



Strategic Plan 2020-21

V1.0 January 2021

1.0 Background

1.1 Overview of CEYC

The City of Edmonton Youth Council (CEYC) is an advisory committee to City Council made up of youth between the ages of 13-23. We contribute to building a society of active and engaged citizens by creating opportunities to connect youth with the civic order of governance, local organizations, and each other.

1.2 CEYC Mission Statement

Educate and empower youth to provide meaningful input and to take action on local issues and municipal politics.

1.3 Goals

1. Mobilize youth on local issues through community, events, and projects.
2. Empower youth through education, skill building, and experience to be active citizens.
3. Provide opportunities for meaningful participation in Edmonton's local government.

1.4 Mandate

The Committee's mandate is to provide information and advice to City Council in relation to issues involving or affecting youth, and performs the following functions:

- a) researches and writes policy proposals for Council's review;
- b) coordinates community events that profile local youth issues;
- c) receives direction from Council on work or reports it requires on youth matters;
- d) develops and maintains relationships with individuals and organizations addressing issues of concern to youth;
- e) promotes initiatives to support the well-being of youth;
- f) educates youth on City governance, procedures and policy making;
- g) provides networking opportunities for youth;
- h) consults with City administration and other organizations supporting youth initiatives;
- i) establishes the General Assembly, maintain the registry of individuals participating in the General Assembly, and oversee its meetings;
- j) if requested by Council, recommends individuals for appointment to the City's civic agencies; and
- k) informs Council of initiatives of other levels of government that could affect youth and advocates for the City in the manner directed by Council if Council directs.

2.0 Strategic Planning Sessions 2020-21

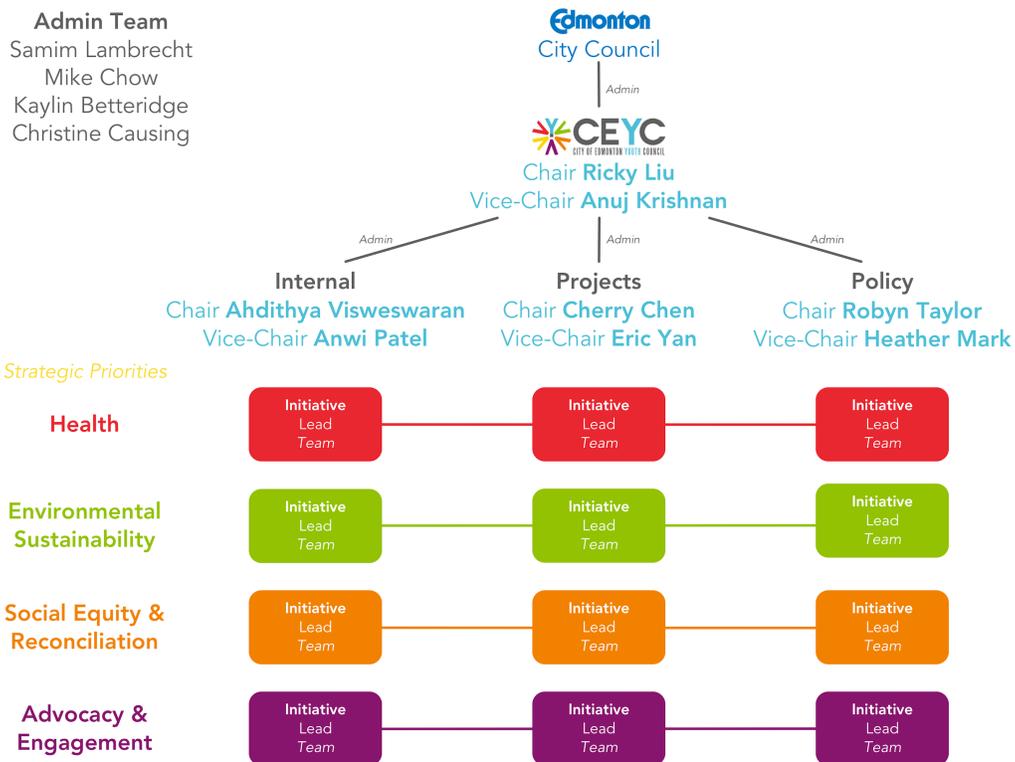
Strategic Planning for the 2020-21 term took place during one 2.5-hour zoom session. This document is a product of conversations that occurred at that session and through a committee member review.

2.1 Strategic Planning - December 30, 2020

The Strategic Planning session focused on the ideas and input from all twenty appointed voting committee members. This session focused on priorities for the 2020-21 term, key values, and ideas for initiatives throughout the term. These discussions helped to shape and clarify the subcommittees that CEYC would have for the 2020-21 term.

3.0 Strategic Plan

The CEYC strategic plan identified 3 distinct avenues that will shape CEYC’s work for this term: Overarching Values, Priorities, and Organizational Skills.



3.1 Overarching Values

Diversity

To create an inclusive and supportive community for CEYC volunteers that empowers volunteers to share their ideas and take action. We strive to provide volunteers with the training and resources necessary to reach their definitions of success, act with integrity, and follow best practices in governance.

Transparency

To reach out to a broad range of youth that represents the diversity of our city, including those from various cultural backgrounds, immigrants, newcomers, various religious groups, low socioeconomic status, 2SLGBTQ+ community members, and Indigenous youth in all geographic areas of Edmonton. Being accountable and reflective of our actions and decisions, and sharing our processes, ideas, and resources with external organizations and youth. To maintain internal transparency within the committee with City Administration and between the subcommittees within CEYC.

Collaboration

To continually seek perspectives and contributions from diverse youth outside of CEYC, providing them with opportunities and space to impact the future of their city, helping to shape Edmonton's identity.

Adaptability

To stay up to date with changes and events and provide relevant information to Edmonton's youth in an engaging and accessible way through using different communication formats. To recognize internal shifts at the CoE and maneuver accordingly.

Supportive Team Work

To support the various aspects of a team, from health and wellbeing of youth in Edmonton, to promoting social connections, mental health, physical health, and environmental stewardship.

Informed Agency

To enter into conversations and work with a strong background understanding of the situation and its needs, to be able to adapt to and address these challenges, to understand one's weaknesses and strengths in moving forward, and to be confident in our knowledge and skills to move forward.

Accountability & Honesty

To take responsibility for our statements and actions, and the places that these statements and actions come from. To be open to learning and growth, and always willing to listen to other perspectives. To make statements and take actions with positive intent, but to recognize the impact of our statements

and actions and hold ourselves accountable. We will reflect back on our values and priorities to hold ourselves accountable to our vision and mission statement.

Accessibility

To offer a youth perspective and to provide input to Council on Policies and Reports that Council may currently be working on. To ensure our communication is accessible through a variety of platforms such as our social media channels and our blog. To strive to use accessible language in our communications within youth council and within our external messaging.

Equity & Humility

To recognize that systems and institutions disproportionately impact those from equity-seeking communities and to ensure we are providing any relevant accommodations and opportunities for all members of youth council, as well as youth outside of youth council.

Initiative & Commitment

To take initiative within youth council and the City of Edmonton (both city and organization) in order to identify and address gaps in our city. To commit to our values, vision, and mission statement, and strive to do what we have set out to do as a council.

Reflection

To consistently evaluate our work and actions; seeing how it reflects back on our values, vision, priorities, and mission statement. To ask why we are doing things and look at the long term impacts of our actions and decisions.

3.2 Priorities

Health

To look at the factors impacting mental, physical, emotional, and social health of youth in Edmonton and address any gaps in council and in policy. Special consideration given to addressing the impact of Covid-19 in this term.

Social Equity & Reconciliation

To advocate for and promote equity in council and in policy.

To engage with equity-seeking communities on issues relating to reconciliation social injustices.

To recognize the privileges we may hold in our identities and platforms and use these privileges to further efforts of reconciliation and social equity.

To engage authentically in policy and initiatives aimed at reconciliation and to hold ourselves accountable in order to avoid performativity in our actions.

Environmental Sustainability

To work towards having a more sustainable, greener city through policy and initiatives in council.

Advocacy & Engagement

To continuously advocate for youth through policy and to city council through memos, information reports, and speaking notes.

To give youth the tools to represent themselves at council.

3.3 Organizational Skills

Conflict Resolution

To engage in respectful and intentional conflict resolution within youth council and other organizations in order to build stronger teams and grow as a community.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

Effective Communication (internal & External)

To learn effective communication skills; using clear, kind, and intentional language with other youth council members as well as external organizations and individuals.

To ensure our communication, messaging, and outreach is both effective and accessible.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

Community Outreach & Public Engagement

To engage, collaborate and reach out to the diverse youth population of Edmonton with respect and humility.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

Leadership

To gain experience and skillset on leadership and team management; to make informed decisions and actions within council and the organizations we work with.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

Social Media & Marketing

To provide accessible, engaging outreach and marketing through our social media channels.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

Policy Writing

To write information reports, memos, and other notes to council in order to share our perspective and ideas about council decisions and municipal policy.

To provide youth council members with professional learning and training opportunities to gain skills in this area.

4.0 Subcommittees & Action Plans

4.1 Project Subcommittee

Mission Statement

To empower, educate, and mobilize youth in the Edmonton community through the execution of initiatives that align with CEYC's 2020-2021 strategic priorities.

In order to accomplish our mission statement, we will complete various actions including (but not limited to):

- a) To promote the awareness and active maintenance of mental and physical health to youth in the Edmonton community.
- b) To research and take action on unsustainable or unethical environmental practices.
- c) To eliminate barriers to social injustices through community education and initiatives.
- d) To advocate for vulnerable youth and teach self-advocacy and active community engagement.

4.2 Policy Subcommittee

Mission Statement

To empower, educate, and mobilize youth in the Edmonton community through the execution of policy-based initiatives that align with CEYC's 2020-2021 strategic priorities.

In order to accomplish our mission statement, we will complete various actions including (but not limited to):

- a) research and write policy proposals for Council's review;
- b) coordinates community events that profile local youth issues through engagement sessions;
- c) receives direction from Council on work or reports it requires on youth matters;
- d) develops and maintains relationships with individuals and organizations addressing issues of concern to youth;
- e) promotes initiatives to support the well-being of youth;
- f) educates youth on City governance, procedures and policy-making;
- g) provides networking opportunities for youth;
- h) consults with City administration and other organizations supporting youth initiatives;
- i) informs Council of initiatives of other levels of government that could affect youth and advocates for the City in the manner directed by Council if Council directs.

4.3 Internal Subcommittee

Mission Statement

To foster a spirit of service, maximize operational efficiency, advocate for internal change and leverage internal synergy in order to empower and support our volunteers of the past, present and future (whether in person or online).

In order to accomplish our mission statement, we will complete various actions including (but not limited to):

- a) researches and writes policy proposals for Council's review;
- b) develops and maintains relationships with individuals and organizations addressing issues of concern to youth;
- c) educates youth on City governance, procedures and policy-making;
- d) provides networking opportunities for youth;
- e) consults with City administration and other organizations supporting youth initiatives;
- f) maintain the registry of individuals participating in the General Assembly;
- g) informs Council of initiatives of other levels of government that could affect youth and advocates for the City in the manner directed by Council if Council directs.