

Social & Economic Vitality...

The Year In Review

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What is Social & Economic Vitality?



...a long term investment in community revitalization built on ***amplifying the community's voice, stimulating community wellness, promoting educational and human capital development*** and ultimately reducing poverty.

Economic Opportunity Educational Advancement Health & Wellness Civic Engagement



Why Social & Economic Vitality?

Vulnerability Factors

- 1) % of persons living below the federal poverty rate
- 2) % of unemployed civilians age 16 and over in the labor force
- 3) % of youth under age 18 + % of adults age 65 and over
- 4) % of vacant housing units
- 5) % of adults ages 25-64 who did not earn a high school diploma or equivalent (GED)



Families' incomes rise above poverty level; wages rates increase, foreclosures prevented, seniors age at home, entrepreneurial development.



Families secure medical homes, obtain insurance, participate in wellness activities, eliminate food insecurity, successfully re-enter the community



Families, including youth obtain diplomas, certifications and licenses, enroll in post-secondary institutions, students are kindergarten ready



Families voting, participating in advocacy and intervention activities, volunteering, leading social and economic change

A faint, light blue map of Wake County is centered in the background of the slide.

What Have We Done

Current SEV Activities & Initiatives

Crosby Advocacy Group

The Crosby Advocacy Group was initially formed in 2014 for the purpose of supporting what was called the Crosby-Garfield Initiative. The primary focus was to connect partners and resources. Representatives were to include families receiving services in the building, community partners, Raleigh CAC representatives and representatives from the immediate neighborhood.

Currently, the Crosby Advocacy Group is working to reestablish its purpose to include efforts to support the overall work of Social and Economic Vitality specifically to 1) Increase awareness of and participation in community based events and opportunities that address the needs of goals of community residents 2) Assist with establishing the Crosby-Garfield Building as vital resource hub for community engagement and service delivery and 3) Sustain the historic presence and community pride of SE Raleigh residents through leadership development and advocacy efforts.

15-35 Residents and Community Partners Monthly

3 Action Teams

1. Racial Equity/Social Justice (the impact on re-entry and education)
2. Training for Labor Market Value and Upward Mobility
3. Community Leadership Development



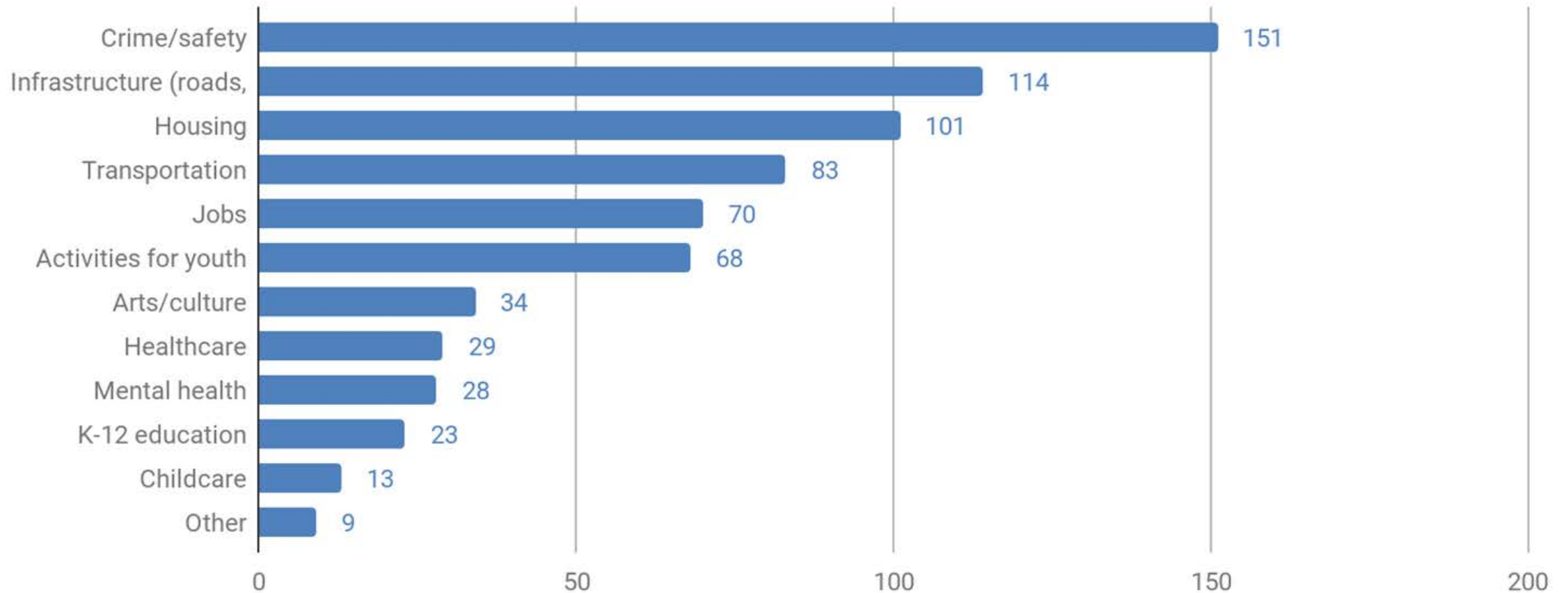
SEV Survey & Goals...Amplifying the Community Voice

Allow residents to express their sentiments about the community and facilitate community dialogue

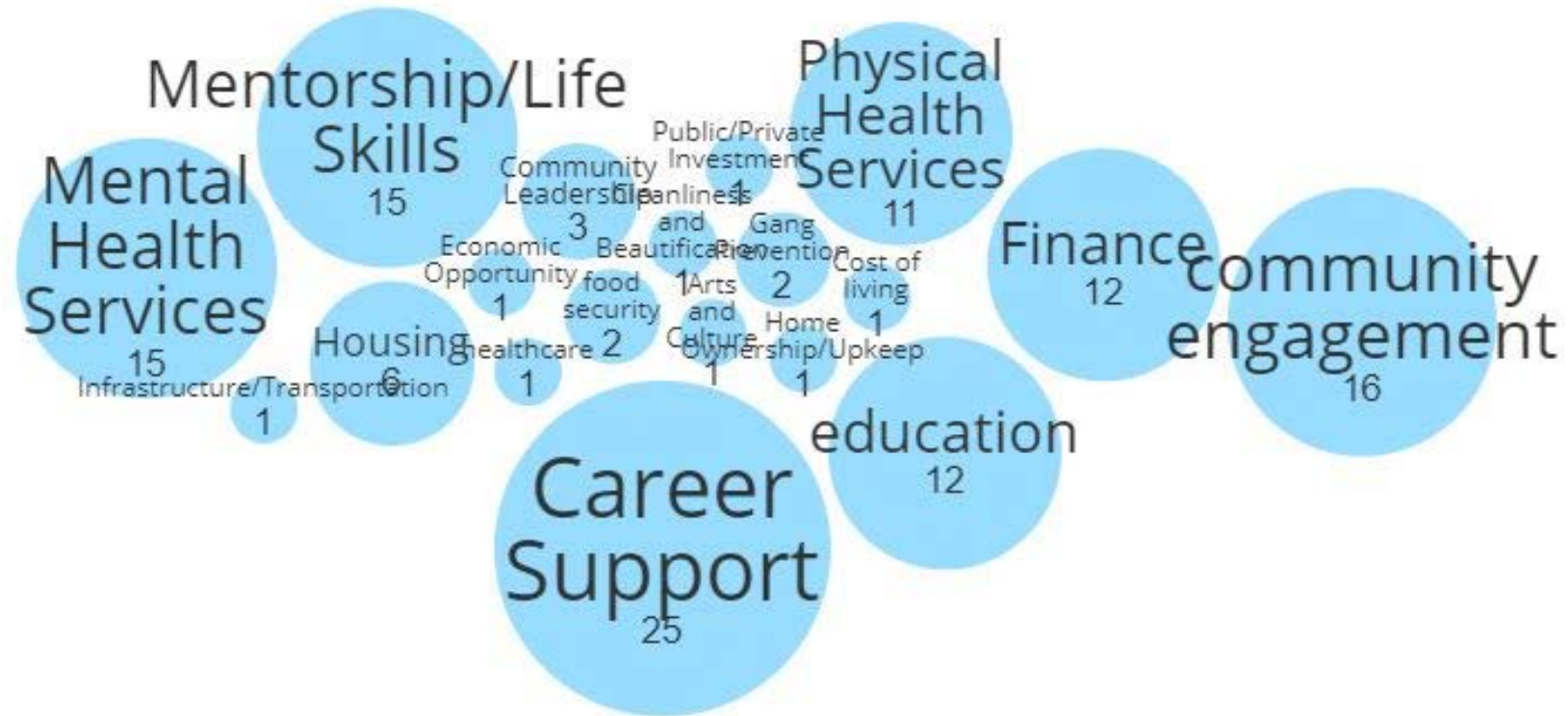
Generate ideas for improved uses of the Crosby-Garfield building to better meet community needs

455 residents surveyed

What are the **THREE** most important issues that need to be addressed in your community?



What programs, services or resources would you like provided at the Crosby-Garfield Center?



Crosby Garfield Building

*“An Anchor Asset for the
SE Raleigh Community”*



- Hub for Human Capital Development
- Gathering place for Community Engagement
- Home for SEV, Family Services **(4/11/18)** and future partners
- Continues to house Telamon Head Start, Learning Together, 4-H

Human Capital Development

- Establish Crosby as portal of Entry for HCD Pipeline for Individuals
- Build on existing group coaching model
- Develop partner agencies coaching capacity (multiple HCD homes)
- Determine most optimal case management system for data collection and outcomes reporting

Previous Activities

- HCD Orientation, Information/Resources
- Employment Hiring Events & Disaster Preparedness
- Family Education Conference & Life Coaching
- Child Abuse & Neglect Prevention & Community Screening of Resilience

Current Activities

- Food Bank Partnership
- Raleigh North/Millbank Court Initiative

Crosby Garfield

Important Dates & Programming



- April 17th Pinwheel Planting (Child Abuse & Neglect Prevention) & Resilience Training (Chavis Park)
- June 8th Grand Re-Opening Community Resource Fair
- July 30th-August 10th Camp Crosby Discovery
- Summer 2018 Summer Food Site
- Crosby Advocacy Group 3rd Tuesday Monthly 9:30AM
- Crosby Residents 3rd Thursday Monthly 6:30PM

SEV Under Construction

- Crosby Partner Occupancy Process
- City of Raleigh
 - 1) Hidden Homeless
 - 2) SE Raleigh Innovation Challenge 2.0
 - 3) Resilience Training Series
- Healthy Corner Store Initiative
- Gardening & Composting
- Early Childhood (Pre-K) Access Strategy & Parent Engagement Supports
- Housing Resource Connections
- Re-Entry Resource Fair
- Wake CUP/Capacity Building

Greater Pleasant Grove Center



- Anchor Asset in the East
- Modeled from The Impact Center (Rocky Mount, NC)
- Human, Economic & Community Development
- Currently SEV supporting East Wake Leadership Academy which is a continuum of academic, social and cultural activities to develop leadership capacity in youth in Eastern Wake County

SEV & ERC Community Development Coalition (CDC) SharePoint Site (Mini Grants)

- The Community Development Coalition SharePoint Site establishes a systematic process through which providers can briefly assess social determinants health needs persistent in the eastern region. This screening tool is not intended to substitute for more comprehensive assessments mandated by providers, but to be used as a coordinated, electronic referral tool for Coalition members.
- The tool will help track all referral activity and match people to the best available services while also demonstrating gaps in service delivery needs.
- The SEV East Mini-Grants are purposed to bridge identified service delivery gaps in the areas of Education, Employment, Housing, Transportation and Food Security specifically for agencies participating in the Eastern Regional Coalition agreeing to participate in the SharePoint referral site.
- Currently
 - ✓ 25 Partner Agencies profiled in the site
 - ✓ 12 Signed Memorandum of Agreement affording them access to the tool
 - ✓ Piloting for 2 weeks resulted in 15 families screened and connected to a service provider within the Coalition

SEV East Mini Grants

Education/Employment

Dorothy Mae Hall Women's Center

- ☐ Job training, transportation and supports to women who are victims of domestic violence based in Wendell

East Wake Education Foundation

- ☐ Summer Science Camp for preschool children serving vulnerable communities based in Wendell

Transportation/Food Security

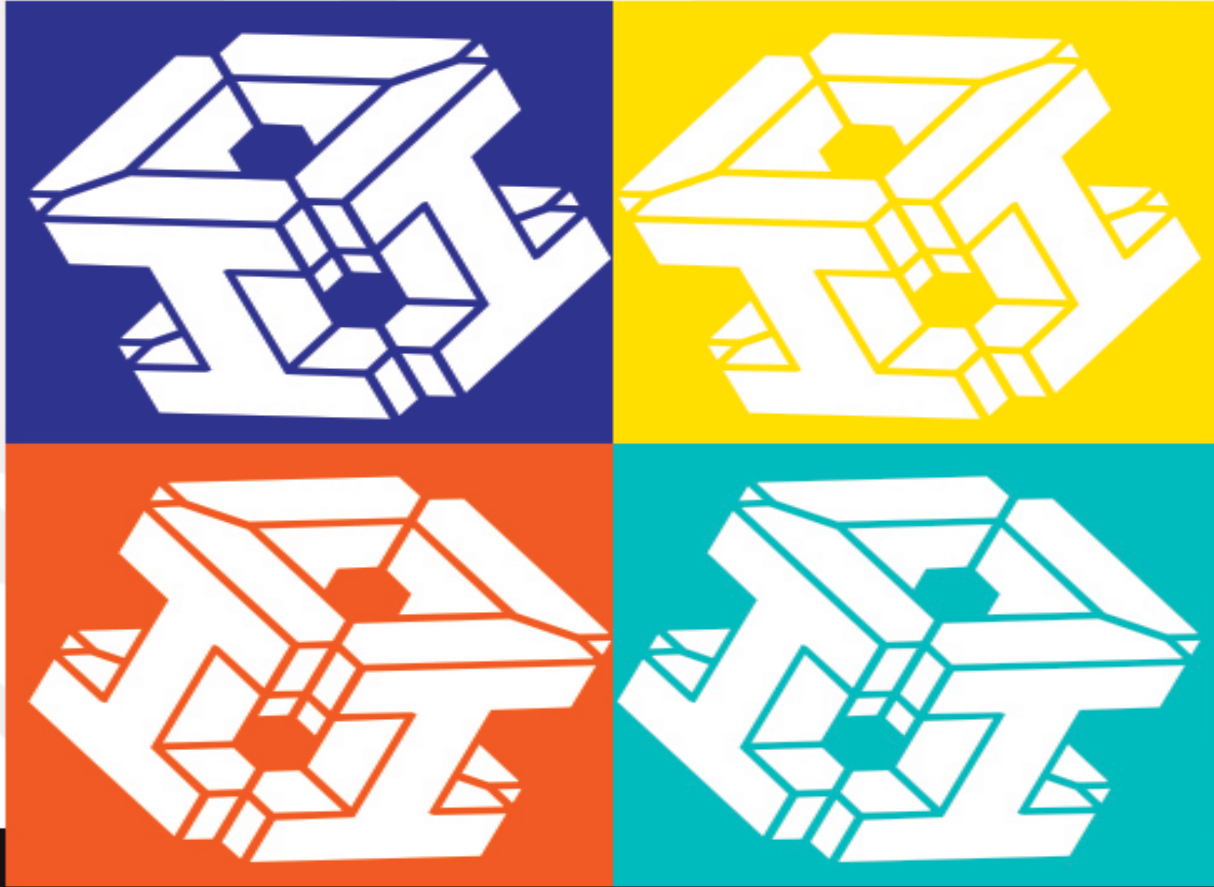
Passage Home

- ☐ Transportation resources for participants in Self-Sufficiency Program in eastern Wake County

Zebulon United Methodist Church

- ☐ Expanding food pantry options to include fresh produce through commercial refrigeration as a means of distributing more healthy foods to families experiencing food insecurity based in Zebulon

FY 2017-18 Major Success



By the community...For the community"

SOUTHEAST RALEIGH
innovation challenge



**United Way
of the Greater Triangle**



**Carolina
Small Business**
DEVELOPMENT FUND

+ a Community Co-Design Team



SOUTHEAST RALEIGH
innovation challenge

Purpose of the Challenge

- **Engage** residents, small businesses, nonprofits, faith-based groups and youth in Southeast Raleigh in **identifying solutions** to economic and social issues within their community that are **innovative yet practical**
- **Fund ideas** to help bring jobs, resources, and support for innovation to SE Raleigh
- **Reignite** a sense of pride and interest in the Southeast Raleigh community

Results...\$120K Prize Pool

- **50+** made an **initial pitch** at a Kickoff event in July
- **30+** received group trainings and access to resources of entrepreneurial development in a community learning session
- **25** participated in a **6-week Accelerator** program to help them develop their idea and hone their pitch
- **5** awarded **\$3,500** for Seed Capital
- **5 finalists** competed for the remaining **\$102,000** prize pool at the Final Pitch Event on October 20

Winners

- **1st Place:** Lydia Newman \$40,000
Building tech skills among youth at Word of God Christian Academy
- **2nd Place:** Major Best \$30,000
Starting a Barber College for at-risk youth, individuals and inmates
- **3rd Place:** Jana Avery \$22,500
Connecting youth with resources and skills to operate a music studio
- **4th Place (tie):** Keschia Martin \$5,000
Players2Pros: Helping student athletes connect to college scholarships
- **4th Place (tie):** Malikia Robertson \$5,000
Yoga4Us: Encouraging health while showcasing local minority businesses

Seed Capital Awards (\$3,500 each)

- Brandy Burnett
Developing Smart Money Matters financial literacy workshops
- Fernando Martinez
Placing Peacebuilders in schools to reduce juvenile justice referrals
- Wilma Metcalf
Providing new moms with education and safe sleeping options for baby
- Nathaniel Myers
Malkuta Project, multimedia workforce development program for youth
- Darryel Washington
Front and Back 9 Junior Golf Academy for youth

Take a Look...Feel the Pride

“By the Community...For the Community”

<https://www.youtube.com/watch?v=I6QNoRESEul>

Social & Economic Vitality

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Economic Opportunity Educational Advancement Health & Wellness Civic Engagement




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Wake Community-University Partnership A Proposal



NC State University Outreach and Engagement
Wake County Social and Economic Vitality
Cooperative Extension

Wake CUP Strategic Framework

Wake County

**Strategic
Goal 8**

***Social and
Economic
Vitality***

NC State

**Strategic
Goal 5**

***Engage Locally
and Globally***

**University Outreach &
Engagement**

**Strategic
Goal 2**

***Place-based
Community
Engagement***

Improve economic and social opportunities in vulnerable communities through strategic partnerships.



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**WAKE
COUNTY**
NORTH CAROLINA

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Goals and Objectives

Wake County

Identify and facilitate **partnership opportunities** between Wake County SEV, community groups and NC State University that respond to community-identified projects and needs within the focal areas and two engagement zones identified below.

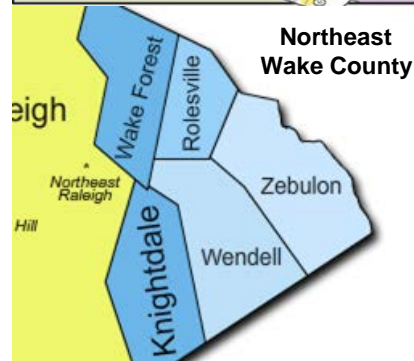
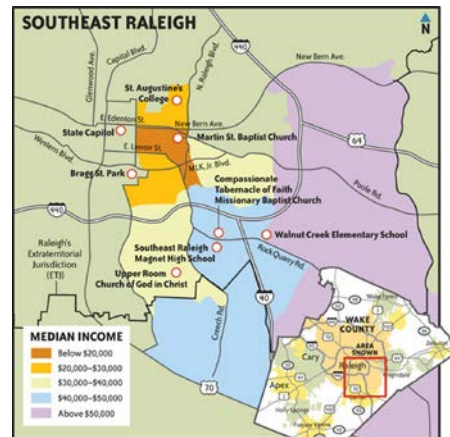
Identify and **secure financial resources** to address community-identified focal areas within each engagement zone.

NC State

Identify and facilitate opportunities for **faculty and research engagement** that respond to community-identified focal areas within each engagement zone.

Identify and facilitate opportunities for **student engagement (service, service learning, research, programs)** that respond to community-identified focal areas within each engagement zone.

Engagement Zones



NC State's Principles of Community Engagement

- Based on a mutually beneficial exchange of knowledge and expertise between communities and the university
- Consistent with the university's role and mission related to scholarship/discovery of Knowledge, teaching and learning, extension and engagement, creative Artistry/Literature, technological/managerial Innovation, and service
- Open and Based on Mutual Learning
- Purposeful and Responsive to Community-Identified issues
- Inclusive and Diverse
- Conducted through Transparency and Trust
- Impactful and Actionable
- Sustainable

Leadership Team

- NC State UO&E Representative
- Wake County SEV Representative
- Wake County Cooperative Extension Representative

Steering Committee

- SEV
- Wake County Manager's Office
- Raleigh City Manager's Office
- NC State Cooperative Extension
- NC State Outreach and Engagement
- Northeastern Wake Municipal Rep.
- Engagement Zones Community Members
- SE Raleigh Elected Officials
- Eastern Wake Elected Officials

Proposed Wake CUP Structure

Focal Areas	Sub Areas
Civic Engagement	Capacity Building Leadership Development Civil Discourse Justice Equity and Inclusion Volunteerism
Community Wellness	Food Access and Security Mental Health Placemaking
Economic Opportunity	Income Mobility Entrepreneurship Human Capital Development

Q&A

Thank You

