



# social + economic vitality

**Social and Economic Vitality (SEV)** is a collaborative, multi-tiered initiative to eliminate intergenerational poverty in Southeast Raleigh and eastern Wake County. SEV strategies are holistic in nature and designed to foster positive community change that supports thriving families, nonprofits, and small businesses.

Focus Area	Priority Strategies	Key Performance Measures	Measurement Tools	Strategic Partners
<b>THRIVING FAMILIES</b>  Residents in SEV zones achieve upward mobility and make progress on self-identified goals.	<b>1a. Coaching</b> Provide a distinct cohort of families with life coaching and referral services to help them achieve goals related to education, employment, finances, mental and physical wellness, housing, and civic engagement.  (Strategy will include complimentary youth development programming for families served.)	<ul style="list-style-type: none"> <li>50 individuals complete 10-week program annually, including development of life plan *</li> <li>45% of participants indicate readiness to address Social Determinants of Health at completion of 10-week program *</li> <li>25 individuals actively engage in monthly group coaching sessions *</li> <li>30% of participants improve by one or more dimensions on the ROMA self-sufficiency scale at 12 months following enrollment in coaching.</li> <li>30% of participants improve by two or more dimensions on the ROMA self-sufficiency scale at 24 months following enrollment in coaching.</li> </ul>	<ul style="list-style-type: none"> <li>Pre/post readiness assessments at start/end of 10-weeks <i>(to be revised)</i></li> <li>Results Oriented Management and Accountability (ROMA) Self Sufficiency Scale to be used at intake, 12 months, &amp; 24 months <i>(to be adapted)</i></li> </ul>	<ul style="list-style-type: none"> <li>The Green Chair Project</li> <li>Triangle Family Services</li> <li>Passage Home</li> <li>Wake Technical College</li> <li>Advance Community Health</li> <li>Operation Hope</li> <li>Dress for Success</li> <li>Habitat for Humanity</li> <li>Jobs for Life</li> <li>4-H Youth Development</li> <li>Marbles Kids Museum</li> <li>NC Works Next Gen</li> </ul>
	<b>1b. Information &amp; Referral</b> Refer individuals who are not yet ready for coaching to relevant resources and supports.	<ul style="list-style-type: none"> <li>300 in coaching network (Constant Contact list) *</li> <li>450 individuals receive referrals annually</li> </ul>	<ul style="list-style-type: none"> <li>Referral tool <i>(to be developed)</i></li> <li>Constant Contact email system <i>(to be adapted)</i></li> </ul>	<ul style="list-style-type: none"> <li>Wake Network of Care</li> </ul>
	<b>1c. Education &amp; Training</b> Provide education and training opportunities for cohort families and the general public in areas such as employment, health, housing, financial literacy, and civic engagement.	<ul style="list-style-type: none"> <li>6 educational workshops offered annually *</li> <li>20-75 individuals attend each workshop *</li> </ul>	<ul style="list-style-type: none"> <li>Registration/sign-in sheets <i>(existing)</i></li> <li>Depending on topic, assessments may be utilized to assess satisfaction, knowledge, and/or completion an action step at/after an event (e.g., enroll in program, meet with resource, etc.)</li> </ul>	



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<b>THRIVING ORGANIZATIONS</b>  Grassroots organizations in SEV zones increase their sustainability and capacity for impact.	<b>2a. Grassroots Nonprofit Leadership Academy (GNLA)</b> Work with NCSU and other partners to implement the GNLA biannually for 15-25 grassroots organizations. Program includes education, coaching, networking and pitch event to strengthen individual, organizational and community leadership capacity.	<ul style="list-style-type: none"> <li>90% of participants completing the GNLA indicate that, as a result of networking throughout the program, they accessed 3 or more resources to strengthen personal leadership skills or service delivery.</li> <li>75% participants completing the GNLA indicate increased knowledge in a majority of the nonprofit leadership domains. *</li> <li>60% participants completing the GNLA indicate that they strengthened skills in communication, coaching, time management, and resource development.</li> <li><i>Perf. Measures to be developed for 12-month follow-up for those that received funding</i></li> </ul>	<ul style="list-style-type: none"> <li>Pre/post program assessment developed by NCSU Institute for Nonprofits <i>(to be revised)</i></li> <li>12-month assessment for those that received funding <i>(to be developed)</i></li> </ul>	<ul style="list-style-type: none"> <li>NCSU Institute for Nonprofits</li> <li>ESC of the Triangle</li> <li>City of Raleigh</li> </ul> <p>Potential:</p> <ul style="list-style-type: none"> <li>Knightdale, Wendell, Zebulon</li> <li>Loading Dock/Prince Hall</li> <li>NC Center for Nonprofits</li> </ul>
	<b>2b. Advanced Grassroots Nonprofit Leadership Academy (to be designed)</b> Work with NCSU and other partners to implement advanced GNLA biannually for 15-25 grassroots organizations. Program includes education, coaching, and networking to strengthen nonprofit management and organizational sustainability.	<ul style="list-style-type: none"> <li><i>Performance measures to be developed related to access, knowledge and skills at program completion and 12-month follow-up</i></li> </ul>	<ul style="list-style-type: none"> <li>Pre/post program assessment developed by NCSU Institute for Nonprofits <i>(to be developed)</i></li> <li>12-month assessment <i>(to be developed)</i></li> </ul>	
	<b>2c. Biannual Grassroots Nonprofit Leadership Conference</b> Work with partners to organize a biannual conference that provides skill-building and networking opportunities for grassroots nonprofits.	<ul style="list-style-type: none"> <li>30 participating organizations /</li> <li>75% of participants are satisfied or very satisfied with the program</li> <li>80% of participants demonstrate increased knowledge of topics using pre/post tools</li> <li>85% of participants connect to at least one new organization or individual that will help advance their organizational mission</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Post-event surveys <i>(to be developed)</i></li> </ul>	



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<b>THRIVING BUSINESSES</b>  Existing and aspiring entrepreneurs and small businesses in SEV zones increase revenue and long-term viability.	<b>3. Entrepreneurial Accelerator/Pitch Competition</b>  Work with partners to implement an Entrepreneurial Accelerator/Pitch Competition biannually for 15-25 preferred but not limited to “social innovators”. Program includes kickoff, training, coaching and pitch event to advance business development and sustainability.	<ul style="list-style-type: none"> <li>80% of participants indicate that, as a result of networking throughout the program, they accessed 3 or more resources to advance business development or sustainability.</li> <li>75% participants indicate increased knowledge in a majority of business topics covered, as evidenced by pre/post self-report.</li> <li>60% participants indicate that they strengthened skills in understanding the local market, lean canvas development, financial planning and pitch development.</li> <li><i>Performance measures to be developed for 12-month follow-up assessment for those that received funding</i></li> </ul>	<ul style="list-style-type: none"> <li>Pre/post program assessment (<i>to be developed</i>)</li> <li>12-month assessment for those that received funding (<i>to be developed</i>)</li> </ul>	<ul style="list-style-type: none"> <li>City of Raleigh</li> <li>Carolina Small Business Development Fund/Innovation &amp; Entrepreneurship Center</li> <li></li> </ul> <p>Potential:</p> <ul style="list-style-type: none"> <li>Launch Raleigh</li> <li>Loading Dock/Prince Hall</li> <li>Triangle Entrepreneurial Leadership</li> <li>Wake Tech Small Business Center &amp; Entrepreneurship Initiatives</li> <li>Knightdale, Wendell, Zebulon</li> <li>NCSU</li> </ul>



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<b>THRIVING COMMUNITIES</b>  Residents and partners work together to build trusting relationships and lead positive community change.	<b>4a. Educational &amp; Cultural Activities</b> Collaborate with residents and partners to provide educational and cultural activities that foster positive interaction and relationship-building within and across the community.	<ul style="list-style-type: none"> <li>24 community-based interactions offered annually</li> <li>10-300+ participants engaged at each event or activity</li> <li>80% of participants satisfied or very satisfied with event/activity</li> <li>Depending on topic, assessments may be utilized to assess satisfaction or knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Post-event surveys</li> <li>Pre/post tool for educational based activities <i>(to be developed as needed)</i></li> </ul>	Partners offering programs/services at Crosby/Carver in 2019? <ul style="list-style-type: none"> <li>Head Start</li> <li>Learning Together</li> <li>Step Up Ministry</li> <li>Jobs for Life</li> <li>KCSSU</li> <li>EFNEP</li> <li>4-H</li> <li>CCERC</li> <li>SNAP-Ed</li> </ul>
	<b>4b. Resource Development &amp; Information-Sharing</b> Facilitate resource development and information-sharing among partners and residents via regular Crosby Advocacy Group and Eastern Regional Community Development Coalition meetings, as well as electronic communication tools.	<ul style="list-style-type: none"> <li>16 community meetings annually</li> <li>25 average monthly participants in CAG, ERCDC meetings</li> <li>75% of participants indicate increased awareness of resources, meaningful connections, engaged in additional activities as a result of participation *</li> <li>\$ Value of resources leveraged (including in-kind contributions of professionals/ organizations involved) <i>{Calculation to be determined}</i></li> <li># of partnerships leveraged <i>(need to define)</i></li> <li>30 individuals providing input into formal plans and/or providing insights on policy development</li> <li>12 SEV newsletters / 45 % readership/click rate</li> <li>50+ Social Media likes/follows/shares, etc. per post</li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Year-end survey of participants <i>(to be developed)</i></li> <li>Constant Contact newsletter data</li> <li>Facebook data</li> </ul>	<ul style="list-style-type: none"> <li>CAG</li> <li>Eastern Regional Coalition</li> </ul>
	<b>4c. Action Teams</b> Support SEV Action Teams in developing and implementing strategies.	<ul style="list-style-type: none"> <li>6 meetings per team annually</li> <li>12 participants average participation per each team meeting</li> <li><i>Other performance measures to be developed in conjunction with action teams</i></li> </ul>	<ul style="list-style-type: none"> <li>Sign-in sheets</li> <li>Meeting Agendas</li> </ul>	<ul style="list-style-type: none"> <li>Southeast Raleigh Promise</li> </ul>
	<b>4d. Anchor Asset Development</b>	<ul style="list-style-type: none"> <li>Infrastructure and technology upgrades completed at Crosby and Carver</li> </ul>	<ul style="list-style-type: none"> <li>Upgrades completed</li> </ul>	<ul style="list-style-type: none"> <li>Kaleidoscope Project</li> </ul>



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	Work with GSA and other partners to advance infrastructure upgrades / programming that further develops Crosby and Carver as anchor assets.			Potential: <ul style="list-style-type: none"> <li>NCSU College of Design to assist with Carver</li> </ul>
	<b>4e. Strategic Partnerships &amp; Collaboration</b> Develop strategic partnerships and support collaborative efforts that advance SEV goals.	<ul style="list-style-type: none"> <li>12 new or continued activities collaboratively planned or implemented by SEV and partners</li> <li>\$ value of resources leveraged through partnerships to advance SEV initiatives <i>{Calculation to be determined}</i></li> <li>30 documented MOUs executed</li> <li>Cross-promotion of opportunities</li> </ul>	<ul style="list-style-type: none"> <li>MOUs</li> <li>Referrals</li> <li>Financial Reports</li> <li>Marketing Materials</li> </ul>	<ul style="list-style-type: none"> <li>Live Well Wake</li> <li>Best Baby Zone</li> <li>NCSU - Wake CUP</li> <li>Black Entrepreneurship Week Planning</li> <li>Wake County Child Abuse Prevention Planning</li> <li>Diversity, Equity and Inclusion through the Chamber</li> </ul>