

INFORMATION NOTE

Title: Composition of Youth Engagement Action Team

Date Prepared: November 13, 2019

Report To: Mayor and Council

Councillor and Role: Mayor Danny Breen, Governance and Strategic Priorities and Councillor Maggie Burton, Youth Advisory Committee

Ward: ALL

Issue: To inform Council of the outcome of the call for volunteers for the short-term Youth Engagement Action Team (YEAT) and the next steps in the creation of a Youth Engagement Strategy (YES).

Discussion – Background and Current Status:

In June 2019 Council approved a recommended approach to develop a Youth Engagement Strategy (YES), an action item outlined in the 2019 Strategic Plan Action Plan.

On Oct. 1, 2019, staff from Organizational Performance and Strategy (OPS) met with the City's Youth Advisory Committee (YAC) and other invited guests in the 15 to 35-year old demographic to discuss the approach to developing a strategy and to further refine the intention of the YEAT. It was clear from that meeting that the call for volunteers had to be simple to encourage already busy young people to apply.

Therefore, when the call out for volunteers was issued, no forms were required. Those interested simply had to send an e-mail to engage@stjohns.ca outlining why they wanted to be involved and to provide the following:

- Name
- Age
- Where you live?
- What you do?
- Can you commit to meetings, either in-person or online, during November and December?
- Anything else you think we might need to know about you to ensure we have a good representation of youth across the city?

An engagestjohns.ca page was created and a promotional strategy using a combination of video, posters, social media, announcements, and advertising was initiated to promote the YEAT to get young people interested to put their names forward. Information was also sent to a variety of organizations engaged with youth.

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*****Composition of Youth Engagement Action Team*****

Fifty-five applications were received and reviewed, and 25 individuals were selected. The selection committee was comprised of staff from OPS, Recreation, and Councillor Burton. While not all who expressed interest can be part of the team, everyone will be encouraged to stay involved as YEAT carries out its work.

Those selected will be contacted to get plans underway for the first meeting. Once the group meets, a detailed plan will be put together to guide the development of the strategy. It will be important to be sensitive to the time of year when scheduling meetings to allow for meaningful engagement. Should anyone selected be unable to participate, we have also developed a second list to draw from to replace them.

Youth Engagement Action Team

Ankur Sheohare
Hannah Baker
Melissa Berkshire
Jeffrey Normore
Shane Francis
Lindsey Hynes
Krystle Hayden
Forouh Emam
Heidi Williams
Nathan Pearce
Colton Purchase
Nathan Barnes
Conor Flanagan
Maria Penney
Rehan Sayeed
Danielle Douglas
Claire "Clarke" Edwards
Grace Walsh
Christian Samson
Lindsee Clark
Ian Campbell
Rose Avoine-Dalton
Nabeel Mansoor
Lindsay Allen
Blair Evans

Key Considerations/Implications:**1. Budget/Financial Implications:**

Operating budget from Organizational Performance and Strategy will be used to cover any costs associated with meetings. Should recommendations yield budget implications, these will be considered as part of Budget 2020/21.

2. Partners or Other Stakeholders:
The City worked with its YAC membership and contacts throughout the youth community to promote YEAT. As the work continues, those contacts will be important to further the outcomes of the team and communicate results.
3. Alignment with Strategic Directions/Adopted Plans:
The City's Strategic Plan, [Our City, Our Future](#), sets out a strategic direction to create a Connected City. Within this direction, a goal to increase and improve opportunities for residents to connect with each other and the city is outlined. This goal and direction help drive the city's vision to be progressive and a place where people want to live and feel they belong. Improving youth engagement is one way the City can do this.
4. Legal or Policy Implications:
Non identified at this time.
5. Privacy Implications:
None identified at this time.
6. Engagement and Communications Considerations:
Given the focus of this initiative is youth engagement, ongoing engagement and communications will be key to delivery on this initiative. It is expected that the YEAT recommendations will have implications for how we engage and our communications methods to reach youth.
7. Human Resource Implications:
YEAT is a volunteer team with support from City staff to do its work.
8. Procurement Implications:
None identified at this time.
9. Information Technology Implications:
None identified at this time.
10. Other Implications: N/A

Conclusion/Next Steps: Notify all who expressed interest of the outcomes. Get the YEAT together for its first meeting and outline a plan to develop the Youth Engagement Strategy.

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