



YOUTH COUNCIL STRATEGIC VISIONING PLAN

WHERE ARE WE GOING TO PLAY? GEOGRAPHIC, DEMOGRAPHIC

1st Ring - City of Cape Coral – demographics should include high schoolers and people in the Lee County School System; in the future, expand the demographic to focus on the younger people in our City (12-25 years old), connecting the youth to the older people in the community.

2nd Ring - Lee County – environmental issues such as Blue Green Algae, how it affects other parts of Florida with a focus on middle school to college graduates.



EXTERNAL SWOT FOR CAPE CORAL

Strengths:

- Environment and Climate
- Population growth
- Geographical size, bigger population, second largest between us and Tampa in size; largest center of population between Tampa and Miami
- Quality of Life
- Good Public Safety - Police and Fire Departments

Weaknesses:

- Unplanned growth with insufficient infrastructure
- No post K-12 Education opportunities within
- Healthcare : only one hospital; need another hospital big weakness
- Employment opportunities
- No manufacturing jobs
- Lack of entertainment, absence of culture
- Renewable energy resources; not a walkable City, transportation
- Lack of Affordable Housing
- Community connectedness between City Government and Citizens

Opportunities:

- Having a college satellite campus
- Good beach
- Bring entertainment
- Enhance quality of life for all generations
- Homeless shelters and YMCA
- Building social fabric with a mixture of organizations

Threats for Cape Coral:

- Weather – hurricanes resulting in huge expenses
- Unplanned growth
- Overcapacity with healthcare facilities
- Degrading environment due to Increased pollution; reinvest in stronger recycling system; reusable energy
- Water scarcity – dry season/drought



INTERNAL SWOT FOR THE YOUTH COUNCIL

Strengths:

- Young Leaders
- Different school representatives from a diverse group
- Creativity aspect and great ideas

Weaknesses:

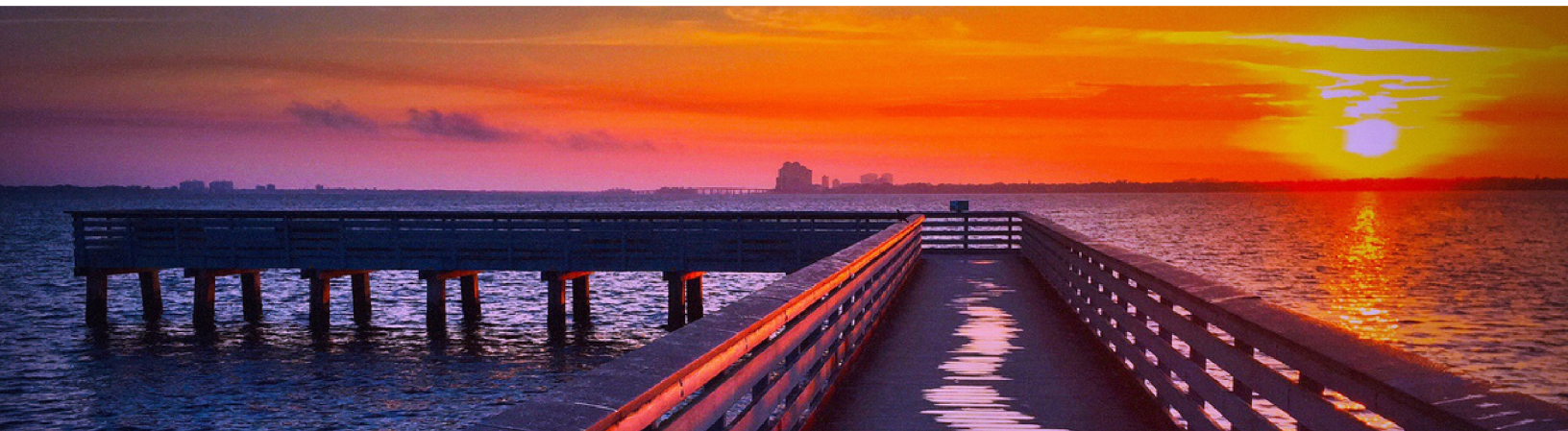
- Do not complete all projects
- Representative democracy
- Limited experience with government, advocating and connecting with others in government – could be turned into an Opportunity and then into a Strength

Opportunity:

- Connectivity with everything due to digital communications
- More awareness, different perspectives on events

Threats:

- Not as connected to each other as members
- Lack of time due to business schedules with other academic activities
- Inability to prioritize
- Lack of follow-up with FLC networking
- Limited social media exposure



CORE VALUES

Who we are and how we treat others:

We are young leaders and solution-finders who care about our community and look forward to elevating it and ourselves.

How you treat others:

With caring, empathy, and respect, we listen and advocate for others and collaborate.

Core Competence:

Created by City Ordinance that gives us the ability to assist in governance

Core capacities:

- Ideas and creativity
- Collective young minds
- Ambassadors for the youth of Cape Coral

Mission Statement – who you are and what you do for whom?

We are young servant leaders who represent the Youth of Cape Coral and provide City Council outlook for the betterment of our community.

Vision Statement:

We will promote positive change in our City by involving our youth to create a resilient community that will be attractive, enjoyable, and affordable to people of all ages.



STRATEGIC INITIATIVES

People

“Meetups” with other Youth Council Groups and/or other bodies. Chair Arevalo is responsible for tracking at the FLC Conference.

Keeping track of attendance at meetings and seeing that all members at least attend 75% of all meetings throughout the term, reporting quarterly. Vice Chair Garcia is responsible for monitoring.

Keeping a record of who goes to the Adopt-A-Roads once a month. Member Bella is responsible for tracking or seeing that one person who is not a committee member is keeping track in her absence, reporting quarterly.

Getting more people to attend our meetings and encouraging citizens' input. Assigned to Vice Chair Garcia, reports quarterly.

Strategies:

- Providing incentives like providing them the opportunity to make announcements on public TV about things going on in their schools.
- Possibly talking to the school news crew and advertising our meetings during school hours.
- Creating a banner at the bottom of the City Government website and our website stating a reminder of when the meeting is.
- Having booths outside the meeting with different organizations speaking about scholarships and internships so that it creates a “hook” to come to our meetings.

Physical Assets

Raise money to build Love Locks Project, overseen by Members Bella and Jade.

Fiscal Assets

Organizing two fundraisers with Cape Coral businesses for Blessings in a Backpack. Last year’s fundraising method for blessings in a backpack was said to be done via phone calls, emails, and in-person visits. Assigned to Member Mazurkiewicz to oversee, reporting one fundraiser in six months and one at the end of the term. The goal for the fundraisers is \$3,000 minimum for both.

Time and Process

Successfully carry out a citywide clothing drive at a City facility. Assigned to Member Dupeyron and will be reporting quarterly. Adopt-A-Road Project moved to the people initiative.

OUR MESSAGE

Message Internal: How we see ourselves and communicate

Maintain a clear communication system through group text, assigned to Chair Arevalo. This is measured by the communicative value.

Send a monthly to-do list to Council Members to ensure everyone is prepared for the upcoming meeting. Assigned to Member Bella, reporting quarterly on what percentage of the to-do list was completed.

Message External: How we would like the community to view us

Set up a Youth Council booth at one or more City events. Places like Movie in the Park via Parks and Rec. Assigned to Members Garcia and Mazurkiewicz and is to report quarterly.

Increase our interactions with one or more of Cape Coral's Public Safety Departments, meaning that we would work with the PIO of Fire advocating that we are "safe youth," as that PIO of Fire is the person who is our person for public safety. Assigned to Member Garcia, who would be contacting the PIO, seeing what events they would like to "piggyback" off of and vice versa; this way both groups gain exposure, reporting quarterly.

Increase our Earned Media in the local market by contacting two local media stations and gaining exposure. Assigned to Member Muncy and will report quarterly.

