

Countywide Leadership Council
Social & Civic Engagement Committee
Meeting Minutes
November 29, 2006, 9:30-11:30
Frasier Meadows

In Attendance: Barb Martig, Elsie Wood, Laura Mathews, Eula Redenbaugh,
Adrienne Mihelic

I. 2007 Meeting Schedule: (All meetings are from 9:30-11:30 a.m.)

<u>Date</u>	<u>Location</u>
January 10	Sky Lounge, Frasier Meadows
March 14	TBD
April 11	TBD
June 13	TBD
July 11	TBD
September 12	TBD
October 10	TBD
December 12	TBD

Please remember that the full CLC will meet February 14, May 9, August 8, and November 14).

II. Reviewed Job Description

We exist to:

- Identify the players who are in a position to take on projects
- Look for opportunities to build on strengths
- Search for and encourage the implementation of best practice models
- Help connect the players
- Provide support and encouragement
- Evaluate our progress towards meeting the Goals in the Strategic Plan

We assess, coordinate, facilitate and evaluate; we do not implement projects ourselves, working instead to build on the strengths of existing infrastructures and efforts.

III. Evaluation

We need to be thinking about the following:

- What do we want to see happen (within each goal & each strategy)?
- How will we measure success (within each goal & each strategy)?

IV. Community Asset Mapping

Picking up where we left from last month's meeting, we chose a specific goal to facilitate talking about what Community Asset Mapping would mean with a concrete example. For example, Goal 7.7: "Recruit individuals who have not traditionally volunteered into meaningful leadership roles." In order to affect change in this area, we first need to know:

- What percentage of volunteer leadership roles are currently filled by older persons?

- Who are the players/partners in our community?
- Are there any best practice models from other areas of the state/county that we wish to see replicated in Boulder County?

Looking at a specific goal/strategy allows us to approach community asset mapping in a meaningful way.

IV. Proposed re-organization of strategies

- The forgoing discussions lead to some analysis of the specific strategies and ultimately a proposal for a functional reorganization of those strategies. It was suggested that several of the strategies overlap, and perhaps we could combine and restate them (a “functional re-grouping”). Once we identify the overlapping components, we will better be able to operationalize our objectives, set evaluation criteria and we’ll be more efficient with our asset mapping. For example:

Goal 7: Opportunities exist for meaningful paid and volunteer work – *Opportunities to give and receive*. This goal could potentially be reorganized into two branches: paid work and volunteer work.

- 7.2 and 7.4 fall under both branches.
- 7.5 and 7.7 are closely related and could be restated so that one new strategy could affect change under the volunteer branch.
- 7.3 and 7.6 might also be combined under the paid work branch, since both relate to receiving credit for their volunteer work.
- 7.1 is closely related to 8.3. (See discussion of this in section V. below).

If we look specifically at 7.7: “Recruit individuals who have not traditionally volunteered into meaningful leadership roles.” To choose a programmatic effort, we would want to consider the following questions::

- What volunteer opportunities or recruiting efforts currently exist?
- How do you outreach to boomers? (7.5)
- How do you recruit non-volunteers? (7.7)
- How do you incorporate a credit system? (7.3, 7.6)
- How do you involve training/skill enhancement? (7.4)

V. Focus on Goal 8, strategy 3:

“Increase the participation of older adults in community planning, public policy development, and social change.”

- This strategy seems to have implications for the CLC as a whole. It was suggested that a subcommittee be created (with representatives from each quadrant area) to map what boards/planning groups/other decision-making entities need to have an older representative to help affect social change and public policy. Elsie suggested this subcommittee could be called a “Coalition of Cultural Creatives.”

VI. Future Agenda Items

- Age Wave Festival
- Elder-friendly sticker for county businesses (What criteria would we propose related to our goals?)
- Facilitate the creation of a standardized volunteer profile sheet for service providers; this may lead to a master volunteer database with opportunities for cross-fertilization/cross-referrals of volunteers between organizations. (*Barb will check with RSVP to see what form they are currently using*).
- Adrienne will create a picture/diagram showing how all the strategies are/could be captured under this new organization of goal 7.