



**City of Plainfield Mayor Adrian O. Mapp Youth Summit
Final Report**



Submitted by:

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**Community Engagement Liaison
GrassROOTS Community Foundation**

January 21, 2016

GrassROOTS
Community Foundation



Week I: December 21, 2015 – December 26, 2015

1. First final copy of Youth Summit flyer (without the time) was submitted and approved on Monday, December 21, 2015.
 - a. Promoted on (1) Facebook Page: Plainfield NewJersey, (2) Instagram Page: iloveplainfield, and (3) Mayor's Weekly Newsletter.
 - b. To continue threading conversations, the hashtags: #iloveplainfield, #plainfielddyouth, #youthlead, were used.
2. Copy of Youth Summit Flyer was sent to different community and youth organizations who were invited to attend and participate in the Resource Pavilion.
3. Flyer for Last Youth Facilitation Certificate Training session for Tuesday, December 29, 2015 was completed by City of Plainfield Media Liaison, Azumi Baba- Ndanani.
 - a. Incentive promoted to increase youth attendance: Youth who brought the most friends won a gift.
 - i. Gift purchased by City of Plainfield Community Relations & Social Services Director, Shep Brown. The gift was 3 Old Navy gift cards (value of \$20.00 per card).
 - b. Flyer was promoted on Social Media outlets and placed in different private and public organizations throughout the city.
4. Request placed for citywide Robocall, promoting final Youth Facilitation Training on December 29, 2015 from. Script emailed to Mayor Adrian O. Mapp, John Stewart, and Carmencita Pile on Thursday, December 24, 2015.
5. Daily Social Media post were published on both Facebook and Instagram (event and facilitation training flyer).
6. Contacted Flor Gonzalez of Latin America Coalition Inc. and Alma Blanco of Plainfield Latino to ensure all demographics of youth was represented the day of the Youth Summit.

Week II: December 27, 2015 – January 2, 2016

1. Youth Summit and Youth Facilitation Certificate Training promoted on Social Media pages throughout the holiday and weekend.
2. Citywide Robocall was completed on Monday, December 28, 2015 by City of Plainfield Recreation Leader, Carmencita Pile.
3. Iris House placed request to perform HIV testing at Youth Summit on Saturday, January 16, 2016 – request was approved.
4. Youth Facilitation Certificate Training took place at Plainfield City Hall Library on Tuesday, December 29, 2016 from 2:00 PM – 4:00 PM.
 - a. Approximately 35 Plainfield Youth attended
 - i. Suggestions were made by Plainfield youth, for the Youth Summit to be held from 11:00 AM – 3:00 PM.
 - b. Food prepared by New Leon’s Catering
 - c. Spoken Word artist, Michael Hill was recruited to participate in event
5. Request placed to promote Youth Summit Event flyer in Plainfield Public Schools.
6. Youth Summit Event flyer was removed from all social media outlets and etc. due to incomplete/unapproved performer contract
7. Youth Summit was promoted through Social Media pages and emails with text and no images.
 - a. Organizations and volunteers not finalized.
8. Shirts, swag bags, and gift favors ordered.

9. Over 40 organizations were contacted to participate in Resource Pavilion.
The following attended the event:

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|---|
| <p>1. Operation Push the Envelope – Allen Brown, 908.217.6270</p> <p>2. Urban One Radio operationpte@gmail.com</p> |
| <p>3. Du Cret School of Art pr@ducret.edu</p> <p>4. Plainfield Public Library – Andrew Eason, Head of Adult &YA Services 908.757.1111 Ext 139 andrew.eason@plfdpl.info</p> |
| <p>5. Gentlemen Making Changes – Richard Wyatt thegmcshow@gmail.com</p> <p>6. Hyper Flight Club – Marquis Gilliam martesse@me.com</p> |
| <p>7. Urban League of Union County, 908. 448. 0594</p> <p>8. Urban League of Young Professionals - Kendall Givens president.ulucyp@gmail.com</p> |
| <p>9. Taliah Waajid taliah@naturalhair.org amin@naturalhair.org</p> |
| <p>10. Iris House – Audria Russell: 908.561.5057 arussell@irishouse.org</p> |
| <p>11. Genesis SDA Pathfinder Church</p> <p>12. Metropolitan SDA Pathfinder Church mymetrosda@gmail.com</p> |
| <p>13. Wells Fargo – <i>GCF (TMW)</i></p> |
| <p>14. Atlantic Health – Raul Cadavid raul.cadavid@atlantichhealth.org 908.522.2844</p> <p>15. Homefirst, Jackie Crespo jackie@homefirstinc.org joel@homefirstinc.org</p> <p>16. Hopes CAP - Kate Guzman/ Vanessa Lara vlara@hopes.org / kguzman@hopes.org</p> |
| <p>17. Boys & Girls Club – Erin Duffy, 908.822.8672, eduffy@bgcuc.org</p> <p>18. Plainfield Chapter of Frontiers International – Louis Slade, 908.256.4752 Laurel-ann.edwards@plainfieldnj.gov victor.webb@gmail.com</p> |
| <p>19. Plainfield You</p> <p>20. Nubian Heritage nshuggv@aol.com</p> |
| <p>21. Prevention Links – Daphney Dupervil ddupervil@preventionlinks.org</p> <p>22. Plainfield Municipal Alliance – Paul Phillips paul.phillips@plainfieldnj.gov</p> |
| <p>23. Second Street Youth Center – ifennell@ssyccfoundationinc.org</p> |

Week III: January 3, 2016 – January 9, 2016

1. Youth Summit flyer was resubmitted with time, 10:00 AM – 2:00 PM.
 - a. Flyer began to be promoted and shared on Social Media outlets and through email.
2. Flyers and letters (written by Director Shep Brown) were printed and posted within the community
 - a. Incentive promoted to increase youth attendance day of event: community service hours
 - b. Envelopes were stuffed and prepared to be mailed to City of Plainfield Mayor's Task Force Initiative Summer Youth Employees and Churches – over 800 recipients contacted via mail).
3. Christian Rapper, Bro. Hahz was added to the program to perform two songs.
 - a. Flyers were amended by City of Plainfield Media Liaison, Azumi Baba- Ndanani. Dr. Marc Lamont Hill, DJ Lil Man, and Bro. Hahz were all promoted on final copy of event flyer (with time).
4. City of Plainfield received draft of Youth Summit Event and room set up layout from GrassROOTS Community Foundation.
 - a. Youth Summit program layout was changed to panel discussions from breakout conversations.
 - b. Panelist confirmed:
 - i. Dr. Jennifer Durham – *status of youth education in Plainfield, New Jersey*
Education Panel:
 - ii. Destiny Delarosa (High School Student - approval from mother for participation and press, Jackie Crespo)
 - iii. Daphney Dupervil, Prevention Links Director of Community Prevention
 - Employment Panel:**
 - iv. IZIAH Thompson, College Graduate Student
- c. Ysan Massey, confirmed High School student to introduce Keynote Speaker – Dr. Marc Lamont Hill (approval from father – Addim Massey for participation and press release)
- d. Task to find the following performances:
 - i. Dance Team
 - ii. Step Team
 - iii. Solo Singer, *Black National Anthem* – Jayel
 - iv. Disc Jockey (DJ)
 - v. Panelist: Political Stakeholders(2), Academia(2), Youth(2)

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- e. Verifying all W9 and Business Registration Certification (BRC) are completed
- 5. Food was purchased from Sodexo, with assistance from sponsors – Plainfield Municipal Alliance.
- 6. Tables, Chairs, and tablecloths orders were placed.
- 7. Resource Pavilion organizations confirmed and finalized – 23 Organizations.
- 8. Requested place for City of Plainfield Media team attendance for Youth Summit.

Week IV: January 10, 2016 – January 16, 2016

1. City of Plainfield and GrassROOTS Community Foundation meeting at GrassROOTS office.

Attendees:

City of Plainfield:

1. Rick Smiley, City Administrator
2. Shep Brown, Director of Community Relations & Social Services
3. Veronica Taylor, Director of Division of Parks & Recreation

GrassROOTS Community Foundation:

1. Dr. Janice Johnson Dias
2. Ali Ryan Scott
3. Tenisha Malcom-Wint
4. Jensine Wright

Topics of discussion:

- a. Green Room for VIP'S, monitored by City of Plainfield Plainfield Action Services, Winona Cleveland
 - b. Attire
 - c. Press Room
 - d. Final Agenda
 - e. Step & Repeat – unable to order due to budgetary issues
 - f. Finalizing Disc Jockey (DJ) – Studio 15: DJ Bigz & DJ Lib
 - g. Dance and Step Team removed from Agenda
 - h. Spoken word performance: on Friday, January 15, 2016 MC Enigma (Plainfield High School Educator) was confirmed to be replaced Michael Hill due to lack of availability
 - i. Black National Anthem Singer: on Wednesday, January 13, 2016 Plainfield Resident and College student, Krysten McNaught (replaced Jayel, no proper contact information)
 - j. Ensuring all contracts, W9, and BRC's were completed
 - k. Panelist Confirmed: Councilwoman Rebecca Williams (Education), Councilman Cory Storch (Employment) and Dr. Blanca Vega (Education)
 - i. Contacting Dr. Roland V. Anglin & Denise Shipman to participate in Panel discussions – both potentials were not able to attend the event
 - l. iPad to be purchased for survey giveaways
2. Envelopes with event flyers and letter were mailed on Monday, January 11, 2016
 3. Confirmation: welcome to be completed by Plainfield Youth: Xavier Gerald-Hobson with closing by Genevieve & Gabriella Terry.
 - a. Stephanie DeGeneste confirmed to participate on panel discussion Friday, January 15, 2016 (Employment)

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4. Lost access to Facebook page due to Technological issues.
 - a. Social media promotion conducted on Instagram page and personal social media outlets such as Facebook, Instagram, and Twitter.
5. Citywide Robocall on Wednesday and Thursday – January 14 & 15th, 2016
6. Dr. Marc Lamont Hill transportation confirmed.
7. 23 Organizations confirmed to participate in Resource Pavilion
 - a. Iris House will conduct HIV testing on the second floor of venue
 - b. Giveaways from Taliah Waajid
8. Decorations for venue purchased and completed by City of Plainfield: Beverly Calland & Carmenciata Pile.
 - a. Setup of tables, chairs, and etc completed by Department of Public Works
9. Plainfield Action Services and Division of Recreation prepared Youth Summit event favors: g swag bags, shirts, and USB.
10. Urban One Radio contracted to participate in event, to live stream event and interview Plainfield Youth.
11. 5 – 6 Plainfield Police officers confirmed to attend for police protection
12. Over 20 Plainfield Youth volunteered for the Youth Summit
13. All organizations to participate in Resource Pavilion were present day of Youth Summit
14. Panelist Councilman Cory Storch was not able to participate in panel discussion due to time. Was replaced with City of Plainfield Director of Administration and Finance, Health and Social Services, Ronald E. West.
15. Over 350 people were presence at the event, less than 200 attendees signed in.
16. All checks were prepared for contracted individual's day of the event.

Week 5: January 17, 2016 – January 21, 2016

1. Sending surveys to all attendees who provided legible email addresses.
2. Mailing and delivering thank you letters and packages to panelist, volunteers, and organizations
3. Planning last meeting with Plainfield Youth in February/March.

Summary:

City of Plainfield, Mayor Adrian O. Mapp Youth Summit on Education & Employment was a success. Plainfield youth were moved and motivated by the keynote speaker, Dr. Marc Lamont Hill. He gave the youth a realistic perspective of the impact(s) education and employment can have on future achievements. The goal to recruit 50 youth and over 5 organizations was achieved. Plainfield youth took advantage of the opportunity to familiarize themselves with 23 different organizations, which could be very beneficial to their education and employment status. Throughout the event *Urban One Radio*, an online Indie radio station founded by Plainfield Young adults, interviewed Plainfield youth on their outlook and opinions of the Youth Summit. They also interviewed fellow event participants, including GrassROOTS founder and President, Dr. Janice Johnson Dias. Plainfield youth participated in the conversation and was thrilled with the ending performance of DJ Lil Man; where all, young and old danced for joy.