

[SAMPLE PROPOSAL]

**Community YouthMapping:
A Process to Identify and Share Places to Go,
Things to Do, and Opportunities for Young
People and Their Families in
[insert your locale]**

**A Proposal Submitted to:
[insert funder name]**

**By:
[insert your organization name]**

[insert date]

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I. Goal

[Insert your organization name] proposes to involve public and private community stakeholders in a comprehensive data collection process that will identify and share information on places to go, things to do and opportunities for young people, children and families; identify gaps in available resources; and provide dissemination tools that reach and involve many community stakeholders.

II. Background and Rationale

[Insert your organization name] recently attended a national conference organized and hosted by the AED Center for Youth Development and Policy Research (the Center) about a data collection and maintenance process called Community YouthMapping (CYM). CYM provides mechanisms for the collection and dissemination of information about youth resources and is a simple and cost effective process for laying a foundation for a comprehensive information infrastructure for youth development.

Current, accurate information about local resources for young people is one of the most important and basic tools that communities need to develop positive and accessible youth development opportunities. Young people need to know where and how they can take advantage of opportunities to learn and grow. Adults need to know this information in order to make policy decisions and identify gaps and inconsistencies in available resources. In most communities, information about resources for youth is maintained somewhat haphazardly, mechanisms for reporting and updating information vary and are usually inconsistent and the ability of the public, particularly young people and their caregivers, to easily access and use resource information is often lacking.

[insert information about your organization]

What is Community YouthMapping?

Community YouthMapping is an evolving community-based strategy that involves youth and adults in the collection, organization, analysis and dissemination of information about community resources for youth, children and families. CYM has been implemented or initiated in over 70 locales throughout the country. While this process is many things to many communities, there are four main objectives.

III. Objectives

Objective 1: Community YouthMapping will be a means to identify available resources (places, programs, services, and opportunities) for youth and their families.

Block by block or mile by mile, trained young people, called YouthMappers, canvass their communities, identifying and documenting everything that is available for them, their families, and their peers. The youth perspective that infuses this process is a key characteristic of CYM, for young people are recognized as the experts when it comes to identifying resources that are useful to them.

The information gathering process of CYM focuses on identifying useful existing resources and expanding the information base beyond traditionally recognized youth services. Sometimes resources are located in places one would least expect to find them. For example, in Baltimore, Maryland, YouthMappers found that the aquarium provided meeting space for young people. In New York City, YouthMappers identified funeral parlors that provide bereavement counseling as a youth resource because the death of their peers had become part of their community experiences. CYM has also revealed information about programs that may not be widely accessible to all youth but are innovative models for involving youth and adults. For instance, through the Community YouthMapping process in Columbus, Indiana, YouthMappers learned that a well-known local bank had a program whereby each employee had an e-mail pen pal at a local elementary school.

Objective 2: Community YouthMapping will be an opportunity for young people to be involved and work together with adults.

The CYM process itself is a youth development opportunity for young people. Youth learn new skills such as interpersonal communication, conflict resolution and setting and accomplishing goals. They interact with the community, learn how to conduct interviews and gain knowledge about local geography and map reading. Youth are also given an opportunity to exhibit their capacity and to challenge adults to ensure communities have readily accessible resources and opportunities. In addition, CYM provides compensated work experience for young people.

Furthermore, CYM provides an opportunity for youth and adults to work together in new ways. As they interact to implement this process, both young people and adults find that their assumptions about each other are challenged in positive ways that foster the development of strong and respectful relationships. By working with young people, adults gain a new understanding of the ways in which youth are assets to communities.

Objective 3: Community YouthMapping will be a springboard for the development of information access and dissemination systems that reach all sectors and members of a community.

The information collected through CYM is useless if it is not disseminated and made accessible throughout communities. Each community has its own dissemination needs and influences. Strategies need to be tailored to respond to them. The use of computer technology and innovative systems for sustaining continued community involvement to keep information updated and relevant are at the heart of this phase of developing an information infrastructure.

Objective 4: Community YouthMapping will be a catalyst for influencing youth development policy, practice and resource allocation.

By determining existing resources, identifying gaps and gaining an overview of resource distribution, a community gains a strong evidence base for decision making and planning. Most communities do not have enough information to do local planning, and often when they initiate youth development projects they end up expending a lot of time and resources doing needs assessments. CYM data and follow-up analysis can be easily accessible to provide background and an information base for many community efforts.

In Denver, Colorado, for instance, Community YouthMapping was connected to an initiative that is establishing Beacons community centers in three of the city's middle schools. The CYM information was used to identify programs and activities that youth would like to see in the Beacons centers. The process culminated in a report that contains youth recommendations for both the Beacons and the CYM projects. Milwaukee, Wisconsin, also used the CYM process as a basis for more work in the area of youth development. There, the Milwaukee Foundation developed a proposal that expands upon the CYM effort to achieve the longer-term goal of the Milwaukee Foundation: to create a broader constituency and a community vision for children and youth that will guide the use of community resources.

[insert your organization's reasons for doing Community YouthMapping]

IV. Workplan

In developing a work plan for local Community YouthMapping efforts, **[insert your organization name]** has incorporated the mapping process developed by the AED Center for Youth Development and Policy Research through experiences and recommendations from 35 locales across the country. This ten-step process is adaptable, flexible and proven. We have adapted this process to meet our needs, leverage resources and match our project scale. Our local process will be comprised of the following steps:

1. Gaining Community Commitment **[insert target dates]**

Through a community orientation session conducted by the Center, we will bring together public and private partners to discuss the ten steps of Community YouthMapping. During the orientation, the Center will provide examples of the ways that similar partners have been involved in other communities, a demonstration of the technology communities use to interact with the data collected and examples of realistic timelines and levels of resources needed to fully support the process.

Having a broader group of players at the table to begin to think strategically about the uses and potential impact of Community YouthMapping will allow us to ask and answer questions that may be critical to the success of our local CYM process. It is from this broader group that we will be able to gain greater community commitment and assemble a public/private group to serve as advisors to our local CYM process.

2. Convening the Advisory Group **[insert target dates]**

We will convene the entire advisory group at least four times during the implementation of the CYM process. The advisory group consists of **[insert people and organizations on advisory group]**.

The advisory group is primarily responsible for assisting in two areas:

- a. **Governance:** making key decisions, shaping the vision, recruiting strategic partners and making sure we meet our goals.
- b. **Fundraising:** supporting a fundraising strategy as well as identifying in-kind resources that match the needs of our local CYM process.

3. Identifying the Lead Organization **[insert target dates]**

The lead organization to drive the process will be **[insert lead organization name and organizational history and credentials]**. The lead organization will be responsible for:

- providing status reports to the public/private advisory group;
- developing a human resource plan including payroll and staff support issues;

- managing financial agreements; and
- establishing a work group (consisting of public/private advisory group members, youth, adults, and lead organization representatives).

4. Community YouthMapping Pre-Planning [insert target dates]

YouthMappers and Field Supervisors, who are adult partners in the mapping process, will be clear on their responsibilities, have sufficient supplies needed for daily mapping activities and be familiar with the tools they will be using to engage the community in the canvassing and data collection process.

YouthMappers and Field Supervisors will attend meetings and trainings to prepare for the day-to-day responsibilities associated with our local CYM process. This pre-planning process includes issues like:

- reviewing the responsibilities, supplies and tools associated with day-to-day management and supervision;
- defining the community and deciding where to map, what to map and what not to map;
- developing a survey tool;
- creating a data plan that outlines a procedure for data entry and location, dissemination of data and reports needed; and
- creating a recruitment plan that includes developing a recruitment strategy, determining compensation, advertising the opportunity and developing criteria for selection of YouthMappers.

5. Recruitment of YouthMappers and Field Supervisors [insert target dates]

The recruitment of YouthMappers and Field Supervisors will require that we establish an interview process, create multiple strategies for outreach and stay competitive with the current job market in our community. As stated above, our advisory group and work group will guide the recruitment strategy and help determine selection criteria. We will be recruiting young people from **[insert neighborhoods/schools/community based organizations to be targeted and recruitment strategies]**. The young people selected must meet the following criteria: **[insert criteria (e.g., Workforce Investment Act eligibility, Summer Youth Employment Program eligibility, other funding/project criteria, etc.)]**.

6. Conducting Training of YouthMappers and Field Supervisors [insert target dates]

The CYM process itself is a youth development opportunity for young people. They will be given the opportunity to exhibit their capacity and to challenge adults to ensure that young people have information on resources and opportunities available in our community. YouthMappers will go through two days of training to prepare for the mapping process. Through training, young people will acquire the skills necessary to

set goals for the process, use the survey tools, and conduct interesting and challenging interviews.

Field Supervisors will go through one half-day training to prepare them for the management and administration of Community YouthMapping. Field Supervisors will acquire skills and obtain a great collection of day-to-day management tools and strategies that will make the Community YouthMapping process both efficient and effective.

7. Fieldwork [insert target dates]

During the fieldwork phase, young people will canvass **[insert communities or area to be mapped]** in search of places to go and things to do. Through training, they will have been prepared to deal with the challenges they may face while collecting information in the field. YouthMappers will learn data entry and build relationships with youth and other adults in the community. YouthMappers and Field Supervisors will conduct data entry on a daily basis at **[insert location of data entry]**.

8. Data Analysis [insert target dates]

To conduct our data analysis, we plan to go through four quality assurance phases before the data will be disseminated. The four major phases in our local data analysis process will be:

1. **Mapping Analysis:** Analyzing the data that was collected while the YouthMappers were out canvassing the community is essential to being able to apply it later on.
2. **Data Dump + Mapping Analysis:** Using existing directories of resources and services will enable us to fill in the gaps of information that the YouthMappers may have missed.
3. **Spatial Analysis:** Using Geographic Information System (GIS) software, we will be able to show the physical gaps in available resources.
4. **Upkeep and Maintenance:** Keeping track of all the analysis that we have done will be very important in our long-term data plan. We plan to update and maintain the data by **[insert plan for updating data]**.

9. Data Dissemination [insert target dates]

Our advisory group and other vested community partners have developed a plan for dissemination of the data that will provide greater access and maximize the uses of the data. **[insert data dissemination plan]**

Possible dissemination strategies and vehicles include:

- web sites
- project and neighborhood reports
- information-sharing phone lines (YouthLines)

- youth summits
- street corner speak-outs
- grant reports
- press clippings
- focus groups
- kiosks
- printed directories

10. Evaluation [insert target dates]

The primary purpose of evaluating our Community YouthMapping effort will be to recognize strengths and identify areas for improvement. In addition, this evaluation will allow us to get an idea of the impact Community YouthMapping has had on the YouthMappers, Field Supervisors and community partners. Finally, we will use the evaluation to bring people back together, discuss lessons learned, assess the data and all of its current uses and make adjustments to the process.

We intend to evaluate the process by **[insert plan for evaluation (i.e., focus groups, observations, pre- and post-surveys for YouthMappers and Field Supervisors, quantitative and qualitative techniques, etc.)]**.

V. Operationalizing the Workplan and Forming a Technical Assistance Partnership

As we move forward with Community YouthMapping, we recognize that we will benefit greatly from the Center's expertise and network of sites. Partnering with the Center will help to ensure the successful implementation of our CYM process.

Partnering with the AED Center for Youth Development and Policy Research

As a contractual partner, the Center will provide a vast range of services to us as we embark on Community YouthMapping. The Center's scope of work will include, but not be limited to:

- providing assistance in identifying specific communities/neighborhoods to be mapped;
- providing assistance in developing our Mapping Team;
- providing assistance in developing a local Community YouthMapping budget;
- providing a survey tool and assistance in developing a realistic timeline;
- providing a computer input screen for survey tools;
- facilitating the development of our Community YouthMapping goals;
- providing the Community YouthMapping Curriculum and Toolkit;
- providing 30 hours of technical assistance;
- providing large street maps that will assist in developing our canvassing strategy;
- providing assistance in the development of fieldwork logistics;
- conducting on-site training with our Community YouthMapping staff (both youth and adults);
- providing a license to the national Community YouthMapping web site (an Internet-based data dissemination application);
- providing assistance in the preparation of a final report about our Community YouthMapping effort;
- providing assistance in identification of Data Dump sources; and
- partnering in seeking additional funding to support our scope of work.

The Center has developed a short list of requirements that have assisted communities in sustaining a data collection method that involves and engages young people as well as ensuring that the data is kept current and made easily accessible to communities at all times. This list includes five elements:

1. There must be a public/private/non-profit oversight body.
2. There must be active youth involvement from the very beginning.
3. Young people must be compensated for their work as YouthMappers.
4. Prior to training, there must be a written and agreed upon plan about information dissemination, including updating and maintenance of the data.
5. The Center must have access to local CYM data for the purposes of national analysis and building a national web site.

VI. Summary

The Community YouthMapping process will be a catalyst to motivate youth and adults to identify and expand on existing resources as well as to create new opportunities in our community. Meaningful participation by young people will involve planning, data collection and analysis and information dissemination. In partnership with youth, adults will provide technical assistance, political will, and personal support for the process.

The connection between **people** and **technology** that is central to CYM will produce the following **results** for our community:

- establishment of an accurate, maintained database of places to go and things to do for young people and their families;
- access to a complete picture of where available services, resources and supports exist; and
- solid collaboration between both young people and adults and public and private groups in the community.

[adapt to fit your locale's goals for CYM and your organization's mission]

VII. Next Steps for Our Community

Over the past six years, the Center has worked with over 35 locales to implement Community YouthMapping. The Center has learned and defined a number of issues that will help ensure a successful Community YouthMapping experience in our community. As we move forward with Community YouthMapping, issues we will have to think about are:

1. What public/private oversight body will champion, set parameters, and be accountable for our CYM process?
2. Which local agencies could potentially take the lead for organizing and supervising the day-to-day work associated with Community YouthMapping?
3. What is our locale's commitment to disseminate the Community YouthMapping information we collect as well as to institute a process that will ensure continuous updating of the data?
4. How will we develop a financial plan to determine how the Community YouthMapping effort will be funded?

VIII. Community YouthMapping Budget

[sample budget categories and related costs]

1. *Technical Assistance and Training*

(AED Center for Youth Development and Policy Research)

2. *Staff*

I. **Project Manager**

New hire, donated or existing staff

II. **Project Coordinator**

New hire, donated or existing staff

III. **Adult Supervisors**

Paid, college students (juniors/seniors), AmeriCorps, volunteers

IV. **Mapping Team Youth Participants**

Summer Youth Employment Program, stipends, academic/community service credit

3. *Operations*

I. **Meeting Costs**

Advisory meetings

Meetings with local Mapping Teams and youth

II. **Food**

For CYM meetings, trainings, kickoff and celebration events

III. **Transportation**

Public, cars, rental vans, gas

IV. **Field Communication**

Pagers, walkie-talkies, cellular phones

V. **Space**

Command centers, data entry, meetings, training, kickoff and celebration events

VI. **Telephones**

VII. **Technology (data entry)**

Computers, word processing and database software, personal digital assistants (PDA's)

VIII. **Identification**

Identification cards, t-shirts, hats

IX. **Printing**

Surveys, reports, meeting materials, posters

X. **Liability**

Insurance

XI. **Documentation**

Video, disposable and other cameras, film and videotape, and film developing

XII. **General Office and Field Supplies**

Pens, paper, staples, clipboards, maps, first aid kits, rain ponchos

IX. Timeline

[insert your deliverables and due dates]

Steps and Tasks	Timeframes for Activities [mark beginning through ending dates]											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Gaining Community Commitment [insert tasks to be completed]												
2. Convening the Advisory Group [insert tasks to be completed]												
3. Identifying the Lead Organization [insert tasks to be completed]												
4. Community YouthMapping Pre-Planning [insert tasks to be completed]												
5. Recruitment of YouthMappers and Field Supervisors [insert tasks to be completed]												
6. Conducting Training of YouthMappers and Field Supervisors [insert tasks to be completed]												
7. Fieldwork [insert tasks to be completed]												
8. Data Analysis [insert tasks to be completed]												
9. Data Dissemination [insert tasks to be completed]												
10. Evaluation												