



MBK COMMUNITY CHALLENGE

STEP 2: Supplemental Materials

✓ **STEP #2: CONVENE A “LOCAL ACTION SUMMIT” TO BUILD AN MBK COMMUNITY**

This effort will require a coalition of stakeholders and individuals with an ownership stake in the strategy, and a sense of empowerment to help lead the effort. Once you have identified your community ecosystem, begin engaging these partners to address the issue. **Within 45 days** of accepting the President’s Challenge, host a Local Action Summit with key partners to assess needs and assets, determine priorities, and set concrete goals. This may require more than one meeting, with more than one format, but we encourage you to hold this first one within 45 days of accepting the challenge.

KEY STAKEHOLDERS

- University presidents
- Non-profit orgs
- School systems
- Public Housing
- Job training programs
- Local philanthropies
- Law enforcement
- Parks and Recreation
- Chambers of Commerce
- Teachers, educators
- Child & Family Services
- Federal partners
- Local business owners
- PTA & parent groups
- Employment Services
- Your counterparts from nearby communities
- Faith groups & leaders
- Banks/financial orgs
- Public Health

Engage and mobilize your partners

- a. **Think about how you want to engage with different stakeholders and individuals** – Within your local ecosystem, each stakeholder will bring to bear a variety of priorities and focus areas. With that in mind, consider the different ways that you will engage with each partner. Pay attention to who is interested and engaged in the dialogue – set up time to meet with them one-on-one and consider sharing the [My Brother’s Keeper Task Force Report to the President](#), which contains compelling evidence to make a business case for this issue. Throughout these meetings, identify gaps and redundancies as well as a plan to leverage the unique strengths and capabilities of the partners to achieve the greatest impact. Consider the following:
 - i. **Engaging educational resources** – It is critical to engage with universities, community colleges, teachers, and educators who are using evidence to improve educational outcomes. Make sure to include resources/organizations that are already educating at-risk youth in your community. They understand the issues that at-risk individuals face and are instrumental to ensuring that all young people are provided the educational opportunities they need.
 - ii. **Connecting with employers and business associations** – The active engagement of employers is critical to ensuring that all young people have opportunities to improve their life outcomes and overcome barriers to success. They can help make sure that youth out of school are employed and prepared to enter the working world. Also use existing resources and forums (like Chamber of Commerce meetings) to raise awareness about the issues and challenges.

- iii. **Working with local government organizations and community groups** – Work with law enforcement, parks and recreation, non-profit organizations, etc. who have the ability to connect community members to government resources and help them better serve the community at large.
- b. Make clear to your staff that you would like to personally meet with both stakeholders and individuals** – Meet one-on-one with those in your community who have demonstrated interest and capacity for addressing opportunity gaps among youth. When you meet:
- i. Learn about the role they want to play, what resources they have available, and their priorities
 - ii. Understand their areas of focus, core competencies, and results/impact to date
 - iii. Determine how you can work collaboratively to improve outcomes for youth
 - iv. Share resources with them, including key facts about the MBK Community Challenge.
- c. Lead a kick-off meeting with stakeholders and individuals to build a local action plan** – Coordinate a meeting with the interested stakeholders and individuals to develop a strategy to address opportunity gaps facing youth in your community. Refer to the *MBK Local Appendix: Sample Materials* for a sample “Local Action Summit agenda.” Suggested agenda items include:
- i. Define local issues and short-term and long-term priorities
 - ii. Define what success looks like in the short-term and long-term, including prioritizing specific community-level metrics
 - iii. Confirm roles of interested organizations
 - iv. Secure cross-sector partnership commitment to pursuing shared goals
 - v. Determine next steps
- d. Help partners understand their roles and responsibilities** – Because of their individual resources and expertise, each partner can make a difference. Below is a table of sample actions that each of these stakeholders and individuals can take to improve outcomes for youth. Partners should consider their potential actions in light of the metrics your community prioritizes, and the evidence supporting each potential action.

Expand Awareness of the MBK Community Challenge

- a. Expand awareness in the short-term** – To achieve short-term success, complete the following objectives:
- i. Provide resources to stakeholders and individuals
 - 1. Work with your team and stakeholders to distribute relevant MBK materials to local employers, business associations, etc., and work together to address opportunity gaps facing local youth. Leverage stakeholders like educational resources and community groups that work directly with at-risk youth to brainstorm creative ways to spread awareness and increase wide usage of your My Brother’s Keeper Community Challenge Playbook for Action
 - ii. Build commitment around helping all youth, including boys and young men of color, in your community
 - 1. Encourage business and community partners to join the MBK Community Challenge
 - 2. Illustrate the challenges and opportunity gaps facing young people in your community, including through statistics. The [My Brother’s Keeper Task Force Report to the President](#) includes information that may be helpful in making the case for identifying more effective ways of supporting young people
 - 3. Work with local media to publicize efforts

- b. **Maintain long-term engagement** – To achieve long-term success, complete the following objectives:
- **Maintain efforts to educate your community** on the issues and challenges. Continue leveraging your networks to sustain awareness through regular forums and campaigns. Continue distributing this playbook to stakeholders and individuals through established distribution networks. Contact local media to highlight: objectives, impact to-date, ongoing challenges, next steps and what the community as a whole can do to help.
 - **Cultivate and expand partnerships.** Regularly follow up and meet one-on-one with partners to discuss ideas and sustain progress. Continue to encourage new educational institutions, employers, community organizations, and individuals to join the effort.
- c. **Reach out to your counterparts in neighboring communities to urge them to seek partnerships** – neighboring communities may be accepting this challenge or undertaking their own related efforts, and partnering and sharing learning may accelerate your work. Explore regional opportunities to expand the reach of your effort to uplift the youth in your area.