



# THE JOURNEY NAVIGATORS 2008-09

## Celebrating Youth Workers Team

### Session Notes: Friday, February 27, 2009

#### Attending:

**Navigators:** Jen, Vera, Jennifer, Christopher, Ieva, Annie, Brian

**Extended Team:** Karen, Jason

**Staff:** Janet, Carol, Tom

#### **Commitments:**

**Christopher**---consult with experts, IT envision an online presence for the day and gather contact list

**Jennifer and Jen:** Create a one page fact sheet:

**Annie and Ieva:** Get the commitment of the Governor's office and set the date in April

**Ieva:** explore the idea with Big Brothers Big Sisters as a state commitment

**Jennifer:** explore with the YMCA for state commitment, Get on the Dog to Work day

**Jen:** ILF explore state commitment

**Janet:** get the cities and Journey fellows, check out Great Britain National Youth Worker Week

**Karen:** research benefits of youth worker recognition, numbers of youth workers, kids, stats in state

**Jen:** create the revised agenda and send out one week before the meeting

**Brian:** facilitate team meetings

**Carol:** document meetings

**Next meeting: March 26<sup>th</sup> Thursday 3-4:30 eastern standard**  
**May 6<sup>th</sup> Wednesday, 1-3:00 eastern standard**

#### **Next meeting Agenda Items:**

Review and revise one pager, sent out one week before (Jen)

Define the ask for the top ten organizations (Group)

Review local Journey Fellow communities and contact information (Janet)

Review research and stats on Youth Workers, impact of youth workers (Karen)

What help do we need to move this forward?

Define next steps

**Jen:** one week out send out revised agenda,

#### **What are we about? What are we focused on? What is our vision?**

Theme song:

In December: presented own ideas, Appreciating and Valuing Youth Workers

Find one day---to do state recognition---of youth workers

Prepared with tool kit that can then be utilized in communities throughout the month to recognize youth workers. (A kit that will also educate the community)



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Met with Ike Randolph---from the Governor's office. Briefed him on the Navigators Program. He is bought in to it. He could connect us with a lot of groups from throughout the state. We talked about how we could incorporate youth and parents within the design. A goal would also be self identification of youth workers. Make this an annual event. There is a strong conviction to include the stories of youth workers but we don't know how. Ieva agreed to contact Champions for Kids. It is not a problem because they won't call me back or email. Their campaign is about kids where we are focused on youth work. At the Children's Bureau it says Champions for Youth--- Ieva will keep hounding him. Who are youth workers? Who do we need to identify as youth workers? Then we need to connect with employers. We want to be able to hand people a kit to show how they can value youth workers. We go home and are youth workers and the breaks come on. Christopher video taped one youth worker. Seeing the two videos today—I am riveted. I wonder about having youth do videos about youth workers and connect it to the Film Festival in Bay Area. (Their aims, documentary, PSA's, introduction to youth work videos for recruitment---gather all the video and then make these three forms---creation of kits—using the same questions. Where is Ike in support? He wants to know how he can be involved and support what we are doing.—“Keep me informed on how I can support what we are doing”

**Retail standpoint:---what is your product? An idea, a feeling, a vision,  
What is it that you are trying to sell?  
Who are you trying to sell it to?**

The strategy for each customer may be different. In grocery store, some products are directed toward me, and some to other audiences—we aren't interested in the same things, we go down different isles.

#### **What is our product?**

Idea: youth workers really matter, do valuable things,

Idea: celebrating youth workers

Idea: tool kit

Story of the impact of youth worker- (employers, youth workers, general public, to young people)

Youth workers live out of a sense of being valued----a day, stories,

Marsh---We Value You---(co -sponsor)

Customers: employers, youth workers, general public, young people,

Youth workers value their own work

Youth work organizations value all of their workers

Public to value and show it to youth workers



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Potential youth workers

Why do you want youth workers to be valued and appreciated?

They deserve—because they are making an impact on the lives of young people—we want caring and competent people as youth workers---we want to retain good youth workers- we could loose good people. Valuing youth workers is also valuing youth. Young people are worth it.

Our end product is social change---restructuring power—we are giving young people power and decision-making system—we allow choice to happen and it is counter to what is taking place in society.

This really is social change work---we don't always add this lens to what we are talking about. We help kids to have a voice. A sense of self worth.

Product: Youth Workers are Valuable

Mechanism	Message	Purpose	Primary Audience	Secondary Audience
Stories	Hope	Impact / Importance	General Public	
Day	Self-worth	Celebration	Youth workers	
Tool Kit	Sustainability	Replication	Organizations / institutions	

By contributing to self value of youth workers and youth.  
Need to keep kids involved

#### What's in it for me?

How do you know when you are being valued and appreciated?

What are the behaviors that make you feel appreciated and valued?

- People recognize your efforts.
- Every three months we celebrate kids birthdays---we know this already. Be recognized at work for my birthday.
- It's the personal thanks around the real impact. When someone writes a note.
- People ask for my opinion and input into the work that I am doing.
- I am sought out to do trainings, that I have some strengths.
- Tickets to events



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- Give me a review of my work and accomplishment
- Freedom to do what my job is and the resources to do it.
- Let me have the freedom to create and meet the needs of the client. Let me create how I want to get there. You trust me.
- Have board members provide written assessments and get a copy
- A good HR department within youth development organizations
- I receive a thanks.
- Someone recognizes my needs and responds to them. Joining the Journey was the first time that I was ever asked that question. If it hadn't been asked, I think I would have fallen over dead or I think I would have left the field.
- Get honest feedback, support, and encouraging professional growth.
- Emotional support
- Create the conditions and relationships where youth workers can say what they need from others.
- Notes about what you have done.

#### **Are you selling features or are you selling benefits?**

Benefits primary, and then features is secondary

We still need to convince people of the benefits of youth work-and youth workers.

Strengths and weaknesses?

There isn't enough clarity on the process. Each element has a huge to do list.

Strength is comprehensive.

Do we have a good way to have a sense of the impact?

We need measurement:

How do we know what we changed?

Impact is uncertain at this point given our product

What's the behavior that we are looking for that show valuing?

#### **Tool Kit:**

Given to supervisors---what does support look like? Promotional --news release, post card to have an event, 100 ways to value youth workers, letters that employers could fill out, note cards, poster, statistics, websites, how to renew your staff. For organizations so that they can choose what they want to do. Highlight for people some of the values of youth workers. Name the groupings of all the different realms and venues for youth work. Connect with state wide event, but focus on local event. Model how the tool kit works.  
Given to youth workers---self care,

Strength and weaknesses: it might not be used, consider how we communicate ---do we inspire, do or instigate. Consider networks---



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Too much-but we are hitting all angles.

Enroll other organizations in doing the recognition event  
Maybe we help instigate: Annual recognition,  
Maybe we don't do it all:

Its hard to hit the general product.

Lean cuisine---features the same, benefits—unique to customers

Take product and then evaluate for each customer: What are the strengths and weaknesses for each customer?

How can we build that into the message for the specific customer?

Look at National Take Your Dog to Work Day Tool Kit

What do we want to have done by June trip to San Francisco? October Journey Celebration?

Plan has to reflect personal commitments of each person.

**As you talk about your plan and your customers, what would your 2 minute elevator speech be?**

Write the 2 minute speech and how are you going to enroll people in supporting your work. What should the message be for different customers?

We are engaging all Hoosiers in valuing youth workers as vital contributors to our communities, beginning with a state wide youth worker celebration.

Our goal is to lift up youth workers and the vital role they play in the life of our children throughout Indiana. We are beginning this effort with local and statewide youth worker celebrations.

Celebrate and value youth workers across Indiana by hosting a state wide celebration and sharing a tool kits for community celebrations.

Messaging for specific customers:

Youth workers— you matter and you rock, come and participate.

Youth work organizations—retention, effectiveness, production and organizational effectiveness, recognition of your organization

Other institutions- if you really want to contribute to hope, get on board with youth workers – working in positive ways with young people---bringing hope

Sponsors—2000, youth workers---reach 500,000 kids, the children we are serving are your future employees---make your mark---demonstrate your commitment to children and families



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Masai greeting: How are the children? The children are well.

#### **What's next?**

May 15<sup>th</sup> International Conference on Child and Youth Practice in Fort Lauderdale, Florida

Timeline of Personal Commitments up to June:

What do you need more than just money?

June 10,11, 12 San Francisco

Oct. 7,8,9 Country Lakes in Scottsburg

Target: For Spring of 2010

Define:

Enroll people in the state to lead it

Create a tool kit

Enroll 10 large state wide organizations and get them on board for the event

Kids Count Conference would be the kick off of the Event

Use youth worker cafes

Utilize key sites in the state and utilize Journey fellows to take the lead in cities to create event for October to help create the tool kit---have on line kit—to help track log on

Each Navigator would take a team to support them in generating a plan for local celebration

Generate a governor's proclamation for youth worker day---Janet

Is there another event that you could connect with?

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Two hour work session: do a video conference session---

Create an agenda ahead of time

Plan the agenda; get meeting notices out, communications: Accountability Officer----Jen



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