

NCPC Strategic Planning Meeting - Notes

October 20, 2012 – 8:00 am to 1:00 pm

North River Road REACH Site, Oceanside

Volunteer facilitator – Kathy Fleming, Fleming Consulting and Training

Attendees:

- Nicole Pappas
- Maria Yanez
- Maria Russell
- Ray Pearson
- Fred Becker
- Aaron Byzak
- Ray Thomson
- Margie O'Hern
- Erica Leary (staff)

Positive Attributes of NCPC

- Passion
- Impact
- Message – empowering
- Collaboration – public, private, 3 cities participate
- Consistent attendance
- Focus – clear and specific
- Strong staff
- Agency support (and with personal connection – i.e. MHS support of programs through Ray)
- Youth leadership – power of youth advocacy
- Commitment
- Open
- Advocates
- Support/foundation of VCC
- Personal investment
- Core – charisma
- We have insurance!
- Web of talent, support and opportunity
- Connections with local government

Obstacles

- Generational challenges (i.e. generations of 70+ may be more supportive than baby boomers)

- Battle corporate structures financial interests (i.e. alcohol, tobacco, and marijuana)
- Community involvement and trust and cooperation and pride in neighborhoods
- Cultural beliefs (Latino machismo, alcohol is rite of passage)
- No holistic case made
- Data (lack of focus/clarity/accuracy)
- “Buzz-kill” organization – negative view
- Lack of alternatives/positive activities
- Lack of long-term partners
- Money (grant dependent, lack of sponsors, government dependency)
- “Personal Rights Issue” – people don’t want to infringe on others
- Not personal – people don’t care until it hits their family
- Government red tape
- Misleading info – media bias, media laziness
- Attitudes – “it is what it is”
- Ignorance
- Greed (marijuana, threats, intimidation)
- Acceptance – it’s not that bad
- Comparatively ok (“at least we’re not like southeast SD, Compton, etc.)
- Stigma
- Lack of corporate executive power in organization
- No tie in with executives; visibility/projects
- Under utilized resources – missing connection with members, unclear re: their potential
- Turnover in key positions (i.e. media)

Aaron’s 5 Area Suggestions:

1. Research
 - a. Documentation
 - b. Outcomes, causation
 - c. ROI (return on investment) needed for business, government
 - d. Policy
2. Emerging Trends/Threats
 - a. Assess
 - b. Respond
 - c. Capitalize – thought leadership
 - d. Policy
 - e. Family
3. Promote Positive Alternatives
 - a. Partnering with other organizations
 - b. Facilitate Healthy Alternatives
 - c. Leverage Partners

- d. Media opportunities
- e. Natural High
- f. Small steps and marijuana
- 4. Fundraising and grants
 - a. Sponsorships
- 5. Board/member Development
 - a. Expand capabilities
 - b. Corporate interests
 - c. Passion for Issue
 - d. Succession plan
 - e. Development and utilization

Combined into three main areas:

1. Research
2. Action
3. Sustainability

RESEARCH:

- Recruit research analyst to compile existing data sources
- Partner with research organizations (CSUSM, UCSD)
- Create internship with CSUSM
- Collect stories/humanize
- Collect localized data for tri-city area (hospital, police, etc.)
- Assess youth activities (what is available in our community and how utilized)
- Quantify outcome metrics – determine baseline
- Analyze county attitude re: community wide change (i.e. county not supportive of 420 remix)
- Find out what's so – attitudes, knowledge, issue awareness
- Publish in research journals
- Publish human impact
- Research based on NCPD mission – research the harm, and the impact

ACTION

- Speakers bureau – include youth, develop training, and video
- Protocol for emerging trends – communication plan
- NCPD representative at key community meetings (i.e. city council, school board meetings)
- Annual PSA contest for youth (cable funded, Apple funds/apps)
- Develop alliances with thought leaders
- Partner with PTAs for shopping bags and/or corporate partners
- Social media to optimize our mission

- Develop coalition app
- Update communication plan based on strategy
- Survey of members for partnership opportunities (3-10 min pitches)
- Get written endorsement from community and corporate leaders that they support mission of NCPC
 - WRITTEN ENDORSEMENTS from community and corporate leaders (bags/website/literature/media exposure)
- Community calendar of family and youth activities in the tri-city area
- Work with cities to increase family activities
- Changing policy
- Partnering with organizations with access to youth (i.e. conferences like Encuentros, OUSD Girls Conference, military etc.)
- Partner with PTAs for shopping bags and corporate partners
- Social media to optimize our mission
- Update communications plan based on strategy

SUSTAINABILITY

- Fundraising/grants – identify and reach out to corporate sponsorships
 - Aaron has already made contact with Millenium in Rancho Bernardo, meeting with them on 10/25; met with Union Bank; TCMC; Cox Communications – and to create PSAs
 - Reach out to Time Warner, 24 hour fitness
 - Ask corporations to assign person to BOD
- Develop outreach materials (data/accomplishments)
- Track results +/-
- Request sponsorships and PSA's (fitness clubs, Cox cable, etc.)
- Look for governmental and non-governmental grant opportunities
- Sponsors re: healthy lifestyles
- Determine who we need on the board
 - List of needs – recruit
- Plan board member development
- Request board membership from sponsors
 - List of needs – recruit
 - Interview

Identify chairs for each committee:

- Research – Ray Pearson
- Sustainability – Aaron Byzak (fundraising and board recruitment)
- Action – Nicole Pappas and Maria Yanez

ADKAR

Awareness

Desire

Knowledge

Ability

Reinforcement