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## **Petaluma Youth Network Ready by 21**

### **LEADING/YOUTH LEADERSHIP Strategy Team Meeting**

February 10, 2010, 3:30pm—5:00pm      Petaluma City Schools, Madrone Room

#### **Attendees:**

Pat Landrum, HC2  
John Milburn, HC2  
Kelly Balfour, SLAC & PTSA President  
Ian Lofgren, Petaluma Youth Commission  
Ryan Cooney, Summer Search  
Ray Peterson, California School Boards Association  
John Bertucci, Petaluma Community Access  
Kathy Warren, Teacher  
Ian Inman, Active Pulse/Jungle Quest

#### **Next Meeting:**

Wednesday March 17, 2010, 3:30pm—5:00pm      Petaluma City Schools, 200 Douglas Street

**Executive Summary:** The LEADING/YOUTH LEADERSHIP team met and strategized about expanding and promoting leadership opportunities for youth of all ages in Petaluma. We had a robust conversation about the importance of leadership and the challenges with creating leadership opportunities that are utilized by young people. We discussed a possible breakthrough project with Petaluma Community Access (PCA) where young people could create a news show (bi-monthly or weekly) and airing on PCA TV locally. A small group formed to pursue this idea further. We agreed to gather more information and invite others to attend the next meeting.

#### **Notes from meeting presented in bullet points below:**

- Providing opportunities for leadership means encouraging and letting youth lead projects—learn to lead by actually leading
- Youth have both positive and negative leadership role models—we need to ensure more positive models are available
- We need to educate and develop leaders on a national level, and our effort contributes to that as well
- Younger ages (elementary and middle school age) need coaching and youth empowerment
- Youth led sports programs
- 16,000+ children and youth in Petaluma (13k enrolled in PCS K-12)
- Questions we need to answer:
  - How do we get baseline data?
  - How much do we want to move our selected measurements, i.e. what is our objective?
  - How many youth leadership opportunities do we want to create? And what types?
  - How do we define youth leadership opportunities? What does that mean exactly? what types of opportunities do we need per age group?

## DRAFT

- Youth commission projects:
  - Work permit project—steps to attain work permit promoted
  - Butter and Eggs parade event
  - Health Care sub-committee—free health clinic on east side of town promoted
  - Transportation sub-committee—stalled, too big a project for youth commission
- We need opportunities that are meaningful, relevant and obtainable for all kids
- We need to identify and categorize the current opportunities available
  - We need to develop more opportunities to fill the gap
- We need to market these opportunities and their value to youth and parents
- Some youth just want jobs and money for living
- We can teach leadership at younger ages as well, just need to make it fun
- Youth need motivation to take on leadership opportunities (entry into opportunity is challenge, but once involved youth tend to enjoy it and stay with it)
  - School credit
  - Recognition
  - Fun
  - Volunteerism
  - Career development
  - College applications
- Operational Definition of Leadership Opportunity
  - “Taking responsibility and taking point on a project—putting your voice out there, taking a risk and stepping forward on something you believe in”
  - “Making decisions and taking actions that impacts more than yourself”
- Grant funding opportunities for youth leadership programs many times require collaborative partnership effort in community
- Breakthrough Project: PCA TV show as a leadership opportunity for Petaluma youth
  - Petaluma News show
  - Three Petaluma Television channels
  - Fulcrum to reach youth leaders within various age groups
  - Still ‘cool’ to be on TV
  - Encouraging youth to get involved and promote something worthwhile
  - Public service announcements
  - You Tube Videos
  - Profiling young people currently doing youth leadership activities (news style)
  - Youth promoting and advertising opportunities for youth leadership

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- Policy change idea: School Board adopt policy to require youth leadership/volunteer (x hours) for high school graduation
  - St Vincent’s high school already does this
  - Casa Grande high school may have similar requirement
- We need to grow our community capacity by engaging youth and parents
- Cultural shift: Teenagers are just as capable as adults
- Promote opportunities on Facebook, MySpace, YouTube, etc

**ACTION PLAN**

<b>What</b>	<b>Who</b>	<b>When</b>
List leadership opportunities (resource mapping) currently available in Petaluma across all age groups	Kelly Balfour Ian Lofgren Pat Landrum Kathy Warren	Before next meeting
Begin forming PYN Rb21 TV show with PCA TV	John Bertucci Ian Lofgren John Milburn	First meeting 11am Mon Feb 15 <sup>th</sup> @ Pete’s Coffee
-Invite others to attend next meeting including youth and parents  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?	ALL	Before next meeting
Next PYN Rb21 Youth Leadership Strategy Meeting at Petaluma City Schools, 200 Douglas Street	ALL	Wednesday March 17, 3:30pm— 5:00pm

*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.*