

Petaluma Youth Network

Ready by 21

LEADING/YOUTH LEADERSHIP Strategy Team Meeting

Date and Time: March 24, 2010 3:30pm—5:00pm

Location: Petaluma City Schools, 200 Douglas Street

Attendees:

John Milburn, Healthy Community Consortium (HC2)

Ian Lofgren, Senior, Petaluma High School, Youth Commissioner, Petaluma Youth Commission

Zach Balfour, Junior, Casa Grande High School

Fabiola Rojas, Junior, Casa Grande High School

Yaneli Rico, Junior, Casa Grande High School

Melinda Velasquez, Consultant, Productive Insights

Ryan Cooney, Summer Search

John Bertucci, Petaluma Community Access (PCA TV)

Kate Keaton, Sonoma County Library, Petaluma

Kathy Warren, Teacher, Petaluma High School

Ian Inman, Active Pulse/Jungle Quest

Bonnie Koagedal, President, Parent Teacher Student Association (PTSA), Petaluma High School

Kelly Balfour, President, Parent Teacher Student Association (PTSA), Casa Grande High School, & Superintendent's Lay Advisory Counsel Representative

Next Meeting: Wednesday April 14, 2010, 3:30pm—5:00pm, Petaluma City Schools, 200 Douglas St.

Executive Summary:

The LEADING/YOUTH LEADERSHIP strategy team is developing strategies and tools for promoting and increasing awareness of youth leadership opportunities in the community. One such project is proposed by PCA TV. PCA TV will train community members, including youth, in video production and allow the use of professional equipment and studio to produce local videos. These videos could feature profiles of young people in leadership, volunteer, and civic activities. PCA TV members must pay a membership fee in order to access these services. **Membership costs could be underwritten and scholarships created to ensure that young people have access to this opportunity.**

In addition to being aired on PCA TV, the videos and other content such as blogs, links, and information could be posted on a youth-administered, youth-run Facebook group page and YouTube channel that could be used to increase awareness of youth leadership opportunities and activities. The group generally agreed that this approach would be very effective in promoting and increasing awareness of existing programs and youth leadership opportunities in Petaluma. This would also encourage more young people to engage in leadership, volunteer, and civic activities in their community.

Notes from meeting:

At the meeting, team members looked at a mock-up Facebook group page and YouTube channel. Videos of local youth presenting to Petaluma City Counsel that were videotaped and posted by PCA were used as examples of the type of video content that could be included as youth leadership activities. The Facebook group page displayed links to Summer Search, City of Petaluma Youth Commission, etc. as examples of the way Facebook could be used to enhance communication and increase awareness of youth leadership opportunities available to young people in Petaluma.

Petaluma Youth Network *Ready by 21*

One example of the type of content that could be offered as part of this youth leadership effort was presented by Ryan Cooney of Summer Search and two students, Fabiola Rojas and Yaneli Rico (who will be traveling abroad this summer on a youth leadership enrichment program). Their experiences could be documented on video and possibly other means and then produced into a short program that would air on PCA TV and the other venues mentioned earlier.

The group discussed security and protection for youth with social media:

- Youth Administrators can develop criteria for acceptable posts, make this criteria visible and accessible to everyone who visits this group, control Facebook content, immediately delete any unacceptable posts, and notify the “friend” of the rules
- Posts could be submitted via email to administrators, who will then post acceptable posting. However, it was also suggested that this extra step may decrease the effectiveness of the page to the degree that students may not engage with it at all
- A disclaimer is posted as one of the first things visitors see. This disclaimer will read: *“This is a community forum for the people of Petaluma to engage in conversation about youth leadership and related topics and does not reflect the views of Healthy Community Consortium (HC2) or the Petaluma Youth Network (PYN) organizations or members.”*
- The group agreed to continue talking about this topic at our next meeting

Additional Suggestions:

- Make this site youth-led and youth-controlled so that there is genuine engagement and ownership by youth
- Connect project to existing efforts of leadership activities in the schools and community
- Make it a requirement in high school to be engaged in youth leadership activities such as this project, so that students would be motivated to do it and receive credit for these types of youth leadership activities
- We agreed that the terms “youth” and “youth leadership” are adult terms and do not necessarily speak to young people in a language that is appealing. We agreed that we need to develop alternative phrases that we can use that will reach more youth and not just the young people who are already excelling
- We need a strategy to get students to be aware of and view the PCA videos, Facebook and YouTube channel postings—just having content may not be enough of an incentive for youth
- Design content that interests young people:
 - Sports
 - Arts
 - Comedy/humor
 - How to
 - Unique opportunities for youth in the summer
 - Youth leadership activities wherever they occur

The group discussed next steps and decided to wait until it was clear that the project could proceed as planned. The group concluded the meeting and agreed to set the next meeting date by electronic communication.

Petaluma Youth Network
Ready by 21

NEXT STEPS: ACTION PLAN

What	Who	When
<p>Ensure that we can move forward with social media portion of the youth leadership PCA TV project</p> <p>Determine the next meeting date and send out with notes from this meeting</p> <p>Identify next steps and agenda for April 14th meeting</p>	John Milburn	<p>ASAP</p> <p>APRIL 14, 2010 3:30—5:00pm Petaluma City Schools</p> <p>By next meeting</p>
<p>Invite others to attend next meeting including youth and parents</p> <p>Think about and bring suggestions to next meeting: -Incentives for engaging youth and achieving buy-in -What exists now in terms of youth leadership opportunities? -How do we increase access to opportunities for all youth? -What new opportunities should we consider?</p>	ALL	Before next meeting
Next PYN Rb21 Youth Leadership Strategy Meeting at Petaluma City Schools, 200 Douglas Street	ALL	APRIL 14, 2010 3:30—5:00pm Petaluma City Schools

All are welcome to attend Petaluma Youth Network and Ready by 21 strategy meetings and we encourage you to invite others who need to be included in these meetings.