



CHAPEL HILL PEOPLES ACADEMY

**INAUGURAL YEAR IN
REVIEW**

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WHAT YOU WILL HEAR TODAY:

outreach & publicity
program highlights
lowering barriers
outcomes



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



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



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

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



PROGRAM HIGHLIGHTS

**10
CLASSES**

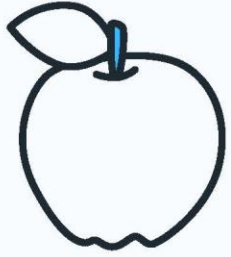
**6
LOCATIONS**

**ONE LOCAL
LEADER PANEL**

**ALL
DEPARTMENTS**

**ONE
BUS TOUR**

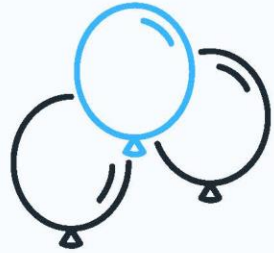
LOWERING BARRIERS TO PARTICIPATION..



- Snacks and dinner



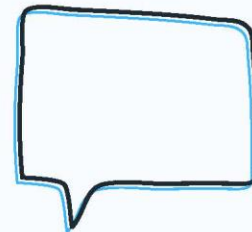
- Rides and transit info



- Childcare and tour involvement



- Sessions on multiple days and times



- Materials in Spanish, Karen & Burmese



OUTCOMES



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

-Peoples Academy participant

62

Invited to participate

43

Completed minimum number of sessions to graduate

HOW DID WE DO?

48

Attended at least one session

\$4,800

Supplies, food and translation costs

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

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

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!

