

City of Fayetteville Under 40 Commission
Document Outline
Wednesday, November 7, 2018

Document Overview:

This document is to:

- review notes from previous millennial forums
- review present day millennial advisory structures within other City/States
- help understand issues advisory board should weigh in on

City of Fayetteville Under 40 Commission (Page 1)

Fayetteville Millennial Movement – FSU – 10.17.18 (Notes) (Page 2)

Fayetteville Millennial Movement – FTCC – 10.18.18 (Notes) (Page 2)

Fayetteville Millennial Movement – FSU – 10.17.18 (Notes) (Page 2)

Fayetteville Millennial Movement – FTCC – 10.18.18 (Notes) (Page 2)

Present Millennial Commission Structure – References (6) (Page 3-6)

1. Winston-Salem Chamber – Talent & Workforce
 - a. Initiatives -Workforce Development
 - b. “Winston Under 40”
 - c. “Intern Programs for Employers”
2. Philadelphia Millennial Advisory Committee (MAC)
3. Mayor’s Millennial Advisory Committee
4. Mayor Turner's Millennial Advisory Board
5. Governor's Millennial Advisory Council
6. Millennial Action Project
7. SPARK Boston Council

City of Fayetteville Under 40 Commission

- **The purpose:** Assist with Economic and Human Relational Developments via bridging gaps for Generational Connectivity, Diverse & Inclusive Communities, Citizen Retention, and Strategic Workforce Development assistance
- **Type:** Administrative or Advisory Board
- The level of commitment involved?

Fayetteville Millennial Symposium – Fayetteville State University – 10.17.18 (Notes)

- Performing Arts Theater Downtown to counter act baseball stadium
- City needs to offer commercial recycling to businesses
- Reconsider bricking in Hay Street
- 40 & Under Networking
- Design programs for educators
- Educators need better pay and resources
- Boosting quality of life (Entertainment, activities, outreach)
- Millennials should do more
- Youth Plex
- Education Solution: Sale items that are being replaced in school sys. (Reference: Agnes)
- Education Solution: City has red lights cameras/ funds a portion of education
- Needs to be a dialogue between State/County & City Board of Education
- Chamber of Commerce / Young business Profession
- Create Millennial Incubator/Coworking Space (Reference: FTCC Center for Innovation & Entrepreneurship)

Fayetteville Millennial Symposium – FayTech Community College – 10.18.18 (Notes)

- Have millennials weigh in on City Rebranding
- City current brand does not reflect City today
- Bringing careers that correspond to trade/skills and cities universities degree programs
- New city song
- Millennial “Idea Contest” Fund their initiative
- Millennial social engagement – Nonpartisan
- Affordable Housing
- Nightlife
- Small Business Support
- Educate importance of Community Watch, City board meetings, etc.
- Better transit system
- Sustainability Efforts
- Community Talent show – Dancing with Stars

Fayetteville Millennial Symposium – Westover Rec Center – 11.21.18 (Notes)

- 21Century Revamped Youth Center
- Need more people who have lived here but also lived in other areas to be able to come back and help the city grow
- Mentorship programming between the millennials and younger generation. (Generational Connectivity)
- What are employment opportunities
- Youth Internships
- More support from the city to have established businesses/professionals to welcome/guised up and coming professionals
- Advocate for community watch meetings
- More education on how to accept the youth

Fayetteville Millennial Symposium – Methodist University – 11.28.18 (Notes)

- Returning citizen program
- Training workforce to be in play for Amazon
- Need more career base like Google
- Diverse & Inclusive functions) Deaf & Hard of Hearing Community
- Need to apply resources to business that come in thrive and fail.
- Need more local eateries
- Concerns about shading in parks & rec
- Fayetteville needs and events website:
 - <https://www.visitraleigh.com/events/>
 - <https://www.atlanta.net/events/>
 - <https://www.charlottesgotalot.com/events>
- Habitat for Humanity Young Professionals
- Getting younger generation involved in using the transit system
- Connecting the FSU – Methodist - FTTC Communities
- What is the identity of Fayetteville? There's a piece of other city's, but What is Fayetteville?
- Need for better transportation: FAST, Zip Car, Bike Rental

Reference 1:

Winston-Salem Chamber – Talent & Workforce

Initiatives -Workforce Development

<https://www.winstonsalem.com/talent-workforce/initiatives/>

Job creation and economic growth in Winston-Salem and Forsyth County are only possible if we have a well-educated, well-trained workforce available to fill those new jobs. The Chamber's Workforce Development initiatives are designed to ensure that we will be able to meet the demand for qualified workers by promoting student achievement, creating career awareness, and helping prepare students to meet the demands of our knowledge-based, globally competitive economy. These initiatives include:

- **Real World Connections** is a program that brings business people together with students in small groups or one-on-one to give the students a sense of what is involved in different career paths.
- **Career Specific Partnerships** show students what they can expect from careers in four key professional areas – Finance, Hospitality & Tourism, Construction, and STEM (science, technology, engineering, and mathematics) – to help them get a head start on their career decision.
- **Classroom Speakers Program** includes local business and community volunteers who are willing to share their expertise with students in the classroom. Speakers bring relevance to a particular topic, helping students understand the connection between the curriculum and the real-world of work. Speakers also provide teachers with additional curriculum-related resource expertise.

“Winston Under 40”

<https://www.winstonsalem.com/talent-workforce/winston-under-40/>

- The Chamber's Winston Under 40 program offers opportunities for young professionals to learn, grow, and work together.
- Focusing on three core goals of leadership development, community involvement, and networking opportunities, the program helps to build our next generation of leaders and create a collective network of young professionals across all industries.
- Throughout the year, you'll be able to take advantage of unique leadership development programs such as the Lunch With Leaders and Emerging Leaders series. At our annual celebration, we recognize twenty of the community's standout young leaders at the Leadership Awards reception.
- The Winston Under 40 program encourages community involvement through connections to nonprofit service opportunities, as well as an annual nonprofit partnership.
- Advisory Board: Chair, Vice Chair, Secretary
- Members: 32 + 4= 38
- Publicly Displayed Sponsors:13

“Intern Programs for Employers”

<https://www.winstonsalem.com/talent-workforce/intern-experience/>

- If you are looking for an intern to help your company grow, we encourage you to have any internships posted on our JOBNet site! Chamber membership is not required to post internships.
- There are also a lot of places in our community where you can connect and find interns

Reference 2: Philadelphia Millennial Advisory Committee (MAC)

<https://www.phila.gov/youthcommission/millennial/Pages/default.aspx>

1. Advise the City on policies, programs, and actions affecting Millennials
2. Help develop initiatives focused on attracting and keeping Millennial residents
3. Connect this generation to engagement opportunities with the larger community
4. Create a mentorship model to help engage those new or returning to citizenship

MAC meets on the first Wednesday of each month. Public meetings are held every other month, with all meetings taking place in different neighborhoods throughout the city. Private meetings are closed to the MAC Policy Subcommittees.

MAC is comprised of twenty-one (21) members aged 23-34, which includes four (4) executive chairs. Each member joins a Policy Subcommittee, which researches and makes recommendations on city policy addressing the following topics:

1. Financial Future = financial issues of the Millennial generation
2. Social Justice = inter sectional social justice issues of the Millennial generation
3. Community and Neighborhood Development = community and environmental issues of the Millennial generation

The MAC aims to submit policy recommendations to the Mayor at the end of the year. While its members gather information from city and organizational resources, the MAC welcomes and encourages communication and feedback from you! Please reach out by following the MAC's social media, and messaging and commenting directly.

Reference 3: Mayor's Millennial Advisory Committee

<https://mayors-office.cityofomaha.org/boards-and-commissions/2-uncategorised/304-mayor-s-millennial-advisory-committee>

Purpose: To allow for an opportunity for the group commonly referred to as young professionals or millennials (born from 1981 to 2000) to provide input to the Mayor and City leadership and officials about issues impacting the next generation of Omaha's citizens, leaders, and families and to encourage consideration of their viewpoint in public decision making.

Policy: It is the policy of the City of Omaha to seek stakeholder input as to policies, services, and issues that impact and are important to the millennial generation who will be the future of our City. To that end, this Millennial Advisory Committee is commissioned by the Mayor to provide community input and recommendations to the Mayor and City leadership as to matters impacting young professionals, young families, and/or millennials.

Selection and Term of Commission Members: The Committee will consist of members appointed by the Mayor. The Committee may make recommendations to the Mayor as to additional members to the Committee who represent broad segments of the community representing young professionals, young families, and/or millennials. The Committee shall elect a chair, vice chair, and secretary. The Committee shall meet at least quarterly and shall maintain minutes of its meetings to be posted on the City website. The Committee shall establish such bylaws, rules, procedures, terms, offices, and reporting as are necessary for the Committee to serve the function identified.

- Advisory Board: Chair, Vice Chair, Community Affairs, Communications
- Members: 15 +4= 19

Oversight: The Mayor's Office will have responsibility for oversight and support of this committee.

Reference 4: Mayor Turner's Millennial Advisory Board

<https://houston.granicus.com/boards/w/b44c131b5903a652/boards/18058>

Purpose: Mayor Turner's Millennial Advisory Board serves to advise the administration on issues relevant to the next generation of Houston leaders as well as prepare the rising generation for effective civic engagement.

- **Size:** 30 Members
- **Term Length:** 2 Years
- **Term Limit:** N/A
- **Board Website:** N/A
- **Legal Authority:** N/A
- **Meeting Dates:** TBD
- **Residency Req.?** No
- **Fiduciary:** No
- **Requires Course:** No

General Powers: The board will serve as a direct link between the mayor's office and the millennials in Houston, providing advice and recommendations on issues.

Composition

- Pew Research Center: The Millennial Generation: Born after 1980
- Merriam-Webster: Millennial: a person born in the 1980s or 1990s
- Urban Dictionary: Millennial is an identity given to a broadly and vaguely defined group of people. There are two wings of "Millennial" that are often at odds with each other: Generation Y (people born between 1981-1991) and Generation Z (born between 1991-2001). People of Generation Y often have characteristics similar to Generation X, which is why Generation Z will confuse Generation Y with Generation X and then claim to be the generation that represents "Millennial," when in fact, birth years for Millennial range from about 1981-2001...
- Both Generation Y and Generation Z can be called "Millennials," with the primary difference between the two being technology. Generation Y grew-up on personal computers, cell phones, and video game systems, while Generation Z has grown up on tablets, smartphones, and apps. Yet, the common ground between both generations is that both have been transforming and altering communication and identity--not just in the United States but globally.

Reference 5: Governor's Millennial Advisory Council

<https://www.governor.nh.gov/millennial/>

<https://www.governor.nh.gov/millennial/by-laws.htm>

<https://www.governor.nh.gov/millennial/documents/annual-report-2017.pdf>

<https://www.governor.nh.gov/news-media/orders-2017/documents/2017-07.pdf>

The Governor's Millennial Advisory Council was first established by Executive Order 2017-07  on September 20th, 2017 with the distinct purpose of providing the Governor with recommendations, insight, suggestions, and feedback on matters of state policy that directly impact the attraction and retention of young workers.

- a) All meetings of the Advisory Council are public, and all members of the public are invited to attend.
 - b) The Council meets the 3rd Tuesday of every month at 6:00 PM in the Executive Council Chamber in Concord at the State House unless otherwise posted.
- Advisory Board: Chair, Vice Chair, Secretary, Director of Programs
 - Focused Issues: Housing, Education, Conservation/Environment/Transportation, and Workforce Development

Reference 6: Millennial Action Project

<https://www.millennialaction.org>

<https://www.millennialaction.org/north-carolina/>

The Millennial Action Project (MAP) is the largest nonpartisan organization of millennial policymakers in the U.S.

We develop the next generation to overcome partisanship on future-focused challenges and democracy reforms.

Reference 7: SPARK Boston Council

<http://www.sparkbos.com/>

Boston is home to a large and diverse millennial population. SPARK Boston, formerly ONEin3, is a City of Boston initiative that aims to empower the millennial generation to play a greater role in planning for the future of our city.

- **CONNECTING:** Helping young adults from diverse backgrounds build relationships and strengthen personal and professional networks here in Boston
- **INNOVATING:** Tapping into this generation's energy and creativity to rethink civic engagement in the digital age
- **EMPOWERING:** Engaging the next generation of civic leaders and social entrepreneurs in the work of city government

Roles & Responsibilities

- **Advisors to the Mayor**

The Mayor's SPARK Boston Council advises his administration on city policies and programs affecting Boston's millennials. Cabinet Chiefs, department heads, and other high-level members of the Mayor's team come to monthly SPARK Boston Council meetings to present upcoming plans and proposals, ask questions, and get feedback. Through brainstorming and discussion, the SPARK Boston Council generates ideas to increase millennial awareness and engagement.

- **Ambassadors to the Millennial Population**

The SPARK Boston Council serves as the Mayor's ambassadors to the rest of Boston's large and diverse millennial population, channeling information through our individual networks in order to draw a wider range of young adults into the conversation.

- **Collaborators & Innovators**

Group projects allow SPARK Boston Council members to take ownership of the dual role of advisor and ambassador to the Mayor. SPARK Boston Council members work in groups to innovate and execute programming connecting millennials with opportunities to engage with city government and influence public policy decisions. Examples.

Expectations

Members of the Mayor's SPARK Boston Council are appointed at the pleasure of Mayor Walsh and serve under the SPARK Boston Director. Failure to meet the following expectations will result in disciplinary action and/or dismissal from the Council:

- Attend all monthly SPARK Boston Council meetings
- Attend at least one SPARK Boston event or social activity per month
- Actively participate in group discussions (listen, ask questions, share experiences, give feedback, introduce ideas)
- Use digital tools and people power to spread information, create awareness, boost attendance and otherwise increase millennial engagement with the City of Boston
- Contribute individually, and lead, manage or participate in group projects

The SPARK Boston Council is comprised of 38 Boston residents ages 20-34, who live in 20 different neighborhoods across Boston. This group includes entrepreneurs, designers, social workers, restaurant professionals, undergraduate and graduate students, community organizers, veterans and representatives from many other industries across the public and private sectors. Approximately a third of the Council are native Bostonians, while others grew up as far away as France, Cape Verde, India and Spain.