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## Executive Memorandum

**To:** Jessica Sotelo, Executive Director, Partners for Prosperity  
**From:** Tom Putnam, Community Development Manager, Partners for Prosperity  
**Date:** February 12, 2006  
**Re:** Attachment C Outcomes

### Development Staff:

1. *Activity:* Development staff will visit regional stakeholder organizations and businesses to form partnerships and build relationships.

*Benchmark:* Staff will determine stakeholder organizations and businesses to partner and build relationships with.

*Outcome:* A contact list will be developed for organizations and businesses to explore further partnerships and relationship building.

Outcome was achieved. I met with Community Development staff to review, on a weekly basis, the regional stakeholders, businesses, and partners that we are working with and to develop strategies to increase partnerships and build relationships across the region. Through weekly discussion, staff was able to determine those agencies, businesses, organizations, and partners that would be important to build relationships with in relation to P4P Working Group efforts and other organizational initiatives.

A contact list has been developed that shows significant increases in the partnerships and relationships that have been formed over the past fiscal year. The following is a sampling of only a few of the organizations and individuals we have built partnerships with over the past year.

- Partnered with Small Business Development Center in Pocatello to provide the first culturally specific small business training, through NexLevel program, in Idaho.
- Expanded partnerships with the ELOA grant to include partner agency HELP, Inc. in Idaho Falls to assist in implementing project goals of the ELOA grant in the northern counties region.
- Formed a partnership with Idaho Rural Partnership in working to develop a better method for conducting Asset Mapping in our region.
- Formed solid partnerships for conducting Asset Mapping with local government across many small communities, such as the Mayor and city council in Montpelier, Soda Springs, and Ashton.
- Developed new partnerships in the Fort Hall community in order to assist with the Shoshone Festival in August.
- Partnered with Treasure Valley United Way to assist in implementing a state-wide IDA program.



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- Partnered with Gynii Giliam in Salmon to provide increased opportunities for Adult Education programs in the Custer and Lemhi county area.

These partnerships have helped to increase community-level outcomes in a number of ways. By effectively partnerships, pooling resources, and expanding networks, community capacity has greatly been increased in a number of areas in working towards reducing poverty. These partnerships and relationships that have been built over the past year have also resulted, in many instances, an increase in economic opportunities for people living in poverty. In addition, more assets and resources have been identified and connected as a result of working more effectively together and as a region through partnership formation and relationship building.

### **District Coordinators:**

1. *Activity:* Provide Education and Outreach into the rural southern and northern counties of region.

*Benchmark:* District Coordinators will provide contact information and educate stakeholders in the rural northern and southern counties.

*Outcome:* A monthly stakeholder list will be developed of all contacts by District Coordinators.

Outcome was achieved. District Coordinators have worked extensively in the northern and southern counties to provide outreach in a number of ways. Presentations and outreach has been made to hundreds of organizations, civic groups, government officials, and other community leaders and citizens. In addition, District Coordinators have made contact with media outlets in many of the rural communities. Hundreds of hours have been spent by the District Coordinators in promoting P4P as an organization as well as the initiatives we are actively engaged in such as the Earned Income Tax Credit and the P4P Economic Summit.

Each month, the District Coordinators report their activities as well as a comprehensive listing of the stakeholders and contacts that they have made over the past month. This list serves as a resource to continue in expanding partnerships and recruit people, especially those who may be living in poverty, to get involved in the Working Groups and community development efforts.

The monthly stakeholder list that has been completed by the District Coordinators, has helped to increase the community-level outcome of ensuring that there is more inclusive decision-making. By increasing our outreach, developing a solid stakeholder list, and working to engage more people, particularly of people living in poverty, more voices and ideas are heard and a more inclusive and effective approach has been established.

*Activity:* Recruit community members and stakeholders for Regional Working Groups and RPTF from rural counties in Eastern Idaho.



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*Benchmark:* Community members and stakeholders will better understand and become involved with P4P efforts.

*Outcome:* Working Group and RPTF participation will increase by at least 10%

Outcome was achieved. The District Coordinators were able to increase RPTF participation by at least 10 percent through a number of outreach efforts that each involved having people fill out demographic forms which would then automatically place them on the RPTF. District Coordinators gave presentations to various groups and organizations, each of which were asked to fill out demographic forms. District Coordinators also distributed demographic forms to most of the individuals attending the May 2005 Multi-cultural event. While not every person attending filled out the demographic form, we received well over 300 forms filled out with demographic information, each of which was eventually added to the RPTF membership list. District Coordinators have also advertised and promoted the quarterly RPTF meetings to many of the rural communities through one-on-one conversations, presentations, and use of the local media in order for each community to stay informed and abreast of the events of P4P.

The work done in providing outreach and including more individuals on the RPTF has helped to increase the community-level outcome of ensuring more inclusive decision-making. By increasing our outreach and number of participants on the RPTF, more voices are heard and the regional capacity to reduce poverty has been increased.

*Activity:* Development staff will attend regional and state initiatives, meetings and conferences related to reducing poverty (i.e. economic development, education, small business, leadership, & other related initiatives).

*Benchmark:* Partnerships will be formed and stakeholders educated about P4P.

*Outcome:* Staff will document contacts and presentations for local, regional and state initiatives.

Outcome was achieved. Development staff has attended a wide range of regional and state meetings and initiatives that involve economic development, education, small business, leadership, and other poverty-related topics. Many partnerships have been formed from these meetings that have resulted in more effective distribution of resources, new and more effective programs, and increased capacity among many of the organizations involved in these meetings/initiatives. Contacts and presentations have been documented by staff for the local, regional, and state initiatives. The following are just a few of the meetings or initiatives where staff have made presentations about P4P and have increased partnership efforts.

Rural Development Partners Forum- A forum dedicated to discussing issues affecting rural communities, such as economic and community development. Partners for Prosperity presented at this meeting in March of 2005 about our organization and regional efforts. Idaho Life Long Learning Association- This educational forum was attended by two staff members and community members who are part of the Adult Education Working Group. Ideas and resources were gathered at this forum to make Adult Education efforts more effective across the region.



Staff has met with Margaret Ganyo and Anita Valladolid, who are certified to teach the Leadership Plenty program. Through our partnership efforts, this leadership program is now being offered to the regional community to attend.

Three staff members have attended the Northwest Community Development Institute in Boise. From this conference, staff are working toward certification in community development and making contact across the state with organizations working on similar projects/issues.

In attending numerous meetings, conferences, and initiatives related to poverty reduction, community level outcomes have been increased through the formation of stronger and more comprehensive partnerships that have increased capacity to reduce poverty.

### **Early Learning Programs:**

1. *Activity:* Work in conjunction with Success by 6 to partner in implementation of ELOA grant.

*Benchmark:* Early Learning Working Group members will continue to provide input and information into the implementation efforts of the ELOA grant.

*Outcome:* Programs will be operable that primarily serve children in the LEQ. A leadership council will be developed that represents community members in relation to the counties and communities of the ELOA grant

Outcomes were achieved. A strong and successful partnership has been developed with Success By 6 and the United Way of Southeast Idaho in implementing the ELOA grant. Due to the sudden departure of the Success By 6 director and ELOA grant administrator, there was a lapse of a couple months in implementing some of the ELOA grant projects. However, since the hire of the new ELOA grant manager and Success By 6 director, all efforts of the ELOA grant have resumed and projects/programs are being implemented as planned in the grant. Each of the projects/programs of the ELOA grant have a focus on serving children living in the lowest economic quartile. Many of the services target children and families who, without the services of the ELOA grant, would not receive early childhood resources.

The new ELOA grant manager and Partners for Prosperity have worked to develop a very successful leadership council that consists of community members from across the region who represent the communities in which the ELOA grant serves. This leadership council meets on a bi-monthly basis to review financial statements and reports related to grant implementation as well as provide input to the grant manager on implementing specific projects. Issues are discussed by the leadership council in helping determine how to further partnerships and best maximize the resources of the ELOA grant.

2. *Activity:* A consistent, regional message will be developed in relation to the importance of Early Learning.

*Benchmark:* A broad range of Early Learning issues will be identified and researched.



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*Outcome:* A regional Early Learning message will be distributed to media outlets in the region.

Outcome achieved. The Early Learning Working Group has developed, over the past year, a consistent early learning message that is currently in the process of being distributed to media outlets. The Early Learning Working Group and Leadership Council have provided input and research in relation to what qualities should be attributed to a consistent, regional early learning message. The grant manager of the ELOA grant and the Leadership Council have hired an advertising and promotions agency to more effectively distribute the message that has been created to the communities within the service area of the ELOA grant. We are currently in the process of scheduling our advertising for bill boards, newspaper, radio and television. Although in different media packages, the message focuses on raising the level of awareness about the importance of early childhood education, quality child care, and other important factors that help to convey the need for early learning.

3. *Activity:* A more comprehensive definition of Quality Childcare will be developed.

*Benchmark:* The Quality Childcare subcommittee will research and discuss with providers, parents and others the definition and meaning of quality childcare.

*Outcome:* The Quality Childcare subcommittee will have a written definition of Quality Childcare.

Outcome achieved. Over the past year, the Early Learning Working Group had a very active subcommittee devoted to looking a quality child care in the region. The subcommittee was successful in researching and developing a comprehensive definition of what quality child care means. Rather than simply defining what quality child care is, however, the subcommittee went farther in taking the important principles of quality child care that were agreed upon by the subcommittee, and placing them in a brochure. This brochure, called “Building Blocks for Quality Child Care”, helps to define for parents, families, and service providers, what quality child care is and why it is important for children. This brochure is based on solid research and information that provides community members with a practical definition and information on quality child care and why it is important.

This subcommittee has taken their work in developing the “Building Blocks” brochure and has recently submitted a grant to help further their efforts of increasing and enhancing quality child care. This grant, if awarded, will be used to provide mentoring and training for child care providers who serve children in poverty, to help them increase their knowledge as well as the resources and materials they need to offer a stimulating and positive growth environment for children. In addition, some of the grant funding will be used to increase distribution of the brochure and increase awareness through further use of the media about the importance of quality child care.

*Activity:* A funding/leveraging plan will be developed for future grants in Early Learning.

*Benchmark:* Resources, grants, and leveraging opportunities will be researched.

*Outcome:* A funding/leveraging plan will be distributed to ELWG members.



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Outcome achieved. Funding and leveraging resources were researched by the Early Learning Working Group and staff of Partners for Prosperity. Local, regional, state, and national resources were identified for future funding and leveraging of projects developed by the Early Learning Working Group. The funding/leveraging plan was distributed to each of the Early Learning Working Group members. Please see the separate document for more detail on the funding and leveraging accomplished in 2005/2006, and the main funders identified for 2006/2007.

The Early Learning Working Group has worked to increase the four community-level outcomes in the following ways:

- *Identifying and developing community assets:* Through increased outreach, networking, and inclusion of many communities and rural counties across the region, individual and organizational assets have been identified and have contributed to the efforts of the Early Learning Working Group. The group continues to work on identifying and mapping regional and state resources that can partner with our efforts.
- *Expanding economic opportunities:* Many of the programs and projects of the ELOA grant that was awarded to the Early Learning Working Group have directly impacted the funding of service providers involved in early childhood. Increased funding to these service providers has directly impacted economic opportunities in the region.
- *Increased community capacity to reduce poverty:* With a list-serve of over 100 people across the region in the Early Learning Working Group, we have a strong capacity for reducing poverty and creating sustainable change in early childhood. A strong network and collaboration of professionals and community members has been built to increase community capacity to increase early learning opportunities, which in turn is reducing poverty for many children across the region.
- *Increased use of inclusive community decision making:* Each of our Working Groups, including the Early Learning Working Group, has been developed to promote and increase regional inclusiveness. Over the past year, the Early Learning Working Group has seen increased participation from the Native American, Latino, and rural communities across our region.