

**LAKWOOD'S PROMISE ADVISORY BOARD**  
**Thursday, February 2, 2023**  
**In-Person and Zoom Virtual Meeting**  
**Lakewood, WA 98499**  
**7:30 am – 8:30 am**

#### **CALL TO ORDER**

Ellie Wilson called the meeting to order at 7:33 am

#### **ATTENDANCE**

**Promise Advisory Members Present:** Ellie Wilson, Joyce Loveday, Wanda Elder, Ron Banner, Mary Dodsworth, Megan Dempsey and Kerri Pedrick

**Promise Advisory Members Absent:** Kyle Manglona

**City Council Liaison:** Mary Moss, Deputy Mayor

**Youth Council Liaison:** Cynthia Rodriguez, Hank Jones, Fatima Hernandez, Alli Laska

**Staff Present:** Shannon Bennett

**Guest Presenter:** None

**Guest:** Julie White

#### **PUBLIC COMMENT**

None

#### **MEETING MINUTES**

Joyce Loveday moved to approve the January 5, 2023 meeting minutes. Mary Dodsworth seconded the motions. MPU.

#### **NEW BUSINESS**

Joyce nominated Kerri Pedrick as Chair and Megan Dempsey as Vice Chair. Kerri and Megan accepted their nominations and were unanimously elected.

Shannon gave an update on the LPAB communication plan ad-hoc committee's feedback: Determine preferred communication method for particular audience members, seek youth voice, create clear and concise messaging, clearly define audience, set key performance indicators with room to pivot, identify in advance partners that can share our messaging, identify a timeline, set attainable goals, have systems in place to measure the success of our messaging, set benchmarks in place to reaching goals, identify entity responsible for information going out in the time the plan says it will and build time in for breakdowns in the process, to occur. out when timeline states it will, set proper expectations, issue positive and ethical messaging and stories that highlight our students, create branding through catch phrase with similar looks and messaging must be unified and mission driven,

Board members responded to ad-hoc request for clarification with the following:

*Audience:*

- Youth / student body are our “consumers”
- Adults & families
- Citizens
- Service providers
- Community club (Lion’s, Kiwanis, B&G Club, YMCA, etc.)
- Local elected officials – Board and Youth Council report-out to Council
- Maintain a plan that speaks to our diverse community

*Messaging:*

- Emphasize and educate on the Promises rather than focusing on Lakewood’s Promise.
- Ask youth what Lakewood community can do for them, rather than informing them of what LPAB has done for you.
- Maybe the Promises have changed, but the core values are still the same. How do we relate to them now?
- Don’t want our young folks to feel like this is what we’re doing to them. Ask them what they need us to do for them. Think of them as consumers and we are the providers. If we’re going to provide a healthy start, what does that look like to them?
- Students are very wary of being props. Adults like to say they listen to students, but youth feel like their input isn’t held in very high regard. Adults need to listen authentically.
- Our messaging must consider the preferred communication methods of our individual audience members. Want the red wagon as symbol and same format (same font and three colors).
- Is important to include diverse opinions.

*Outcome:*

- Educating our audience about what the 5 Promises are and engaging conversation about how they can help fulfill them.
- Let youth know their entire community is fulfilling promises to them.
- Involve students in the discussion and educate them on LPAB. Encourage students to bring the topic up in student body meetings.
- Reach students who are not already engaged, but have something to say. Give them a voice.
- Discover how the youth are experiencing the Promises. What they’re experiencing; what’s helping or hurting them? It might not be the programs we are recommending. What is the impact occurring within our community? Maybe there are other things that need to be brought to light.
- Used to pick one promise per year to fulfill. Do we get back to that?
- Engage students more involved in distributing content via social media. Examples: Student takeover. Regular meetings with Media dept. to create content.
- Communication plan must advise our work plan as an advisory committee.
- Quarterly newsletter: CPSD allowed City to create publication. Includes ads that must be from non-profits.
- Highlight student success/ stories and community resources / events available to them.

Shannon provided an update on the Youth Summit. Changed date to June 10<sup>th</sup>. Will be held at Clover Park Technical College Building 24. 828 Flow is managing the vendor event and resume station.

Shannon requested members be help present LPAB 2022 accomplishments and 2023 work plan to Council during 2/13 joint meeting with Council. Kerri Pedrick, Megan Dempsey and all four youth council liaisons offered to present.

Members agreed to discuss local available youth mental health resources at the March meeting.

## **BOARD MEMBER UPDATES**

Mary M. announced Lakewood Multicultural Coalition will host the Dr. Claudia Thomas Community Service event on March 3<sup>rd</sup> from 6-10 at Clover Park Technical College. The City Manager, Mayor and herself will meet with state legislatures later that day. Tickets are sold in advance and are \$75 each and a table costs \$1,000. Check link on LMCC website

Joyce announced a group of 30 educators are going to Achieving the Dream event February 13<sup>th</sup>-17<sup>th</sup>. Premier place for practitioners to attend to see what new things are happening and to bring equity to the work that they do and to their community.

Mary D shared that Chief Leschi Walk was well attended by approximately 300 people. The Nisqually Tribe gathered and had youth participate in drum ceremony and singing. It's extremely important for us to remember how relevant the tribe's current work is in our community.

Megan shared the hospital is currently at full capacity and staffing is low. Covid numbers are not bad. Down from 65 (last year at this time) to only seven. They do take care of our youth with their mental health challenges, which is currently a serious issue. Hospital is currently displaying art made by Lakes high school students.

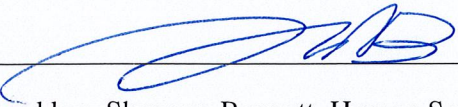
Ron Banner shared thirty-two students earned their high school diploma through the Open Doors Program this winter. We're incredibly proud of their accomplishment. Open Doors provides a blended learning model for students, which includes a personalized graduation plan.

## **GUEST UPDATE**

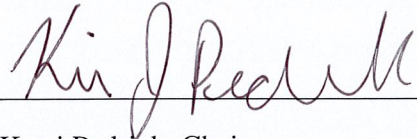
Julie shared Pierce College is taking a team of over 20 Pierce College (PC) faculty, staff, and administrators to DREAM on Feb. 14-17, in Chicago and will be giving a presentation about our Racial Equity Leadership Academy (RELA) work as well. Through the RELA work, we have revised our faculty hiring and tenure process with a focus on Black and Brown student excellence, recognizing that we have historically underperformed in equitably serving BIPOC students. Also, PC is one of 30 college partnerships nationwide participating in an Aspen Institute-AASCU (American State Colleges and Universities) Transfer Intensive, designed to strengthen transfer partnerships between 2- and 4-year institutions of higher education. Through this project and their partnership with UW Tacoma, they are building a dual admissions program between Pierce College and UW Tacoma. The partnership's strategic plan is one of two that will be highlighted among the 30 partnerships at a joint meeting on February 22.

**ADJOURN**

Ellie Wilson adjourned the meeting at 8:35 am.

  
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Prepared by: Shannon Bennett, Human Services Coordinator

2/2/2023  
Date:

 3/2/2023  
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Kerri Pedrick, Chair

2/2/2023  
Date