities

**Strategies:**

- a. Develop a clearinghouse for existing youth employment opportunities
- b. Promote work-based learning (specifically internships and apprenticeships) and work-readiness assessments
- c. Develop a comprehensive campaign of career opportunities

**3. Primary Problem to Be Solved:** Lack of understanding the value of education

**Potential Solutions to Problem:**

- Kids supporting each other in “groups”
- Organized support system w/ in and out of school system in the community (churches and other organizations)

**Goal 3:** Increase the number of agencies applying core competencies through their program

**Strategies:**

- a. Inventory the before and after school agencies
- b. Create an awareness campaign around core competencies
- c. Develop a Collaborative

### **Next Steps**

For each of the strategies above, the clusters identified timeframes for Key Activities to take place. Based on the completion of these Key Activities, the clusters also developed Success Indicators to measure the progress of the Positive Development Youth Community Action Plan in its implementation stage. Some parts of the early implementation of the Plan have already begun at the cluster level. The launch of the Collaborative and its clusters for implementation of the plan will commence August 2013. Through a competitive Request for Proposals, the Harvest Foundation will support the facilitation of the Collaborative's implementation.