

St. Albert – Asset Development Project Charter

City of St. Albert

Project Charter

Building Developmental Assets in Youth

40 Developmental
Assets
the sum of success for youth

Project Name:

Building Developmental Assets in Youth

Date:

August 11, 2009

Project Philosophy

Building Developmental Assets In Youth – Everyone Has A Role To Play

Positive change in communities begins with the actions and commitment of individuals. As Gandhi said, "You must be the change you wish to see in the world." The power of one is always a good beginning, but it is the power of many that creates a momentum with the potential for extraordinary impact. Creating a better world for young people requires the collective efforts of all of us to make the change far-reaching and lasting. In this kind of work, everyone has an important role to play.

Mission Statement

When young people have more of the Developmental Assets in their lives, they are more likely to succeed in school, show leadership, take care of their health, and value diversity; and they are less likely to be involved in violence, in using alcohol, tobacco, and other drugs, and in early sexual activity.

The implications for preventing risk behaviours are especially compelling. Without adding costly new programs, a community can strengthen prevention efforts by infusing existing programs with the positive approach of the Developmental Assets framework and by engaging all adults to connect with young people in positive ways.

Project Goal

To increase Developmental Assets in the lives of all St. Albert's young people.

Project Objectives

Engage adults from all walks of life to develop sustained, strength-building relationships with children and adolescents, both within families and in the community.

Mobilize young people to use their power as Asset builders and change agents.

Activate sectors of the community such as schools, congregations, businesses, youth and family services, human services and health care to create an Asset building culture and to contribute fully to young people's positive growth and development.

Invigorate programs to become more Asset rich and to be available to all children and youth.

Influence civic decisions by connecting with decision makers and opinion leaders to leverage financial, media, and policy resources in support of this positive transformation of communities and society.

Project Action Plan

1. Engage Adults

Goal	Engage adults from all walks of life to develop sustained, strength-building relationships with children and adolescents, both within families and in the community.
Objective (means)	<ul style="list-style-type: none"> ➤ To educate and raise awareness of the Asset Development philosophy to adults in the community. ➤ To provide Asset Development resources to adults in the community so they may carry the Asset Development philosophy forward. ➤ To provide practical strategies through training and workshop opportunities.
Benchmarks	<ul style="list-style-type: none"> ➤ Adults in the community will have an increased awareness of the Asset Development Philosophy. ➤ Adults in the community will display ownership of the Asset Development Philosophy and will seek out opportunities to build assets in youth. ➤ Adults in the community feel confident in the knowledge sharing and promotion of the Asset Development philosophy.

**Action Plan
Engage Adults**

Primary Action	Detailed Actions	Lead Role	Targeted Schedule
Implement Communication Strategy	Present survey results to the community	Asset Development Team	April 2009
	Establish and implement a marketing campaign:	Asset Development Team and communications Advisor	Ongoing
	I. Design and produce promotional material	Communications Advisor	July – August 2009
	II. “8 weeks of 40-Assets” published in the Gazette	Communications Advisor	Fall 2009
	III. Asset Development Testimonial Video	Communications Advisor	Ongoing
IV. Communicate key messages via City Lights, City and FCSS website, Community Vibes Newsletter, Insider, Posters and Banners	Communications Advisor	Ongoing	
V. Keep stakeholders, adults and Council apprised of ongoing Asset Development activities through various mediums.	Communications Advisor	Ongoing	

Educate Council and Stakeholder Groups	Survey Results in Camera to Council and Stakeholders	Asset Development Team	April 2009
	Invite Council, broader Stakeholders and media to Asset Development Forum to hear survey results and Asset Development Philosophy speakers		April 2009
	Offer "Asset Development 101" workshop to Council		December 2009
Provide Educational opportunities to adults	Offer various Training sessions. Workshops to group in the community	Asset Development Team	Fall 2009 and ongoing
	Distribute promotional/educational material at workshops and community events	Asset Development Team	Fall 2009 and ongoing

2. Mobilize Young People

Goal:	Mobilize young people to use their power as Asset Builders and change agents.
Objective (means)	<ul style="list-style-type: none"> ➤ To educate and raise awareness of the Asset Development philosophy to young people in the community. ➤ To build assets in youth by providing opportunities that are meaningful and engaging. ➤ To empower youth in a way that enables them to promote and live an asset rich life. ➤ To provide opportunities that will facilitate and build strong relationships between adults and youth in our community.
Benchmarks	<ul style="list-style-type: none"> ➤ Youth in the community will have an increased awareness of the Asset Development Philosophy. ➤ Youth feel valued and are engaged in the Asset Development philosophy. ➤ Youth are actively involved in the promotion of the Asset Development philosophy in the community. ➤ Youth experience an increase in positive relationships with adults in our community. ➤ Community is aware of the level of assets youth in our community have and will evaluate and act upon strengths and deficits.

Action Plan
Mobilize Young People

Primary Action	Detailed Actions	Lead Role	Targeted Schedule
Asset Development Survey	Conduct Search Institute Survey to all St. Albert youth in grades 4 to 11	Asset Development Team	Winter 2008
Implement communication strategies geared towards youth	NEWAD campaign (street washing and posters in schools) Website	Communications Advisor	August – October 2009
Actively involve youth	Establish a youth presentation team to present survey results to the community and their peers School based training for youth regarding the Asset Development philosophy Engage youth in community committees and advisory groups	Asset Development Team Asset Development Team Council advocating for youth involvement on committees and boards they are involved with	April 2009 and ongoing Fall 2009 and ongoing Fall 2009 and ongoing
Facilitate relationships with youth	Develop, expand and nurture school programs to ensure they are asset rich		Fall 2009 and ongoing

3. Activate Sectors

Goal	Activate sectors of the community such as schools, congregations, businesses, youth and family services, human services and health care to create an Asset building culture and to contribute fully to young people's positive growth and development.
Objective (means)	<ul style="list-style-type: none"> ➤ To introduce the Asset Development philosophy to various sectors of our community. ➤ To provide educational opportunities and strategies as it relates specifically to each sector. ➤ To provide opportunities for sectors to become actively involved in young peoples health development. ➤ Acknowledging individuals, groups and organizations who take an active role in Asset Development in youth.
Benchmarks	<ul style="list-style-type: none"> ➤ An increasing number of sectors have an awareness and understanding of the Asset Development philosophy. ➤ Sectors have been provided relevant Asset Development strategies. ➤ Sectors seek to have youth involved in meaningful roles within their organization. ➤ Individuals, groups and organizations who take an active role in Asset Development in youth are recognized for their work.

Action Plan Activate Sectors

Primary Action	Detailed Actions	Lead Role	Targeted Schedule
Introducing, educating and implementing Asset Development Philosophy	<p>Community workshops:</p> <ul style="list-style-type: none"> ▪ Building Developmental Assets in School Communities ▪ Infusing Assets into your Organization ▪ Everyone's an Asset Builder Workshop <p>Training of Trainers:</p> <ul style="list-style-type: none"> ▪ Essentials of Asset Building 	<p>Asset Development Team Thrive- Canadian Centre for Positive Youth Development</p> <p>Thrive</p>	<p>2009-2011</p> <p>2009</p> <p>2010</p> <p>2011</p> <p>2010</p>
Positive Ticketing Campaign	<p>Create and print Positive Tickets for youth caught doing positive things in the community</p> <p>Train all city departments, including RCMP on the Positive Ticketing Program and how it relates to asset Development</p>	Asset Development Team	October 2008 and ongoing

	<p>Have supply of tickets to all departments</p> <p>Have Mayor do kick off at two junior high schools</p>		
Asset Champion Recognition Event	Have annual event to recognize individuals, groups and organizations that are doing Asset Development in the community	Asset Development Team	April 2009 and annually ongoing
Have youth engaged in committees and advisory groups various sectors lead	<p>Mayor and Council can encourage sectors they liaise with to involve youth in their committees and advisory groups</p> <p>Asset Development Team will also encourage the tables they are at to involve youth in a meaningful manner</p>	<p>Mayor and Council</p> <p>Asset Development Team</p>	Ongoing

4. Invigorate Programs

Goal	Invigorate programs to become more Asset rich and to be available to all children and youth.
Objective (means)	<ul style="list-style-type: none"> ➤ Agencies examine programs to find ways to infuse the Asset Development Philosophy to these programs. ➤ Agencies/businesses will incorporate the Asset Development Philosophy into their overall goals and objectives. ➤ Provide support and strategies to organizations regarding the Asset Development Philosophy.
Benchmarks	<ul style="list-style-type: none"> ➤ Agencies incorporate the Asset Development Philosophy in their programs. ➤ Resources and training have been made available to agencies and businesses.

Action Plan
Invigorate Programs

Primary Action	Detailed Actions	Lead Role	Targeted Schedule
Provide agency/business specific training and resources regarding Asset Development	Asset Development Presentations 1) Social Service Agencies 2) Recreation Organizations 3) Service Clubs 4) Schools 5) School Advisory Councils 6) Businesses 7) City Departments 8) Mayor and Council 9) Churches and Religious organizations	Asset Development Team Mayor and Council	Ongoing
	Insure appropriate resources and contact information for further training and /or resources are left with the agencies/businesses	Asset Development Team	Ongoing

5. Influence Civic Decisions

Goal	Influence civic decisions by connecting with decision makers and opinion leaders to leverage financial, media, and policy resources in support of this positive transformation of communities and society.		
Objective (means)	<ul style="list-style-type: none"> ➤ Civic and opinion leaders have the information and resources they require to incorporate the Asset Development Philosophy in the work they do. ➤ Civic and opinion leaders actively utilize the Asset Development Philosophy when making decisions. 		
Benchmarks	<ul style="list-style-type: none"> ➤ Civic and opinion leaders are incorporating the Asset Development Philosophy in the work they do. ➤ Civic and opinion leaders are accessing the knowledge and resources the Asset Development Team can provide. 		

Action Plan
Influence Civic Decisions

Primary Action	Detailed Action	Lead Role	Targeted Schedule
Annual Think Tank	Identify Asset Development Ambassadors to carry forward and gather input into the committees strategic direction 1) Schools 2) Youth serving agencies 3) Daycares 4) Seniors 5) Service Groups 6) Businesses (youth frequented)	Mayor Asset Development Team	July 2009 and annually

	7) Recreation Organizations 8) Churches and Religious Organizations		
Have staff and resources available to Civic and opinion leaders	Team can support or provide resources to Mayor, council or Senior Leadership Team as they work with various groups		Ongoing

CRITICAL SUCCESS FACTORS
<p>City Council Priority</p> <p>A City commitment to provide ongoing funding</p> <p>Dedicated staff time and support, throughout City Departments, to achieve project goals</p> <p>Asset Development Ambassadors throughout the community</p> <p>Continued Training and Development through the Search Institute and Thrive (Canadian Centre for Positive Youth Development)</p>

Roles and Responsibilities		
Function	Name	Role
Mayor and Council		Asset Development Stewards
General Manager		Community & Protective Services Project Liaison between Director and SLT
Director		FCSS Project Liaison between General Manager & Asset Development Team
Inspector		Project Manger/Asset Development Team
Manger Community Strategy		Project Manager/Asset Development Team
Community Development Coordinator		Project Lead/Asset Development Team
Community Development Coordinator		Project Support/ Asset Development Team
Community Resource Coordinator		Project Support/Asset Development Team
Communications Advisor		Project Support/Asset Development Team
Corporal		Project Support/Asset Development Team
Constable		Project Support/Asset Development Team
Constable		Project Support/Asset Development Team

Communication Strategy			
<u>Target Audience</u>	<u>Detailed Action</u>	<u>Lead Role</u>	<u>Targeted Schedule</u>
Asset Development Team	Project Team Meetings	Project Lead	Every two weeks (As required over summer months)
Project Manager	Monthly Updates	Project Lead	Monthly
Senior Leadership Team	CPS Monthly & Quarterly Reports	FCSS Project Liaison	Monthly & Quarterly
Senior Leadership Team	Annual Business Case	FCSS Project Liaison	Annually
Mayor & Council	Monthly Slot	FCSS Project Liaison	Monthly
Mayor & Council	Annual Asset Development Presentation	Asset Development Team	Annually
City of St. Albert staff	Annual Asset Development Presentation	Asset Development Team	City Forum
Community	Communicate Key Messages: 1) City Lights (Gazette) 2) City Insider 3) FCSS Website 4) City of St. Albert Website 5) Community Vibes Newsletter 6) Intranet	Communications Advisor	Ongoing

Project Funding			
	2009	2010	2011
Revenue			
	\$70,000	\$70,000	\$70,000
Expenses			
Promotional Materials	15,500	15,500	15,500
Marketing Campaign	36,500	35,000	35,000
Project Supplies	750	750	750
Contracted Services	7,000	7,000	7,000
Think Tank – Ambassador Program	250	250	250
Sector Focus Workshop	10,000	10,000	10,000
Thrive Canada Annual Conference		1,500	1,500
	\$70,000	\$70,000	\$70,000

Project Authorization		
Approved by:	Project Liaison	Date
Approved by:	Project Manager	Date