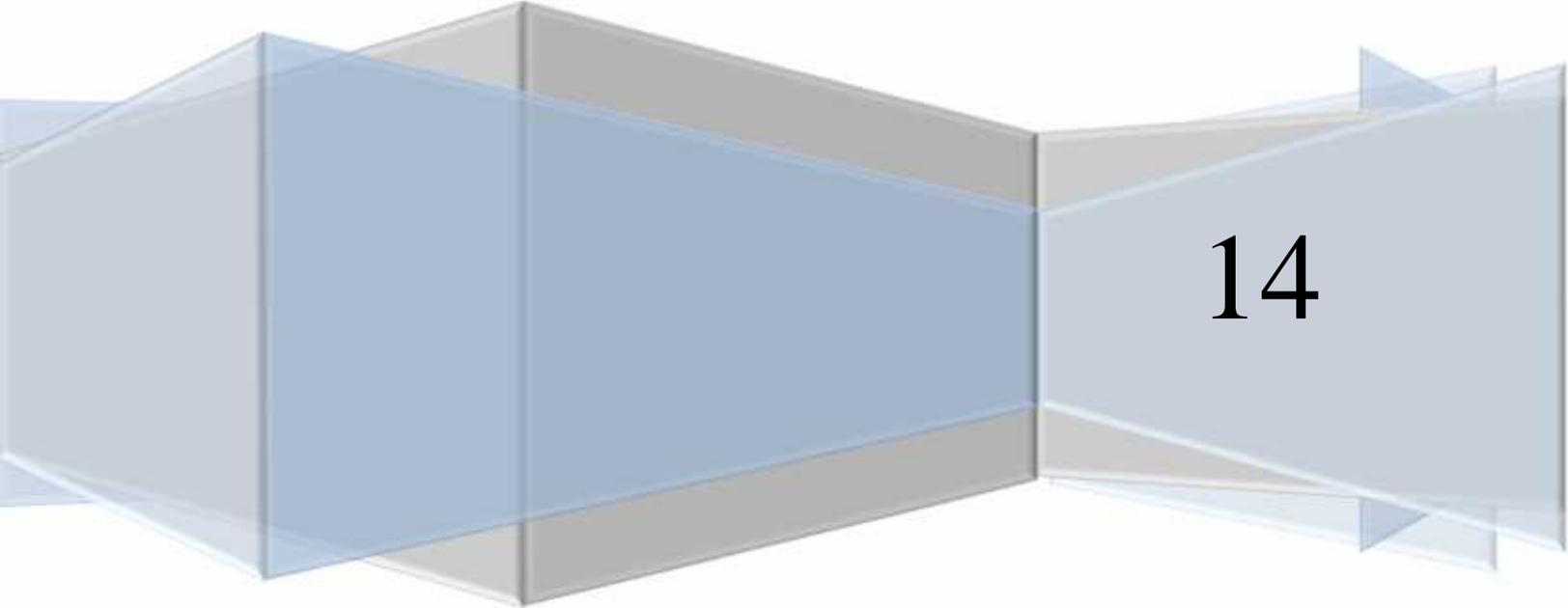


# Lakewood Neighborhood Alliance

Board Retreat

Hosted by the City of Charlotte at UNC Charlotte Uptown Campus



14

# Lakewood Neighborhood Alliance

## 2014 Board Retreat

### Background

On Saturday, July 19<sup>th</sup> 2014, the board members of the Lakewood Neighborhood Alliance participated in a board retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Uptown Campus. The following board members participated in the retreat:

- Delores Miller
- Chini Nichols
- Nola Murphy



The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop.

With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

### Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

By participating in the retreat, our board earned a \$1,500 Neighborhood Matching Grant credit to help execute one of the projects we identified.

### Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

**Where Are We Going, Where Have We Been?**

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

<b>Where We Were:</b> Reflecting on our past, what were some of the best/worst moments?	<b>Where We Are:</b> Why/why not would a person/business want to move into our community?	<b>Where We Want to Be:</b> If you could make 3 wishes to make our community flourish, what would they be?
High Crime Murders Short on Education Selling of Illegal Drugs	Reduction in all areas of "where we were" section Habitat for Humanity coming in to neighborhood and buying homes for their residents Lost our neighborhood church (the relationship and feel)	Need grocery store Need Community Center Need Signage Demolish substandard and vacant buildings

## Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

**OUR VISION: Lakewood is a safe, attractive, loving community where strong families choose to live, work and play.**

## Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

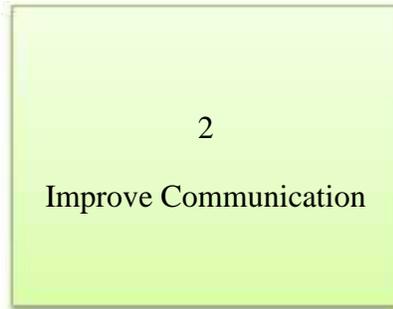
- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
  - Current action items getting you closer to our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

- Safety
- Communication
- Employment

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:



[Action Items for 2014-2015](#)

The three activities selected as most impactful toward achieving our strategic priorities are activities in 2014-2015 are:



2014 Neighborhood Board Retreat Summary

**Lakewood Neighborhood Alliance**

**OUR VISION: Lakewood is a safe, attractive, loving community where strong families choose to live, work and play.**

**TO HELP US REACH OUR VISION; WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:**

1

Increase neighborhood safety

2

Improve Communication

3

Increase employment opportunities

**IN 2014-2015, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:**

1

Revisit neighborhood watch's mission & responsibilities

2

Create social media channels for communications efforts

3

Use social media to post job postings, events and giveaways

## Resources to Get Started

Project	Getting Started	Resources
<p>Project #1</p> <p>Revisit neighborhood watch's mission &amp; responsibilities</p>	<ul style="list-style-type: none"> <li>Look at other examples of successful neighborhood watch programs for inspiration</li> </ul>	<p>CMPD Neighborhood Watch Program  <a href="http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx">http://charmeck.org/city/charlotte/cmpd/safety/neighborhoodwatch/Pages/default.aspx</a>                      National Crime Prevention Council  <a href="http://www.ncpc.org/topics/home-and-neighborhood-safety/neighborhood-watch">http://www.ncpc.org/topics/home-and-neighborhood-safety/neighborhood-watch</a>                      Request a Crime Prevention Through Environmental Design study through CMPD to find out where trouble areas may be in your neighborhood  <a href="mailto:crimepreventionunit@cmpd.org">crimepreventionunit@cmpd.org</a></p>
<p>Project #2</p> <p>Create social media channels for communications efforts</p>	<ul style="list-style-type: none"> <li>Survey residents about what types of social media they use</li> </ul>	<p>Online survey tool: <a href="http://www.surveymonkey.com">www.surveymonkey.com</a>                      Sample neighborhood survey:  <a href="http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf">http://www.santacruzneighbors.com/files/form_sampleneighborhoodsurvey.pdf</a></p>
	<ul style="list-style-type: none"> <li>Learn more about types of social media and how they are utilized</li> </ul>	<p>Nextdoor: Create a private social network for your neighborhood: <a href="https://nextdoor.com/about_us/">https://nextdoor.com/about_us/</a>                      Local Resources for Neighborhoods:  <a href="http://digitalcharlotte.org/">http://digitalcharlotte.org/</a>                      Knight School of Communication at Queens University:  <a href="http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html">http://www.queens.edu/Academics-and-Schools/Schools-and-Colleges/Knight-School-of-Communication/Spotlight-Stories/How-Do-Neighborhoods-Communicate.html</a></p>
<p>Project #3</p> <p>Use social media to post job postings, events and giveaways</p>	<ul style="list-style-type: none"> <li>Learn basic rules for conducting online contests</li> <li>Register participants for events throughout social media</li> <li>Source job postings in North Carolina</li> </ul>	<p>Four Rules for Social Media Contests/Giveaways  <a href="http://mashable.com/2011/11/29/social-media-contest-sweepstakes/">http://mashable.com/2011/11/29/social-media-contest-sweepstakes/</a>                      Eventbrite for Online Event Registration  <a href="http://www.eventbrite.com">www.eventbrite.com</a>                      Jobs in North Carolina  <a href="http://www.oshr.nc.gov/jobs/">http://www.oshr.nc.gov/jobs/</a>  <a href="http://www.indeed.com">www.indeed.com</a>  <a href="http://www.monster.com">www.monster.com</a>  <a href="http://www.careerbuilder.com">www.careerbuilder.com</a></p>

