

St. James Town

A large, culturally diverse community impacted by many reversible socio-economic challenges such as generational poverty, un(der) employment and crime. Post secondary education (PSE) is an unrealized pathway for many youth. A strong PSE culture will provide increased hope, opportunity and success.

Community Profile



Concept Statement



supporting a post secondary culture

An intentional strategy in the community to use multiple pathways to strengthen post secondary access and success.

Action Plan - Model



Potential Community Players



A Cappella services

INSTITUTE WITHOUT
BOUNDARIES

1st Community Access Challenge | October 22, 2009 | [insert community name]



1. Assemble Existing Community Players

- a. Identify and collate existing data, research and groups to create a post secondary profile for St James Town
- b. Align groups around a shared vision of **iwillgo**
- c. Deliver collaborative workshop with community players and develop a strategic framework plan

Outcomes

- A cohesive coalition
- Strategic Action Plan
- Governance Model
- Coalition Charter
- Preliminary Data Brief



2. Leverage Current Opportunities and Resources that Support Post-Secondary Culture

- a. Align existing opportunities
- b. Identify gaps between services
- c. Submit joint funding proposals between community players
- d. Develop an accountability framework

Outcomes

- Inventory of existing opportunities that support post secondary students
- Gap analysis
- Strengthened core funding for community initiative
- Tracking research + evaluation system



3. Youth and Community Engagement Strategy

a. Create Initiative Identity

- **iwillgo** supporting a post secondary culture

b. Develop Youth Marketing Strategy

- Buzz, Viral and Guerilla marketing tactics
- Leverage youth oriented social networking and new media

c. Recruit Youth to Champion Initiative

- Youth Leaders to engage youth in the community

d. Develop Community Players Outreach Strategy

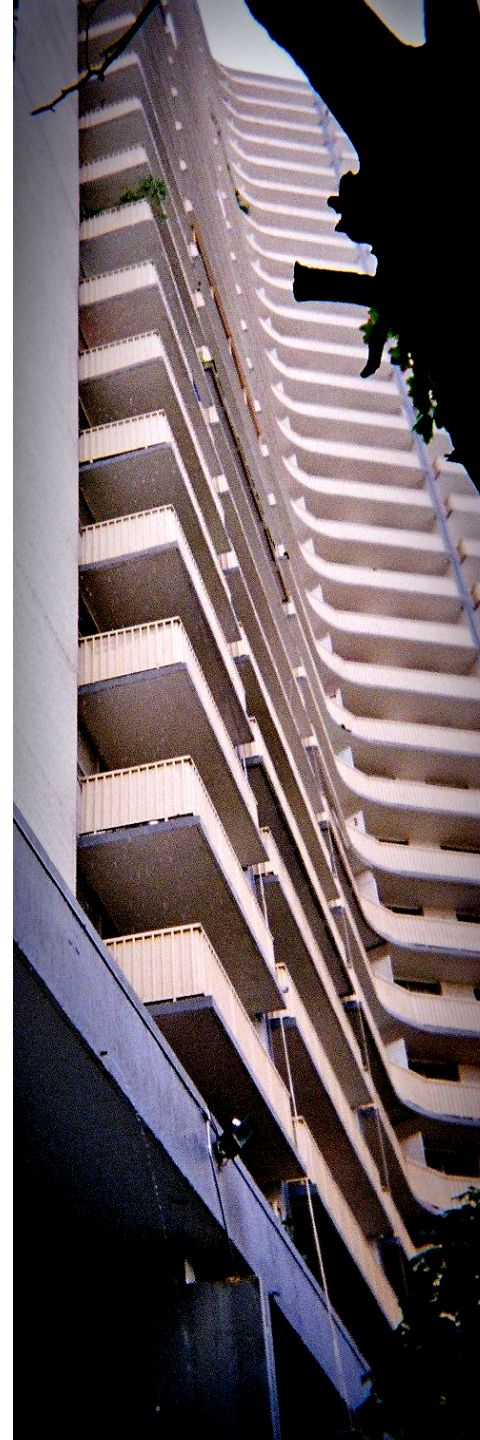
- Targeted outreach

e. Conduct Focus Groups and Test Marketing

- Measure feasibility and gather feedback

Outcomes

- Cohesive identification strategy
- Tailored marketing/media packages for all audiences
- Community Leaders, **iwillgo** Champions and Ambassadors



4. Implement Project

a. Establish Post Secondary Education Resource Centre

- Identify available space, resources and equipment needs (physical/virtual)
- Assemble teams (youth, staff, volunteers, outreach, leadership/governance)
- Establish service menu (assessment, advising, career, academic, life skills)
- Compile curriculum tools and resources

b. Introduce PSE Personal Achievement Passport

- Mapping and tracking individual progress and goal achievement

c. Develop **iwillgo** Web Presence (domain registered)

- Design strategy and implementation
- Web development
- Hosting
- Web analytics and usage mapping

Outcomes

- Shared Dedicated Space
- Dedicated staff and volunteers
- Established service menu
- Youth access and use services provided
- Vision Implemented



5. Sustain

- a. Identify and leverage existing resources
- b. Work with existing funding and missions
- c. Pursue uncommitted resources
- d. Start small, think big, “under promise and over deliver.”

Outcomes

- Recognizable and reliable service being delivered in the St. James Town community
- Vibrant, active coalition of service providers
- Best practice model created for replication



Community Impact

St James Town transforms itself through post secondary access and success. Post secondary education (PSE) breaks the cycle of poverty, by creating higher employment, improved health outcomes and a more cohesive and empowered community.

PSE has become a realistic and achievable expectation for all.

Let's GO!

