



CHAPEL HILL PEOPLES ACADEMY

INAUGURAL YEAR IN
REVIEW

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WHAT YOU WILL HEAR TODAY:

outreach & publicity

program highlights

lowering barriers

outcomes



HEAR
DRAW

PROGRAM GOALS

- Increase diversity on boards & commissions
- Improve civic engagement by prioritizing groups that aren't at the table
- Educate the community on what we do and how we do it

OUTREACH

PUBLICITY

PROGRAM
DESIGN

REPORTING

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WHO IS MISSING?

What "diversity" and "who isn't at the table" meant to us and our partners:

- Racial and ethnic minorities
- Immigrants, refugees and others with limited English proficiency (LEP)
- Parents of school-aged children
- Teens and UNC students
- Those served by IFC, affordable or public housing

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20

Potentially or definitely need
childcare to participate

40

Non-white

**HOW DID
WE DO?**

8

Potentially or definitely need
transportation to participate

22

Served by public housing or
community housing partner

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12

Under 24 years old

5

UNC students

**HOW DID
WE DO?**

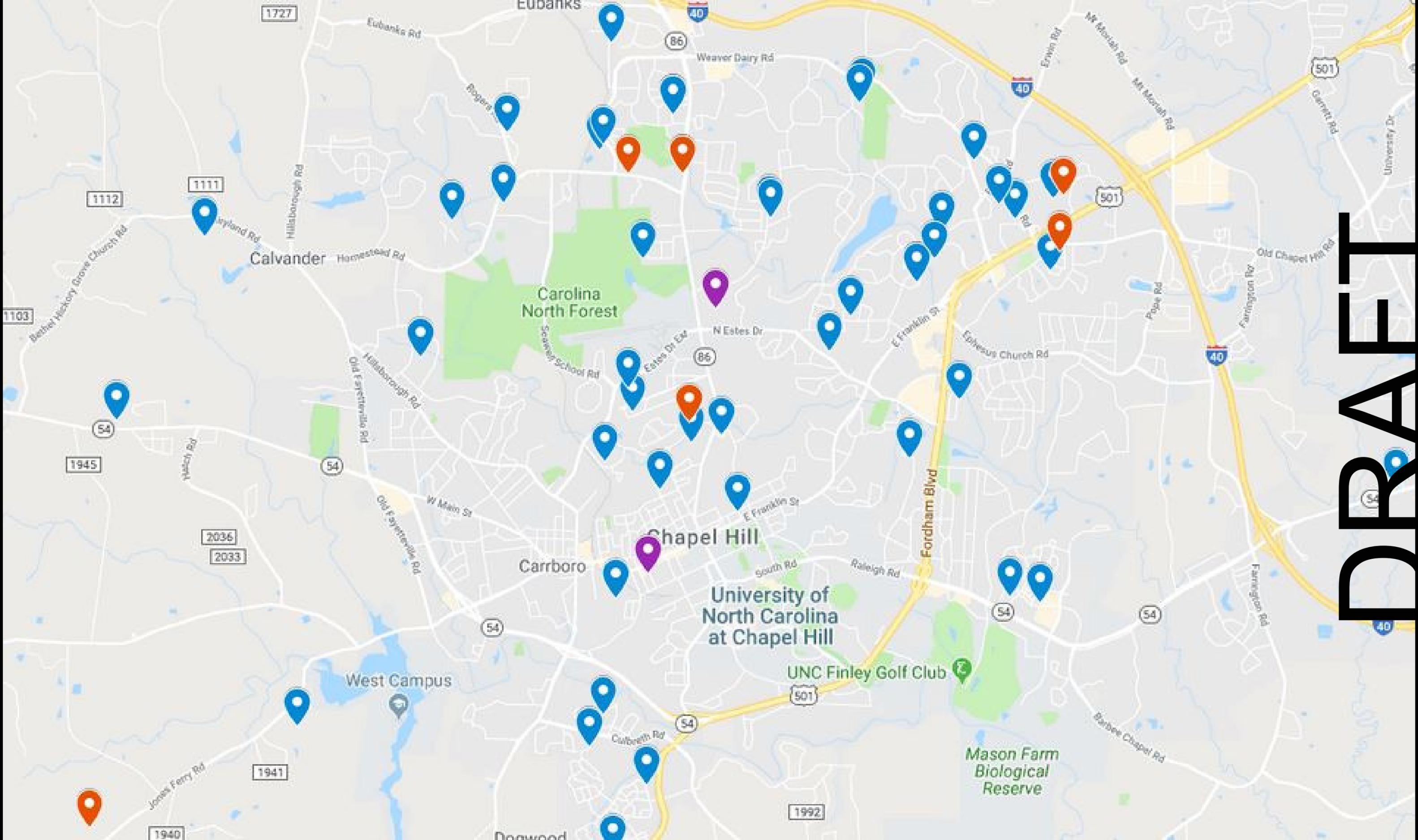
68%

Know a little or nothing at all
about Town government

10%

Has served or is serving on a
Board or Commission

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PROGRAM HIGHLIGHTS

10
CLASSES

6
LOCATIONS

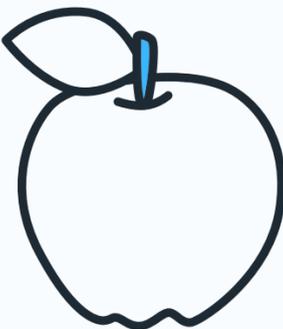
ONE LOCAL
LEADER PANEL

ALL
DEPARTMENTS

ONE
BUS TOUR

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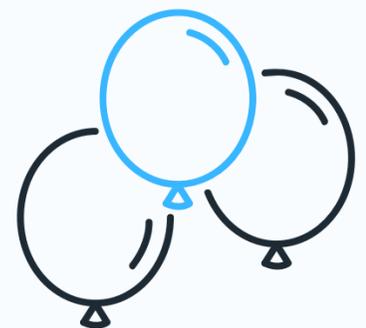
LOWERING BARRIERS TO PARTICIPATION...



- Provided snacks during afternoon and Saturday session
- Provided dinner at evening session



- Picked up/dropped off participants who couldn't access transit
- Provided extensive info on bus routes



- Provided childcare in adjacent room on Thursdays
- Kids allowed at all tours with their parents



- Provided afternoon and evening options on Thursdays
- Tours done on Saturdays



- Publicity and application in Spanish, Karen & Burmese,
- Budgeted for interpreter

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OUTCOMES



"I can be an effective citizen from where I am."

-Peoples Academy participant

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62

Invited to participate

43

Completed minimum number of sessions to graduate

HOW DID WE DO?

48

Attended at least one session

\$4,763

Total cost of 2018 Academy

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29 vs 20

Average attendance at
afternoon vs evening Thursday
session

10%

Graduates needed rides to at
least one session

**HOW DID
WE DO?**

19

Children attended at least one
session

0

Requested language
interpretation

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74%

Report now know "a lot" about Chapel Hill town government

70%

Considering serving on a board or commission (6 applications received to date)

HOW DID WE DO?

100%

Feel "very well" or "well" informed about town events and news

67% - 78%

Pre- and post-report they serve as a leader in their community

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"We, the people of Chapel Hill, have more in common than the fundamental differences that set us apart. The people working in service positions (departments) are our neighbors. To lead others, we must hear each other's voice or viewpoint. I am a servant leader."



"I feel a greater sense of pride about my Community and how it operates. What a valuable investment of time this was! I am also grateful to have been able to include my daughter, Rachel, in this experience. She too appears to have a greater sense of interest and knowledge of our town now. This will certainly impact her discussions at school."

THE
RA
D

WHAT'S NEXT?

- Plan for second Academy in Fall 2019
- Expand on outreach to groups not at the table
- Open applications during the Summer
- We will share application information with you!



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