

Engagement plan template with example

Neighborhood

Keewaydin, Minnehaha, Morris Park, and Wenonah

Time frame

2023 through 2024

Plan detail

Demographic group	Demographic group 1	Demographic group 2	Demographic group 3	Demographic group 4
	Renters	Non-English-Speaking Residents	NENA Residents	
Numbers or percentage	21%	15%	100%	

Demographic group	Demographic group 1	Demographic group 2	Demographic group 3	Demographic group 4
	Renters	Non-English-Speaking Residents	NENA Residents	
Initiative, activity, project or program	All Bossen area activities serve renters. 1,250 people live in the Bossen area.	About 2/3 of Bossen area residents speak a different language than English at home.	Implement programming around feedback on Community Priorities identified in the 2022-2024 strategic plan.	

Demographic group	Demographic group 1	Demographic group 2	Demographic group 3	Demographic group 4
	Renters	Non-English-Speaking Residents	NENA Residents	
Barriers to engagement	Language, work schedule, access to transportation, childcare, immigration status, vulnerable population with month-to-month leases	Language, work schedule, access to transportation, childcare, immigration status, vulnerable population with month-to-month leases	Long term financial stability due to city funding cuts.	
Outreach and engagement strategies	<p>In 2022 we hired a Spanish speaking bilingual community organizer to aid in re - establishing / building onto existing relationships and trust.</p> <p>Strategies will include weekly door knocks, monthly bilingual resource mailers / flyers to 714 rental households, and our continued Nokomis East Food Shelf in a Box partnership.</p>	<p>In 2022 we hired a Spanish speaking bilingual community organizer to aid in re- establishing / building onto existing relationships and trust.</p> <p>Strategies will include weekly door knocks, monthly bilingual resource mailers / flyers to 714 rental households, and our continued Nokomis East Food Shelf in a Box partnership.</p>	Community events including the annual food truck rally, kick ball and bean bag tournaments, community meetings, the creation of working group committees.	
Resources needed	Community organizer, volunteers, training, good weather	Community organizer, volunteers, training, good weather	Properly compensated organizational staff, meeting spaces, volunteers, food, funding	

Demographic group	Demographic group 1 Renters	Demographic group 2 Non-English-Speaking Residents	Demographic group 3 NENA Residents	Demographic group 4
Partners in the work	Nokomis Library, schools, Good in the Hood, area churches, SRC, Homeline, Legal Aid, IX	Nokomis Library, schools, Good in the Hood, area churches, SRC, Homeline, Legal Aid, IX	Nokomis Library, schools, Good in the Hood, area churches, SRC, Homeline, Legal Aid, IX	
Person(s) responsible	NENA executive director and community organizer	NENA executive director and community organizer	NENA Board and Staff	
Timeline	<p>2023: Establish trust and relationship building through providing resources and assistance by door knocking, flyerings, mailers, etc. while identifying tenant needs and priorities.</p> <p>2024: More organized action: connect tenants with elected officials, city employees, their landlords, and others to empower them to organize and advocate around issues that improve the quality, affordability, and potential ownership of their living conditions.</p>	<p>2023: Establish trust and relationship building through providing resources and assistance by door knocking, flyerings, mailers, etc. while identifying tenant needs and priorities.</p> <p>2024: More organized action: Connect tenants with elected officials, city employees, their landlords and others to empower them to organize and advocate around issues that improve the quality, affordability, and potential ownership of their living conditions.</p>	<p>2023: Creating working groups of Board and community members to follow through on addressing needs and aspirations of the community identified in the 2022-2024 strategic plan. Hosting committee and Board meetings to engage and monitor progress of the work. Search for sustainable sources of organizational funding including Hennepin County, City of Minneapolis, non-profit funders, and corporate partners.</p>	

Demographic group	Demographic group 1 Renters	Demographic group 2 Non-English-Speaking Residents	Demographic group 3 NENA Residents	Demographic group 4
Quantitative goals	<p>Have conversations with 70% of tenants whose doors were knocked.</p> <p>Connect with at least 60% of Bossen landlords.</p> <p>Obtain contact information from 45% of tenants whose doors were knocked and add them to the distribution list.</p> <p>Co-host at least 10 community meetings with the Ward 11 Council office that are for Bossen residents specifically.</p>	<p>Have conversations with 70% of tenants whose doors were knocked.</p> <p>Connect with at least 60% of Bossen landlords.</p> <p>Obtain contact information from 45% of tenants whose doors were knocked and add them to the distribution list.</p> <p>Co-host at least 10 community meetings with the Ward 11 Council office that are for Bossen residents specifically.</p>	<p>Host at least 20 full Board meetings open to the public between January 2023 and December 2024</p> <p>Host at least 40 public working committees open to the public between January 2023 and December 2024</p> <p>Organize at least 6 free community events for the public between January 2023 and December 2024</p>	
Qualitative goals	<p>Identify Bossen resident issues and aspirations for the community.</p> <p>Create relationships between neighbors inside and outside of the Bossen area.</p>	<p>Identify Bossen resident issues and aspirations for the community.</p> <p>Create relationships between neighbors inside and outside of the Bossen area.</p>	<p>Identify Nokomis East issues and aspirations for the community.</p> <p>Create relationships between neighbors inside and outside of the Bossen area.</p>	

Demographic group	Demographic group 1	Demographic group 2	Demographic group 3	Demographic group 4
	Renters	Non-English-Speaking Residents	NENA Residents	
Outcome of engagement	<p>Increase the diversity of demographics among NENA Board Members.</p> <p>Connect Bossen residents to much needed resources and city decision makers.</p> <p>Inform city decision makers of Bossen issues, concerns, and desires.</p>	<p>Increase the diversity of demographics among NENA Board Members.</p> <p>Connect Bossen residents to much needed resources and city decision makers.</p> <p>Inform city decision makers of Bossen issues, concerns, and desires.</p>	<p>Engage Nokomis East residents to carry out their 2022-2024 strategic plan.</p> <p>Connect residents to resources and city decision makers.</p> <p>Inform city decision makers of neighborhood issues, concerns, and desires.</p>	
Next steps	Assess progress and adjust future goals accordingly.	Assess progress and adjust future goals accordingly.	Assess progress and adjust future goals accordingly.	

2025 Amendment

Nokomis East

TIMELINE

2025 Quarter 1: Finish creating next Strategic Plan survey to use while door knocking Bossen neighborhood as well as have available to solicit feedback for 2025 summer events. Survey questions will be finalized by April Annual Meeting. Interviews of individuals, organizations, and businesses will begin monthly and continue throughout 2025. State of the neighborhood will occur this quarter. Translation of printed materials will also begin this quarter.

2025 Quarter 2: Begin minimum once a month door knocks of the Bossen neighborhood. NENA's community organizer will continue to work with Bossen residents and housing management to engage residents with NENA's strategic planning survey as well as organizing of the 2025 Party at Bossen. Volunteer database will be ready to be utilized and the Board/staff will begin populating said database. Annual meeting will take place this quarter.

2025 Quarter 3: Engagement with strategic planning survey will continue with events such as the annual Garage Sale Day, Kickball Tournament, Food Truck Rally, Monarch Festival, and Party at Bossen. Door knocking of Bossen will continue at least monthly.

2025 Quarter 4: Analysis of information from strategic planning survey will begin to inform the organizations next strategic plan. Committees and staff will draft 2026 work plan utilizing feedback gathered during the summer of 2025.

GOALS

1. Door knock the entire "Bossen" neighborhood at least once per month from the months of May to September.
2. Organize and promote the Party at Bossen/National Night Out in the fall of 2025. Promote participation and volunteering at other NENA events such as the Minneapolis Monarch Festival, Kickball Tournament, Garage Sale, State of the Neighborhood, and Annual Meeting.
3. Provide all printed materials in English, Somali, and Spanish, investigate efficient language translations on NENA website and electronic channels. Printed materials for all doorknocks will include English, Somali, and Spanish. At least one meeting will be held to discuss digital translations with individuals familiar with such issues.
4. Create a user friendly volunteer database and contact list. Have at least 25 volunteers on a volunteer database and contact list.
5. Conduct at least one interview a month with a NENA resident, organization, or business for inclusion in the NENA newsletter, Nokomis Messenger, and website/social media in the form of a blog post. Advertise food shelf partnership with Crosstown Covenant and solicit donations.