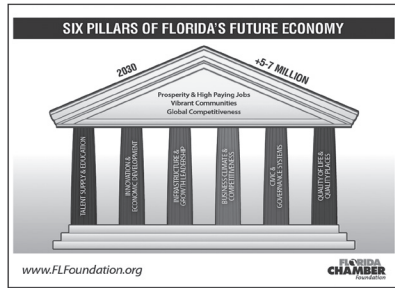


# Civic Engagement Projects 2012

All members of the Adult Leadership Program partner with Palm Beach County nonprofit and governmental organizations to complete a civic engagement project. This year's class selected four community partners and spent the past nine months conducting research, developing material, and presenting their findings in order to empower these organizations to reach their goals.

Community Partner:

**Economic Council of Palm Beach County, Inc.**



**Class Project: Six Pillars Program – Talent Supply & Education Pillar**

## Issue:

A need exists to implement a vision and strategic goals for Palm Beach County as part of the statewide Six Pillars initiative of the Florida Chamber Foundation. This project focuses on the Talent Supply & Education Pillar in the development of a consistent message and marketing plan that brands Palm Beach County as a destination recognized for quality education and skilled workers, one that meets the needs of businesses within targeted industry clusters.

## Project Goals:

- 1) Research status of Palm Beach County education brand image.
- 2) Indicate and forecast lifestyle and socio-cultural changes impacting brand image.
- 3) Create an “Awareness Portfolio” of positive happenings in education in Palm Beach County.
- 4) Identify current strengths and opportunities.
- 5) Create brand message options and develop a branding/marketing strategy.
- 6) Provide Key Players with findings, brand message, and branding / marketing plan.

## How you can help?

Contact the Economic Council of Palm Beach County, Inc.

561-684-1551

[www.economiccouncilpbc.org](http://www.economiccouncilpbc.org)

Community Partner:

**Family Promise of North/Central Palm Beach County**



**Class Project: Ambassador Toolkit**

**Issue:**

Family Promise is a partnership of congregations that helps homeless families. Congregations host families for one week on a rotating schedule. During a hosting week, the congregations provide food, hospitality, and lodging at the congregation to the families in the program. The issue under review was how best to train, engage, support and prepare the host sites with the help of volunteer coordinators.

**Goal:**

Provide the Family Promise Congregation Ambassador a “toolkit” to engage, inform, and excite the host congregation and its volunteer coordinators.

**Activities:**

- 1) Create a job description for the Congregation Ambassador position,
- 2) Develop a timeline for the Ambassador to follow from prospecting a host congregation to a congregation hosting a family,
- 3) Develop a DVD that overviews Family Promise program,
- 4) Revise the PowerPoint training that the Ambassador uses to train the volunteer coordinators at the host congregations,
- 5) Create communications about Family Promise that are reproducible and can be placed in congregation bulletins/newsletters to inform/educate/excite/recruit the congregation,
- 6) Generate a list of motivational ideas and activities to keep host congregations engaged in Family Promise’s mission between hosting weeks, and
- 7) Develop lists of program needs and ideas that can be easily reproducible to solicit donations of goods and services needed during the hosting week.

**How can you help?**

Contact Family Promise

561-318-8864

[www.familypromisencpbc.org](http://www.familypromisencpbc.org)

# *Civic Engagement Projects 2012*

Community Partner:  
**Palm Beach County Cultural Council**



## **Class Project: Workforce Development for Artists**

### **Issue:**

The Cultural Council strives to be the primary catalyst for arts and cultural excellence in Florida, and the issue focused on one of its strategic initiatives: offering services to cultural organizations, artists, members and the general public.

### **Goals:**

To partner with the Cultural Council on a research, study and implementation program designed to meet the needs of professional artists in Palm Beach County. The program, Workforce Development for Artists (WDA), aims to research and identify the growing needs of professional artists, develop a set of programs to address those needs and implement those programs including training to help artists cultivate and advance their skills, create a professional artists directory, and assist with the marketing and promotion of the 2000+ population of professional artists in the County. The project team worked to advance the WDA efforts by actively engaging professional artists and partnering with community art and culture focused organizations.

**Project Outcomes:** A comprehensive Artist's Needs Assessment detailing findings resulting from an online survey and a series of artists' conversation sessions held throughout Palm Beach County. The project team made specific recommendations regarding the Cultural Council's current and future role as it expands services to artists in Palm Beach County.

### **How can you help:**

Contact the Cultural Council of Palm Beach County  
561.471.2901  
[www.palmbeachculture.com](http://www.palmbeachculture.com)

# *Leadership Palm Beach County in the Community*

Community Partner:  
**Spirit of Giving Network (SOGN)**



**Spirit of Giving Network**  
Innovative Community Collaboration

## Class Project: Countywide Civic Engagement Campaign

### **Issue:**

A recent national study, *A Tale of Two Cities*, reported the tri-county area of Miami, Broward and West Palm Beach as the least civic-minded region in the United States. As a result, SOGN proposes to implement a county-wide public service campaign to promote the importance of civic engagement in Palm Beach County, incorporating its nearly 7,529 nonprofit organizations as they struggle to provide services.

### **Goals:**

Develop a countywide public service campaign (marketing and outreach) to inspire residents and community leaders to volunteer their time and share their expertise with nonprofit organizations. The campaign will guide volunteers to the SOGN's Volunteer Management Program, a one-stop resource for volunteerism.

### **Activities:**

After several meetings, sessions with marketing executives and research, the class created a "Summary of Key Recommendations," providing specific recommendations on target markets, website enhancements to allow for increased traffic, branding, and methods to disseminate the information to the public. This summary will be employed by the SOGN to further develop the next phase of their marketing and outreach campaign.

### **How can you help?**

Contact Karen Krumholtz at Spirit of Giving Network  
561. 385.0144 or by email: [karen@spiritofgivingnetwork.com](mailto:karen@spiritofgivingnetwork.com)  
[www.sognetwork.com](http://www.sognetwork.com)