



# Strategic Plan 2019-20

V1.0 September 2019

# 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) co-ordinates 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 2019-20

Strategic Planning for the 2019-20 term took place during two 5-hour sessions. This document is a product of conversations that occurred at those sessions and through a committee member review.

### 2.1 Strategic Planning #1 - September 14, 2019

The first Strategic Planning session was dedicated to committee members and included input from all 20 appointed committee members. It focused on overall priorities for the year, our key values, ideas for external collaboration, and other ideas for potential projects to take on. These discussions helped shape our decision of which subcommittees to have by revealing the areas of focus that a subcommittee could address. Subcommittee Chairs were also elected at this time. A record of all comments from Strategic Planning #1 can be found in Appendix A.

### 2.2 Strategic Planning #2 - September 28, 2019

All Youth-at-Large members and Committee Members were invited to the second Strategic Planning Session, which focused on the important role of volunteers in CEYC work, electing subcommittee Vice-Chairs, and deciding subcommittee priorities and mission statements. A record of all comments from Strategic Planning #2 can be found in Appendix B.

## 3.0 Strategic Plan

### 3.1 Priorities

#### A. Good Governance

To create an inclusive, supportive, and empowering environment for CEYC volunteers, provide volunteers with the training and resources they need to succeed, act with integrity, and follow best practices in governance.

## B. Diverse Outreach

To reach out to a broad range of youth that represent the diversity of our city, including those from various cultural backgrounds, immigrants, newcomers, religious groups, those of low socioeconomic status, those from a range of geographic areas in Edmonton, members of the LGBTQ+ community, and those of indigenous cultures.

## C. Youth Involvement

To shape Edmonton's identity and celebrate its diverse youth population by continually seeking perspectives from youth from outside of our organization and providing them opportunities to impact the future of their city.

## D. Spreading Knowledge

To provide valuable information on issues relevant to Edmonton's youth in an interesting and engaging way, presented on the platforms and in the formats they can access such as on our social media pages and/or our blog.

## E. Youth Wellbeing

To support the wellbeing of youth in Edmonton by promoting social connections, mental health, physical health, and environmental stewardship.

## F. External Collaboration

To collaborate with external organizations, including other youth councils, organizations, schools, community groups, non-profits, and other contacts that align with our priorities.

## G. Internal Professional Development

To offer opportunities that enable skill development to our volunteers that will be of benefit within and without our organization.

## H. Responding to Council Policies & Reports

To offer a youth perspective and to provide input to Council on Policies and Reports that Council may currently be working on.

## 3.2 Subcommittee Mission Statements

### Engagement and Outreach

To maximize and foster youth potential in Edmonton by creating an empowered community presence that is inclusive of all youth voices.

### Health and Wellness

To promote awareness and education about mental and physical health through destigmatization, policy and outreach initiative to empower and connect Edmonton's youth.

### Internal Affairs

To foster a spirit of service, maximize operational efficiency, and leverage internal synergy in order to empower and support our volunteers of the past, present and future.

### Social Equity

To create and support initiatives and opportunities that serve to amplify the voices of diverse youth in Edmonton, with the goal of fostering empowerment and change.

### Urban and Regional Planning

To empower youth and cultivate their diverse ideas to foster a safe and sustainable community in Edmonton.

## 4.0 Subcommittee Action Plans

### 4.1 Engagement and Outreach

#### Mission Statement

To maximize and foster youth potential in Edmonton by creating an empowered community presence that is inclusive of all youth voices.

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

#	Action	Outcome and alignment	Timeline
4.1.1	Ex: Complete at least 15 school visits.	Ex: Increased awareness of CEYC throughout Edmonton and increased applications for next term.	Ex: Monthly to reach goal by April 2019.
4.1.2			
4.1.3			
4.1.4			
4.1.5			
4.1.6			
4.1.7			

### 4.2 Health and Wellness

#### Mission Statement

To promote awareness and education about mental and physical health through destigmatization, policy and outreach initiative to empower and connect Edmonton's youth.

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

#	Action	Outcome and alignment	Timeline
4.2.1			

4.2.2			
4.2.3			
4.2.4			
4.2.5			
4.2.6			
4.2.7			

## 4.3 Internal Affairs

### Mission Statement

To foster a spirit of service, maximize operational efficiency, and leverage internal synergy in order to empower and support our volunteers of the past, present and future.

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

#	Action	Outcome and alignment	Timeline
4.3.1			
4.3.2			
4.3.3			
4.3.4			
4.3.5			
4.3.6			
4.3.7			
4.3.8			

## 4.4 Social Equity

### Mission Statement

To create and support initiatives and opportunities that serve to amplify the voices of diverse youth in Edmonton, with the goal of fostering empowerment and change.

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

#	Action	Outcome and alignment	Timeline
4.4.1			
4.4.2			
4.4.3			
4.4.4			
4.4.5			
4.4.6			

## 4.5 Urban and Regional Planning

### Mission Statement

To empower youth and their diverse ideas to build the identity of Edmonton and its sustainable future.

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

#	Action	Outcome and alignment	Timeline
4.5.1			
4.5.2			
4.5.3			
4.5.4			
4.5.5			
4.5.6			
4.5.7			

# Appendix A

The following appendix includes notes from Strategic Planning Session #1, on September 14, 2019. The superscripted letters link each note to a priority identified in Section 3.1.

[See link to direct photos.](#)

## 1. Priorities

These notes were taken from the whiteboard category “Priorities”, and are listed in themes.

### Engagement

- Underprivileged and marginalized youth
- Immigrant youth
- Engaging workshops
- Support and engage the University Network
  - University of Alberta
    - Campus Saint-Jean
  - MacEwan University
  - NAIT
  - Concordia University of Edmonton
- Community based events
- Website/social media
  - Consistent updates
- Blog
- Support other organizations and communities

### City Identity and Connection to Civic Issues

- Make Edmonton Youth want to stay here
- Expand agency of youth with each policy
- Website Directory

### Mental Health and Social Issues

- Intersectionality in all subcommittees
- Reducing stigma of unconventional post-secondary paths
- Holistic & multi-faceted approach to mental health
- Integrating URP and SE into mental health discussions
- Accessibility
- Housing, Poverty & Homelessness
  - O’Leary High School?

- CEYC HUB
- Accessibility to Health Care for Queer & Trans individuals
- Female empowerment

## Supporting Volunteers through Mentorship

- Training and Networking<sup>G</sup>
  - Proper tools to engage
  - Proper consultation
- Policy Workshop

## Specific Issues

- Uniting the City (Northside and Southside)
- Being intentional with who we work with
- YALs
- Economic Empowerment
- Tying environmentalism and sustainability into all subjects

## 2. Values/Goals

- Broad representation at City events, outreach role<sup>B</sup>
- Collaboration and partnership<sup>F</sup>
- Openness<sup>F</sup>
- Diverse and Inclusive Outreach - *mentioned various times*<sup>B</sup>
  - North areas of Edmonton
  - Immigrants
  - Newcomers
  - Multicultural
  - Younger Jr. High students
  - Marginalized low income
  - LGBTQ+ youth
  - Homeless youth and those in shelters
  - Religious groups
  - GSA's
  - Minorities
  - Franco-Albertans
  - Enoch Youth Council
- Education and share knowledge among youth<sup>D</sup>
- Supporting, including and building capacity among committee members and YAL volunteers in CEYC<sup>A</sup>
- Training<sup>A</sup>
  - Effective meetings
  - Minutes
  - Public speaking

- Advocacy
- Communication with youth
- Policy proposals
- Confront stigma of elitism at CEYC<sup>F</sup>
- Turning individual passions into subcommittee owned projects<sup>A</sup>
- Reporting back to groups we outreach with<sup>B</sup>
- Access to tools and resources within CEYC<sup>A</sup>

### 3. Partnerships<sup>F</sup>

- City Council
- Military
- Academics
- City Hall School
- Workforce fairs and companies
- Seniors centres
- Student Senates
- Nonprofits that support low SES youth
- Camp Fyrefly connection
- Startup and TEC Edmonton
- Recreation Facilities and Attractions
- Photographers
- Bissell
- iHuman
- Homeward Trust
- Schoolboards
  - EPSB
  - ECSB
  - Centre Nord Scolaire
- YESSS
- LinkCC
- Edmonton Federation Community League
- ~~Africa Centre~~
- Alberta Health Services
- BBBS
- Reach
- Access Open Minds
- Cultural associations
- YEG The Come Up
- Next Gen
- Apathy is Boring
- Youth Councils
  - Leduc
  - Calgary

- Grande Prairie
- St. Albert
- Symphony
- CASA
- Homeless Shelters
- City Plan
- ISCWR
- Partyyy
- Islamic Relief Canada
- IFSSA
- Green Room
- CCASH
- Universities
  - McEwan
  - Concordia
  - King's
  - UAlberta
- John Humphrey Centre
- Race & Culture Centre
- Peter Lougheed College
- Undergraduate Society for Planning
- Elizabeth Fry

## Appendix B

The following appendix includes notes from Strategic Planning Session #2, on September 29, 2018. The notes from each subcommittee were part of breakout sessions in which subcommittee members discussed priorities, ideas, and draft mission statements.

### Engagement and Outreach Subcommittee

#### Draft mission:

Strives to build a diverse and vibrant Edmonton in which the youth voice is uplifted, celebrated, and empowered; an Edmonton that reflects the hope of tomorrow.

#### Ideas:

- Blog
- Listening to what students in school want

## Health and Wellness Subcommittee

### Draft mission:

To provide a voice to the youth of Edmonton regarding their experiences and to innovate the ongoing support and guidance regarding mental and physical wellness provided by their city.

### Ideas:

- Terminology for people with disorders/disabilities
- Physical disabilities
- Outreach
- Drop-in programs
- Early education
- Mental Health
- Community Help
- Awareness of physical health
- Changing inaccurate beliefs
- Destigmatizing
- Awareness of support for mental health
- Mental health in schools
- Normalization & dialogue
- Eating disorders

## Social Equity Subcommittee

### Draft mission:

To create and support initiatives and opportunities that serve to amplify the voices of diverse youth in Edmonton, with the goal of fostering empowerment and change.

### Ideas:

- Maintain the relationship with EYAC
- Gender Diversity
- Knowing rights
- Transparency
- Immigrant populations/newcomers
  - Breaking communication barriers
- Community care
- Connecting to language/culture
  - Identity
  - Regaining

- Creative projects
- Taking into account different cultures
- More resources
  - Using websites
  - Training
    - How to speak to different groups
  - Workshops
  - Knowing resources in YEG
- Accessibility
- Indigenous relations/initiatives
- Finding unity within our community
- Addressing social inequities through art
- Gaining/spreading awareness on social equity issues
  - No matter big or small
- Diversity of ideas, resources, etc.
- Connections, relationships
- Leadership roles
- Voices in the community
  - Having a say
  - Representation
- Working towards more representation/visibility in marginalized communities

## Urban and Regional Planning Subcommittee

### Draft mission:

To shape the future and identity of our sustainable city with the limitless ideas of empowered youth.

### Ideas:

- Transit
- Biking
  - Presentations
    - Varied Audience
    - About Road Rules
  - City Bike Plans
  - Save Edmonton
  - Climate Change
    - Strikes
  - Ticket to Ride
  - Lanes/Signs/Safety
  - Policy/List of reports
  - Zoning codes
  - Ed/Resources/Insight

- School workshops
  - Data
- Scooter impact
  - Safety and regulations
- Gentrification
- Litter clean up
- Eco-Transit
  - Accessibility
  - E-cars
- City Growth with community
- Mixed zon