



**SCALE
LIVE LEARN EARN INITIATIVE**

IZI Series Reflection



*Presented by
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All Photos taken from the 3 IZI Series

Marnita's Table Project Team

Outreach

Blanca Martinez Gaviña
Donte Curtis
& 5 Community Members



Event Management

Sammie Ardito Rivera
Marnita Schroedl
Lauren Williams
Lars Goldstein
Elijah Fortson



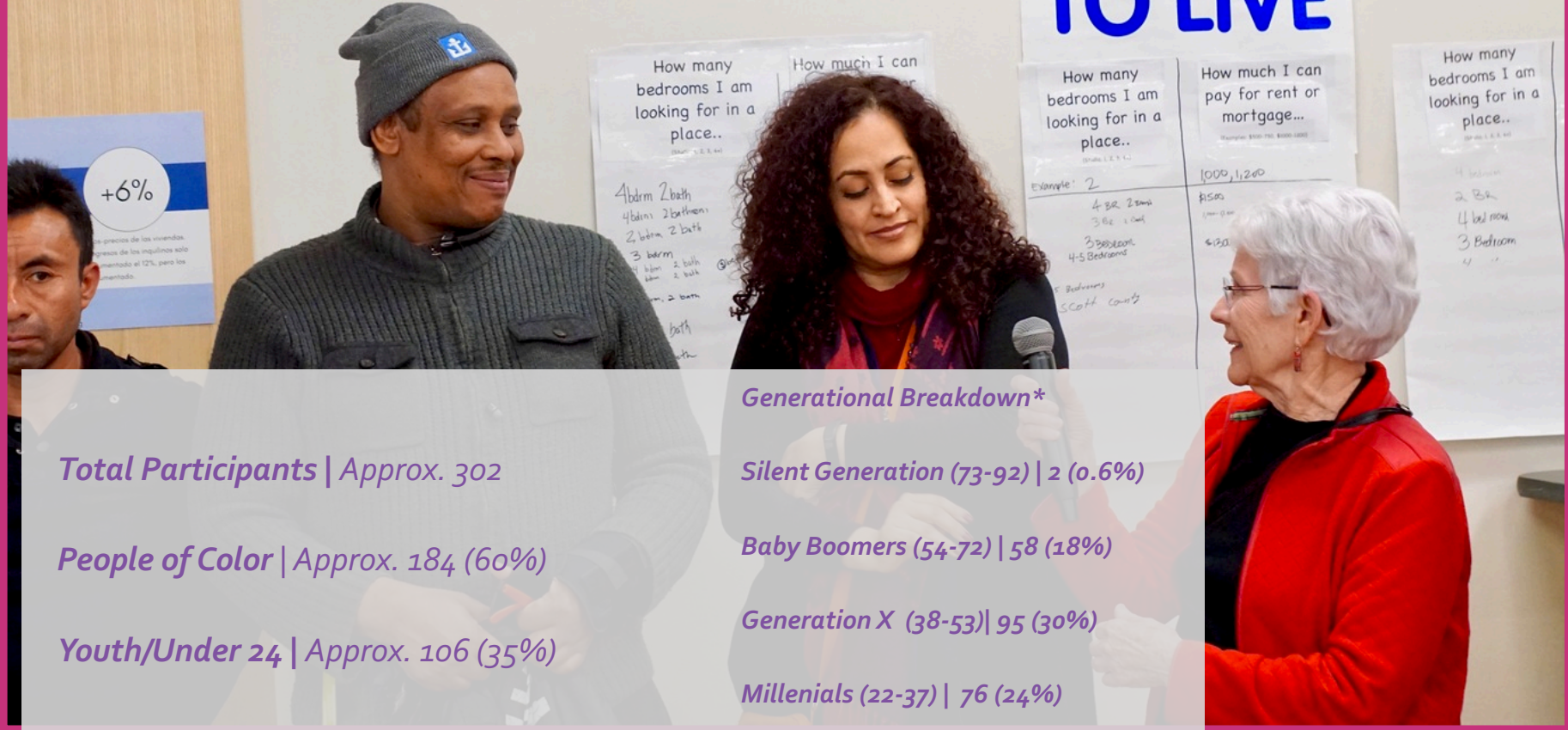
Research

Elexis Trinity
Sam Prohaska



Event Demographics

WHERE I WANT TO LIVE



Total Participants | Approx. 302

People of Color | Approx. 184 (60%)

Youth/Under 24 | Approx. 106 (35%)

Generational Breakdown*

Silent Generation (73-92) | 2 (0.6%)

Baby Boomers (54-72) | 58 (18%)

Generation X (38-53) | 95 (30%)

Millennials (22-37) | 76 (24%)

Generation Z (0-21) | 88 (27%)



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*Percentages based on participation in the Human Survey Activity

Reinvestment in the Community

Over \$24,000 of the \$80,000 cost of the series was returned directly to county businesses and residents through space rental fees, food and beverage costs, outreach and event support stipends.

This does not include caterers, materials and outside consultants that were not directly in the county.

30% back to the community!






Scott County Community Outreach

Community outreach for Scott County was tailored to each community with culturally specific tools and strategies with a focus on the Latinx/Hispanic population. The cities composing the county each required unique outreach that focused on the communities' social capital.



Scott County Community Outreach

Outreach Method	Scott County Implementation
Detached Outreach 	<p><i>A physical and social capital mapping of Scott County was done by first focusing on detached outreach or an outreach model that targeted culturally specific spaces. The locations were often composed of religious entities, culturally specific businesses and other high traffic areas of interest.</i></p>
Recruitment of Community Members 	<p><i>During the detached outreach, key members of the community were identified and recruited for further "voz a voz" outreach. The community members were chosen from either recommendations, location or connections in a focus area that included religious communities, youth, and community liaisons.</i></p>
Domiciliary Outreach 	<p><i>Through both the detached outreach and outreach community members input, specific domiciliary locations of high concentrations of Latinx/Hispanic were identified.</i></p>
Peripatetic Outreach	<p><i>Peripatetic outreach or outreach targeting organizations that serve specific populations, was done in Scott County the Latinx/Hispanic and Somali community within public institutions and non-profits.</i></p>



Detached Outreach Lessons Learned

- **Shakopee is a central location in Scott County for many religious, business and community events.**
- Small businesses like Los Gallos, La Loma, Los Costeños and Los Ranchos have the highest foot traffic on Friday evening and Saturdays. People in the community tend to cash checks and do grocery shopping these days. When diffusing information it is important to consult with store owners and relate the nature of the outreach. Business owners are very flexible and welcoming for events concerning the community. On days of high foot traffic it is recommended to have up to 3 outreach people at these locations.
- It is important that the outreach person is either of the community of interest or culturally versed in the community to do the outreach, it is also critical that they speak Spanish fluently.



Recruitment of Community Members Lessons Learned

- Meeting and communicating with community members weekly was key to the outreach strategy.
- **Allowing community members to engage within their communities with an approach that they seem most fit, is a way to create trust and relationships.**
- Recruiting community members was an opportunity for developing leadership.
- Some of the community members stated that they felt “invested in.”



Domiciliary Outreach

- Many Latinx/Hispanic community members work up to two jobs, therefore late evenings work best, usually after 6:30 p.m.
- Targeting areas of high concentration is efficient to have a higher contact results.
- **Some community members have had very bad experiences with ICE and other governmental agencies. It is of high importance to state business if door is not being open but a person responds without opening the door.**
- Ensure that outreach people speak the language and are able to communicate properly and understands the dynamics of door knocking.



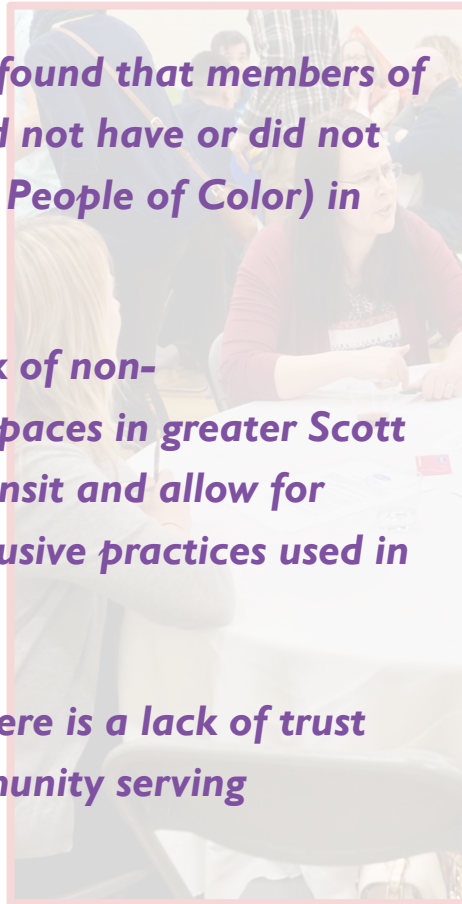
Peripatetic Outreach

- Some Scott County public schools were not very open or welcoming to the idea of partnership to reach IPOC communities. It is important to have connections and established relationships from the county prior to contact.
- **Reaching High School students in cultural groups such as ALAS (Association of Latin American Students) in Shakopee is a great way to include High School Students. ALAS meets every Thursday at 3:00 p.m.**
- High School Students throughout the county were eager and excited to be included in the outreach. It could be impactful to also include them in the early stages of outreach planning.



Social Capital Landscape

- Cross-cultural Relationships- We found that members of the Live, Learn, Earn Initiative did not have or did not invite in many IPOC (Indigenous, People of Color) in their networks.
- Gathering Spaces -There is a lack of non-denominational large gathering spaces in greater Scott County that are accessible by transit and allow for outside caterers (both key to inclusive practices used in IZI)
- Organizational Relationships- There is a lack of trust and collaboration amongst community serving institutions in the county.



Social capital is *an accrued resource* that is developed in a processual manner, over time. Results will not be immediate; therefore, it is important to avoid undervaluing those who came into the room.



Social Equity

Leadership Development

- ✓ Engaging community members (especially those who are usually left out of the conversation or undervalued) in leadership live in the room
- ✓ Teaching how to effectively lead in a more diverse world
- ✓ Welcoming “the other” becomes a norm
- ✓ Reciprocal sharing of power, resources and access

Community Engagement

- ✓ Building a practice of effective engagement
- ✓ Uncovering new talent
- ✓ Developing just and reciprocal relationships to make just and whole communities

Cross-cultural Competency

- ✓ Building relationships with all members of your community, as it is now and as it will be in the future
- ✓ Creating an authentic and inclusive culture of welcome
- ✓ Experiencing thought-provoking and challenging interactions in a safer space
- ✓ Bridging relationship gaps through positive experiences while remaining open to new or unexpected responses

Participatory Action Research

- ✓ Asking the questions the community wants to have answered
- ✓ Recognizing the knowledge, talent and momentum that already exist within underserved communities
- ✓ Problem solving through collaborative, trust centered and authentic community partnerships



Leadership Development

- Empowering local community outreach leaders who are more inspired to take leadership positions in the community.
- 19 diverse people interested in learning more about joining the Housing Working Group.
- 23 diverse people interested in learning more about joining the Workforce Development Working Group.
- 5 diverse people interested in learning more about joining the Ed Prep Working Group.



Community Engagement

- Shakopee is a diverse cultural epicenter in the county and there will be better attendance when events are located there.
- Strengthening relationships with local immigrant religious institutions as partners in reaching community and identifying events.
- Using appropriate language for outreach materials. Internet translation tools can give archaic language so we highly recommend working with a fluent speaker to ensure the language used is accessible to community members.



Cross-cultural Competency

- Workplace accommodation for religious observance spaces and flex days for other religious holidays since our calendar typically reflects Christian holidays.
- Pathways for people who have formal training/education in their native countries and would like to have opportunities to transfer those certifications and find similar work here.
- Understand individual vs. familismo cultures.
- Create asset-based models in hiring practices that compensate, value and highlight the bilingual and bicultural capacity of the immigrant workforce.
- Uncovering the barriers Muslim community members face in purchasing homes due to Koranic law prohibiting paying or receiving interest on loans.
- Many immigrant and other families of color live in intergenerational households and need affordable housing stock that allows for adult cohabitation.

Participatory Action Research

- Basic needs (belonging, shelter, living wage employment) need to be met before higher level conversations can be had.
- Meeting the need for belonging through community and relationship building.
- Youth and young adults in the county are hungry for local post-secondary and job opportunities.
- Youth of color face significant challenges in accessing resources and job opportunities but have a deep desire to do so.
- Affordable and appropriate housing in the county is a high priority for many of the low income and working-class members of the community. Community members expressed interest in the issue to community outreach liaisons as early as the outreach conducted for the Education Preparation IZI.
- We had the highest attendance of any event we have hosted in the county and our outreach leads received a significant amount of feedback from the community during one-on-one community outreach which echoed similar themes as were found in the Mindstorm conversations.

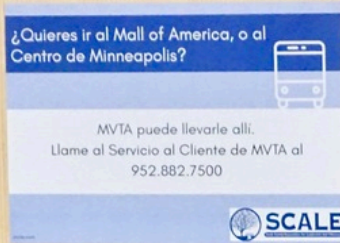


Logistics Findings

Scheduling

Dates for the education preparedness event (“Ready, Set, Learn”) were changed twice, once after it was announced to the community, providing a heavy barrier for getting uptake. In over 900 IZIs serving over 43,000 people, we have never allowed any other client or partner to change or move a date. It breaks trust with hard-to-reach stakeholders.

- Key remedy: ***involve community stakeholders in date identification process.***
- Be aware that in most populous areas there is no such thing as a “perfect date” (i.e. when *no* other events are planned). Scott County is just big enough that there is much going on all the time and just small enough that SCALE doesn’t want to counter program to it. Scott County would benefit from having a regional calendar in multiple languages.
- We uncovered and built new relationships that will help avoid key audience being pulled to other events in the future.
- Greatest barrier identified was not having ongoing relationships with the largest faith institutions most trusted by the hardest-to-reach stakeholders. We collectively have now established those relationships. We will NEVER set another date in Scott County without ensuring that these trusted institutions are able to support and push out the message to their hardest-to-reach stakeholders.



Logistics Findings

Size of convenings

IZIs of under 100 participants provide **unique opportunities** that it is important to be aware of and utilize effectively:

- Intimate, **deeper discussions** leading to **richer research and learning**.
- **Relationship-building** opportunities, essential for building trust, buy-in and inclusion and sense of belonging for community members.
- **Leadership development** outcomes (**follow up** on IPOC leadership candidates for open boards and advisory roles identified during engagement event).



Logistics Findings

Location of convenings

We chose to hold the final workforce development IZI (“Let’s Work”) outside of Shakopee (at the request of the LLE as a whole) but we believe we lost a significant amount of people who were interested in the issue by doing so.

- The greater county does not have many other spaces that were large enough to hold a large intergenerational community engagement event that allows for outside food vendors (to meet the needs of a diverse group of people); that is accessible by transit and has ample parking.
- Several different community members who engage in cultural outreach warned us about holding anything outside of Shakopee and how that would impact attendance of our key stakeholders. While we still had a great attendance at this event, we think we would have drawn even more participants if the event was held in the center of diversity in the county.



Intersections

Basic Needs

- **Transportation, affordable housing** and **food security** identified as essential for supporting families in preparing their young children for educational success.
- Need for **better-paying jobs** for some respondents to meet their families' needs around childcare and housing.





Intersections

Belonging and authentic welcome

- Relationship-building for parents and families who are currently unable to fully access existing resources and for parents (and children) who identify sense of belonging and welcome as central to holistic child development and community strength.
- Less segregation between communities of affinity desired .
- Sense of community support and welcome, positive attitudes and good communication practices important in the workplace.





Intersections

Cultural awareness and inclusivity

- Education readiness and early childhood development is intimately connected with integration into the community for immigrants and multilingual families – many of whom shared that they do not have the information they need (in a language they speak) to understand, navigate and access school- and community-based resources and systems.
- **Religious difference, discrimination** and other challenges (such as Muslim Somalis' inability to pay or receive interest due to religious moral obligations) were brought up in regards to housing access.
- Resources (including online and self-teaching support) for non-English speakers and English language learners, especially for those who are working and unable to access traditional classes due to time, financial capacity, and transportation issues.
- Lack of cultural and religious literacy (especially around Muslim holidays, shared spaces for multi-faith practice) in the workplace.
- Cultural awareness and sensitivity and inclusive working environments for parents, immigrants, those with medical health concerns, members of different religious traditions (Muslim, Jewish, Christian, etc.)



Intersections

Communications

- Knowledge gap identified regarding existing resources, requires more accessible community calendar(s) and communications strategies: using social media, libraries, schools, cafes and community locations to distribute information about events, services and resources in multiple languages.
- Materials, signage and communications must be produced in multiple languages.



Intersections

Transportation

- **Transportation** assistance (for school, after-school, community-enrichment), especially for young children and information about community-based resources for transportation needed.
- Nine of 21 comments during the Workforce IZI identify transportation and childcare as primary barriers, particularly for working parents with long workdays or early/late hours who experience a gap between when daycare centers, schools and caretakers are available and when parents must be at work.
- During the Home! IZI Mindstorm three comments shared that transportation plays a role in their current housing situation – one of which also cites proximity to work as a significant factor in negotiating personal housing decisions and outcomes.
- Long commutes, lack of access to reliable public transportation, and challenges getting to work when one's car breaks down as significant barriers. One comment mentions that it is “difficult to go to school without a car,” while another highlights difficulties related to disability and physical inability to drive, reinforcing these themes.

Questions or Comments?



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