

DC Tutoring & Mentoring Initiative

2015 - 2017 Plan

Nov. 2015

Goals in Years 1-3

After six years of work around themes of civic responsibility and engage and hundreds of conversations and presentations, I have a good feel for how to connect with potential tutors and mentors. Since this specific approach and initiative is new, different demographic groups may respond differently to different approaches. Our goals are very ambitious and the challenges of transforming initial enthusiasm at the end of a single conversation into a sustainable commitment to volunteer are significant -- especially given the world we live in where people tend to be overly committed and easily distracted.

Our initial goals:

- Build working groups of volunteers and interns who will help with recruitment and other facets of the work including communications and outreach to organizations.
- Demonstrate value to the organizations and schools we are serving
- Establish a pipeline of new volunteers becoming mentors and tutors

Note: "TMO" = Tutoring and Mentoring Organization

Working Groups

1. Tutoring & Mentoring Organizations & Schools: Volunteer Placement, Outreach and Support
2. Communications
 - Develop written content (especially daily or weekly emails, social media)
 - Develop radio/podcasts and videos
 - Publicity and writing for specific market segments
 - Articles & op-eds targeted to general audience or specific social science or public affairs audiences (e.g., education policymakers)
3. Outreach & Recruitment
 - Employers
 - Community Canvass & Tabling
 - College Students (DC and close-in suburbs)
 - Young Professionals
 - Latino Community
 - African-American Community
 - Religious Congregations
 - Yoga Studios
 - Civic Groups
 - Neighborhood Associations
 - Education Community
 - Retirees and Seniors
 - Civic Leaders
4. Small Group Development: Neighborhood and Student Leadership Circles

5. Special Events
6. Fundraising & Proposal Writing
7. Cardozo Educational Campus & Project Northstar Tutoring/Mentoring “Lab”
8. Research & Evaluation

TMOs & Schools: Volunteer Placement, Outreach and Support

Our goal is to provide the TMOs with volunteers and to help them effectively onboard, train and manage them. We hope to be able to help them with a variety of related services.

- Complete 90 semi-structured interviews of T&M organizations to understand their needs, service areas, aspirations, and capacity.
- Needs assessment of schools and neighborhoods
- Expand range of support that we can offer:
 - Work in collaboration with DC capacity-building orgs like Fair Chance and Taproot
 - Criminal background checks
 - Orientation video
 - Volunteer management app – CiviCore
 - Technical assistance for outcome measurement
- Organization capacity building: Assist T&M orgs by setting up volunteer and outcome management systems and with other needs and resources

Communications: Develop print publications & web presence

- Website (<http://www.dcTutorMentor.org>)
- Quote or story a day on tutoring, mentoring, volunteering or "civic imagination" themes
- Facebook, Twitter, LinkedIn & other social media tools: expand use
- Prepare materials: flyers, badges, t-shirts, wrist-bands
 - Intellectual property question: Can we use "Jedi" if it's trademarked? "*Fellowship of freedom-riding, jedi wizards*"?
- Test recruitment strategies & messaging when possible

Communications: Develop radio/podcasts and videos

- Find/determine show host(s)
- Distribution Strategy—terrestrial radio, Satellite Radio, NPR, Podcasts
- Music for video or podcast
- Public Service Announcements (PSAs) or short videos
- *Civic Imagination* radio show or segment/podcast/video
- Documentary: Tutoring and mentoring orgs in DC making a difference

Communications: Publicity and Writing for Different Market Segments

How can we build a “buzz” around this effort, both in DC and ideally beyond? A series of articles can highlight the idea for opinion leaders and different market segments. And if opinion leaders are talking about it that increases the chance of getting major support from institutions or celebrities or others who can help to quickly scale the effort.

- General: Washington Post, WAMU, Washingtonian, neighborhood newspapers and blogs
- For potential funders: Stanford Social Innovation Review, Nonprofit Quarterly

- For social scientists, policymakers: Atlantic Monthly, New Republic, etc.
- For liberals: MSNBC, Huffington Post, NPR, Daily Beast, Mother Jones (social justice dimension)
- For conservatives: Fox News, Washington Times, Wall St. Journal, Breitbart, The Hill (responsibility theme)
- For African Americans: BET, Ebony, Jet, Kiss-FM, WHUR
- For the religious, including Catholic, Protestant, Jewish
- For "left brain" engineers, lawyers, political independents and linear thinkers
- For college students and student clubs (internship opportunities)
- For education policy people (focus on educational, not civic dimension of work)
- For "dialogue and deliberation" people (focus on civic dimension)
- For high school students? Teachers? Parents?

Communications & Research: Connecting to Different Intellectual Currents

- Social psychology: Empathy, social groups, market vs. social norms, Robber's Cave experiment
- Cognitive psychology: Mental frameworks & mindsets, social cognition, overconfidence in our judgments
- Leadership studies - psychology (small group dynamics), historical and qualitative (business & leadership: intrinsic motivation)
- Psychology of motivation: Self-determination theory (popularized in Daniel Pink's *Drive*)
- Sports psychology
- History: Steven Pinker: *Better Angels of Our Nature*; Zeldin
- Culture matters & cultural change: Tocqueville, Social capital, *Bowling Alone*, and other writings by Robert Putnam, Culture Matters (L. Harrison).
- Behavioral economists: George Akerlof (Nobel Prize winner), *Animal Spirits*, Oliver Williamson (Nobel Prize winner), Institutional Economics
- Social reformers, public health, cultural change: Change takes time and persistence and sometimes important changes can be the hardest and slowest to implement. (Atul Gawande, Social Diffusion of Innovation; Common Cause Toolkit/Public Interest; Chip Heath, *Switch*; Research Center (UK); RSA)

Outreach & Recruitment: College Students (DC and close-in suburbs)

- DC-based colleges, UMD, George Mason, Va. Tech Arlington campus
- Contact student/community engagement offices at local colleges
- Identify specific professors with interest in this area and explore possible involvement: class or capstone research projects or hands-on work by students
- Outreach to student groups
- Food Recovery Network
- Campus dialogue groups
- Social media
- Events? Local bars, music, etc.?

Outreach & Recruitment: Young Professionals

In Columbia Heights, they have been typical demographic for recruits.

- Millennial Action Project
- Farmers markets

Outreach & Recruitment: Religious Congregations

- What role can suburban congregations play?
- Develop material targeted at faith community in general and for specific subgroups
- Outreach to church networks in DC and adjacent counties

Outreach & Recruitment: Yoga Studios

- Listing: <http://www.yelp.com/list/yoga-classes-in-the-dc-area-washington>
- Custom flyer: From mindfulness to service?
- <http://www.pathwaysmagazine.net/> - Article for Pathways?

Outreach & Recruitment: Latino Community

- Hispanic Chamber of Commerce
- Latin American Youth Center (LAYC)
- Centronia
- DC Office of Latino Affairs

Outreach & Recruitment: African-American Community

- Local political and civic leaders
- African American Media members (Michael Wilbon, Kevin Blackistone, Doc Walker, Brian Mitchell)
- African American Athletes-Wizards-Jon Wall, Bradley Beal; Skins-Desean Jackson, Matt Jones, Pierre Garcon; Nationals-Manager Dusty Baker
- Major African-American churches in DC and suburbs
- National leaders (Cornell Brooks)

Outreach & Recruitment: Civic Groups

Understand their interests and activities and develop talking points

- Junior League – DC focus is on mentoring and tutoring
- Rotary – Dupont Circle, Federal City, Washington, & suburbs
- Kiwanis
- Optimists
- Chamber of Commerce
- Jaycees

Outreach & Recruitment: Neighborhood Associations

- Two (competing) city-wide associations of neighborhood associations:
 - Federation of Civic Associations - <http://dcfca.org/index.html>

- Federation of Citizens Associations - <http://dceitfed.blogspot.com/>
(inactive? But see 2013 Wash Post article)
- Bloomingdale - active Beautification Day activities (4/2015) – 150 people picking up flowers!

Outreach & Recruitment: Education Community

Goals: PTAs: possible volunteers? Get more parental involvement? Support with training?

- PTAs - <http://www3.pta.org/Ebusiness/Default.aspx?TabID=349>. This is only for National PTA-connected orgs. There may be many other “parent-teacher organizations” (PTOs).
- Education advocacy orgs
- Local education fund

Outreach & Recruitment: Nonprofits

- Focus on organizations with lots of episodic/short-term volunteers
- Habitat for Humanity
- Wider Circle

Outreach & Recruitment: Civic Leaders

- Federal City Committee - Anthony Williams (on Urban Institute board)
- "Seven Neighbors": Community Foundation of Greater Wash., Board of Trade, Council of Governments (Chuck Bean), Chamber of Commerce, United Way of Nat'l Capital Area (Jalisa Whitley)

Outreach & Recruitment: Employers

Business, government, and large nonprofits

- Coordinate outreach with United Way
- Get list of major employers - InfoGroup (\$500 for top 1,000 businesses in DC)
- Develop list of employers who encourage and give employees time off for community service

Outreach & Recruitment: Community Canvass & Tabling

- 50+ farmers markets in DC, plus many more in close-in suburbs. Big ones in Ward 1 include Dupont Circle (Sunday), Columbia Heights (Sat.), Bloomingdale (smaller Sunday). See Wash. Post list.
- Strengthening Ward One Together
- Recruit student groups to help with canvassing

Outreach & Recruitment: Retirees and Seniors

- <http://encore.org/> - Marc Freidman
- Senior Corps (part of AARP) - Lester Strong
- DC Council on Aging; outlying county aging and volunteer offices

Small Group Development: Neighborhood & Student Leadership Circles

- Refine and test approach: Different approaches for different groups?
- IMPACT Silver Spring - Jane Park

- National Institute for Civic Discourse - Carolyn Lukensmeyer
- Everyday Democracy - Martha McCoy
- Living Room Conversations
- Explore use of content from Total Leadership framework, Coursera

Special Events

- Tap into National Service Days—MLK Jr. Birthday and 9/11
- Busboys & Poet - Andy Shallal
- Politics & Prose
- Music Festival for city making largest strides
- "Foo Camp" for people who want to transform the community
- Kevin Bacon & 6 Degrees - Dan McCabe
- Redskins or Nationals community outreach - Sheila Dixon
- 9:30 Club event?

Fundraising & Proposal Writing

- Round of informal conversations with funders
- Write proposals to local funders
- Engage national funders around multi-city effort
- Hire a Director of Development. Preferably someone with non-profit and/or government grant experience.

Cardozo Educational Campus & Project Northstar “Lab”

Test new approaches to program design and use of volunteers at Project Northstar, which currently offers both after-school tutoring and mentoring

- Weekend community walk & run; 5k run
- Intensive “personal and community leadership program” (YouthBuild model?) combining tutoring, mentoring, exercise, service, and in-school and after-school programming.

Research & Evaluation

- Volunteer recruitment strategies: How are they working?
- Sense of responsibility and empathy: Can we change attitudes and culture?
- Mentoring and tutoring: Work with TMOs to measure outcomes. (Are there clusters of outcomes that clusters of TMOs could agree on measuring?)
- Mapping & analysis (Community Platform): Show needs and progress by school, neighborhood, age and demographics