Including Youth Voices in Community Development

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Extension Specialist

Objectives

- Discuss how to layer data to inform programming
- Cover the Youth & Adult Listening Session process
- Discuss 3 activities to include youth in downtown revitalization efforts

Layering Data

Layering reliable secondary data with collected quantitative and qualitative primary data can paint a rich image of community.

Quantitative Data
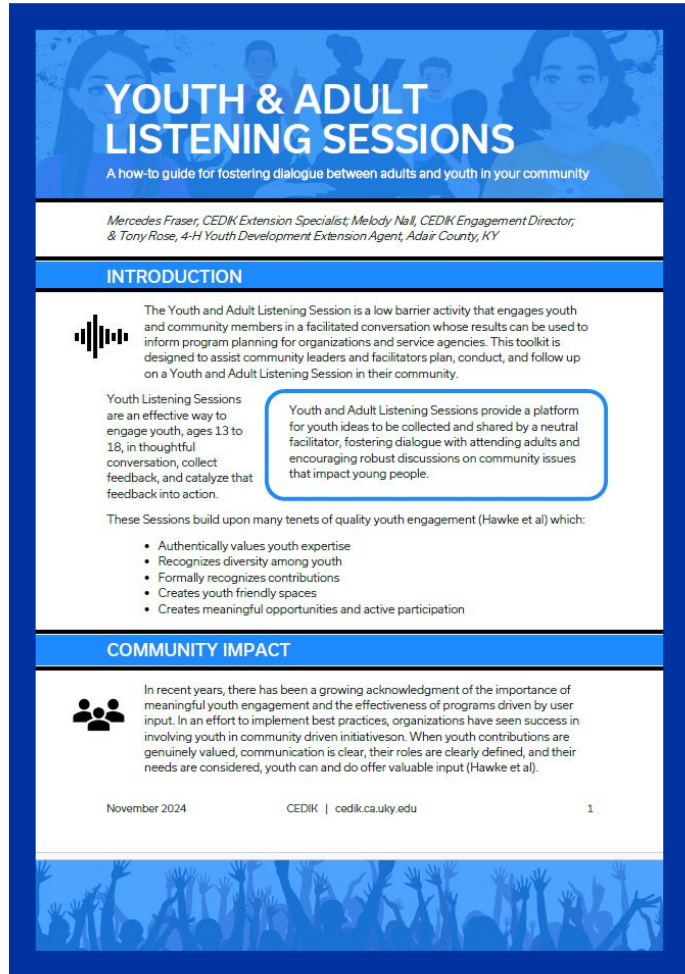
- Surveys
  - *Community Assessment*

Qualitative Data

- Focus Groups
  - *Youth & Adult Listening Sessions*
- Key Stakeholder Interviews

Youth & Adult Listening Sessions

Youth & Adult Listening Sessions provide a platform for youth ideas to be collected and shared by a neutral facilitator, fostering dialogue with attending adults and encouraging robust discussions on community issues that impact young people.

Youth & Adult Listening Sessions facilitation guide written by Mercedes Fraser & Melody Nall of CEDIK, Tony Rose, Adair County 4-H Youth Development

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Youth & Adult Listening Sessions

Typical process:

- Welcome
- Pre-survey
- Break into Youth & Adult groups with neutral facilitators
- Come together for discussion
- Prioritize needs
- Group reflection and activity
- Post-survey
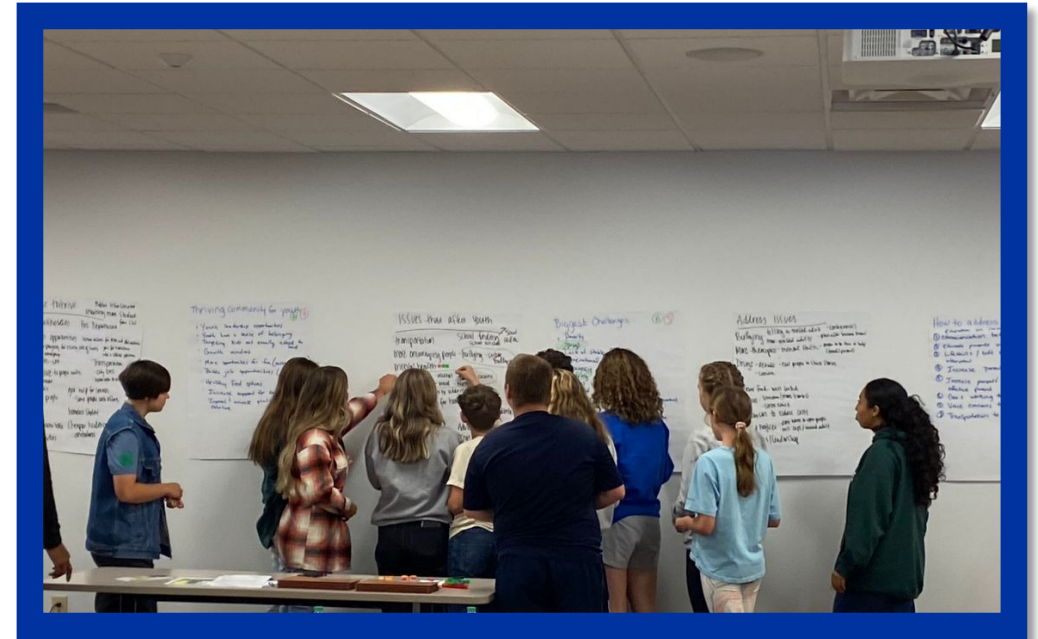
Community Impact

Adults leave YALS with:

- Newfound respect for attending youth and the shared opinions, ideas, and views on issues
- Better and broadened understanding of issues facing youth
- Motivation to work on issues

Youth leave YALS with:

- A new youth friendly space
- Confidence in sharing their ideas
- Community buy-in from sharing their opinions
- Youth/adult mentorship
- Motivation to work on issues

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Youth & Adult Listening Sessions

- Community lead
- Community partners
- Space for session
- 2.25 hours minimum
- 2 neutral facilitators
- Incentive (usually lunch)

Breakout Discussion Questions

1. What is the most positive thing about your community?

2. What do you want your community to look like in 10 years?

3. How do we make our community a place for young people to thrive after graduation?

4. What are the biggest challenges in our county that affect youth?

5. How can we address these challenges?

6. If you had $500,000 to help address a challenge or issue in the community, what would you do with that money?

Common Youth Response Themes

- Substance use
- Homelessness
- Hunger
- Mental Health
- Parenting
- Walkability/safety

Group Reflection Questions

1. Are the identified challenges currently being addressed?

2. What does the community do now that helps youth the most? Is the target population involved or reached effectively? And if not, how can they be encouraged to be involved?

3. Are organizations that offer youth services overlapping or duplicating services? Examples?

4. What services do youth need that are not available in our community/county?

5. Are there any other topics, concerns, needs that we need to address or "shed light on" today?

Prioritizing Needs

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Secondary Data Sources

Secondary data is data collected by someone else earlier.

Reliable Secondary Data

- National Endowment for the Arts
  - Arts, placemaking, design
- Pew Research Center
  - Social issues, aging, generations
- Census Bureau American Housing Data
  - Quality and cost of housing

Looking for local data?

- Local Cultural Organizations
- Local Health Department and Hospitals
- Local Nonprofits and Community Organizations
- Local Government Records

Community Assessment Findings

Top 15 Priority Issues Discussed in Youth & Adult Listening Sessions
Minimizing youth substance use
Youth life skills training opportunities (e.g., leadership and communication skill building opportunities)
Strengthening youth workforce readiness (including entrepreneurship, business development skills, etc.)
Improved access to mental health and wellbeing resources
Reducing youth obesity through nutrition education and/or exercise
Minimizing bullying and/or school violence
Building financial literacy and/or resource management skills
Strengthening youth-adult or mentorship relationships
Stronger parenting and relationship-building skills
Social, emotional, and/or behavioral education for adults working with youth

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Workforce

Education, earnings, top occupations, commuting characteristics and more.

View Data

Healthcare

Top employment, industry characteristics, population health indicators, providers and more.

View Data

Housing

Housing characteristics, projections, values, and owner/renter characteristics and more.

View Data

Economic

Demographic characteristics, jobs, employment, unemployment, personal income and more.

View Data

County Budgets

An overview of the financial activity of local government and weather data from FEMA and NOAA to illustrate the reality of public investment in addressing public disaster damage.

View Data

Small Business

General characteristics, top industries, change over time, innovation, employment size and more.

View Data

Retail Sector

Top sub-sector employment, industry characteristics, employment and earnings by age, sub-sector pull factors and more.

View Data

Agriculture

Farm economics, top sales by commodity, farms by acreage and sales, farm operations and workforce, and more.

View Data

Digital Divide

Access to broadband, and the ability of the community to use broadband technology are used to inform an overall "Digital Divide Index Score."

View Data

CEDIK County Small Business Profile

Select County
Menifee ▼

2018 Small Business Characteristics

Indicator	County	Kentucky
Total Jobs	1,197	2,223,291
Jobs Gained	225	406,032
Jobs Lost	211	289,934
Sales per Business	$484,848	$2,149,000
Sales per Employee	$80,201	$200,000

Small Business Definition

Small businesses are establishments that have between zero (owner-operated) to 500 employees. According to the U.S. Small Business Administration a majority of businesses in U.S. are small businesses, accounting for 47.3% of employment, in 2019.
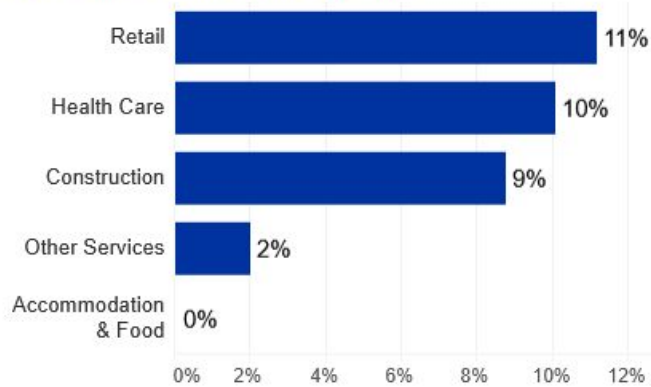
(Source: US Small Business Administration/Office of Advocacy, https://advocacy.sba.gov/)

2013-2018 Percent Change by Employment Size

Self Employed	21.1%
2-9 Employees	1.0%
10-99 Employees	-2.1%
100-499 Employees	n/a

Top 5 Industries
2018 Small Business Employment

Industry	Percent
Retail	11%
Health Care	10%
Construction	9%
Other Services	2%
Accommodation & Food	0%

2018 Percent Small Businesses by Type

- Non Commercial: 21%
- Non Resident: 7%
- Resident: 73%
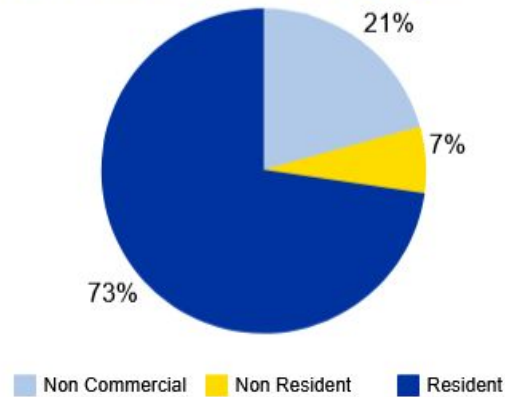
2017 Incorporated & Unincorporated Businesses

	Incorporated Firms	Unincorporated Firms
Total Employment	72	162
Employment Male	80.6%	77.2%
Employment Female	19.4%	22.8%
Earnings Male	$18,158	$29,097
Earnings Female		

2013-2018 Percent Change

Category	Percent
Annual Sales	-32%
Employment	-25%
Establishments	-26%

2016 Innovation Index

County	62.2
Kentucky	78.9
U.S.	100.0
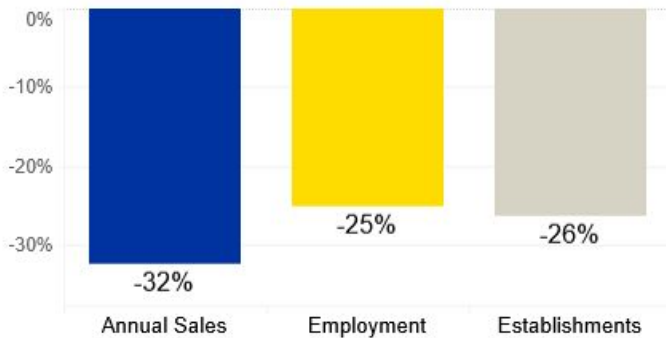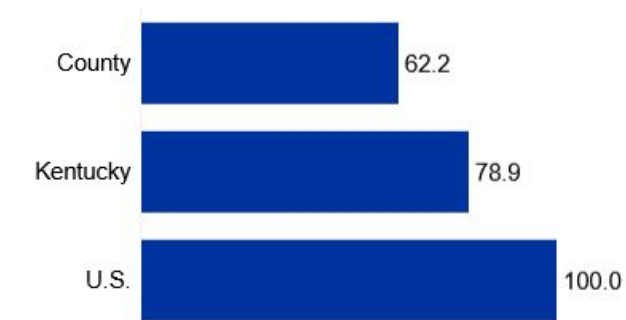
Definition of Terms
County Small Business Profile

Author: Simona Balazs, CEDIK Research Director

2018 Small Business Characteristics:

Total jobs	–	total number of jobs (full-time, part-time, temporary) for all of establishments, including non-profit and government.
Jobs Gained	–	total number of jobs gained in the year, due to business startups, expansions or moves.
Jobs Lost	–	total number of jobs lost in the year, due to business closings, contractions or moves.
Sales per Business	–	total sales divided by number of businesses.
Sales per Employee	–	total sales divided by number of employees.

Data on this table were retrieved from YourEconomy.org for the county and the state.

Top 5 Industries:

This graph represents the Top 5 Industries based on employment for businesses with less than 500 employees. These data are provided by BLS, Quarterly Census of Employment and Wages.

2018 Percent Small Business by Type:

The graph on small businesses by type highlights three market segments based on sales type, as follows:

Resident	–	percent businesses that tend to sell their products and services mainly in the region.
Non-resident	–	percent businesses that tend to sell their products and services mainly outside of the region.
Non-commercial	–	percent businesses that are non-profit or government.

Data on this table were retrieved from YourEconomy.org for the county.

2013-2018 Percent Change:

This graph reports the percent change in sales, employment, and establishments over a 5-year time frame. Data are provided by YourEconomy.org for the county.

2013-2018 Percent Change by Employment Size:

This table provides a disaggregated look at the 5-year percent change in jobs by employment size. Data are provided by YourEconomy.org for the county.

2017 Incorporated & Unincorporated Businesses:

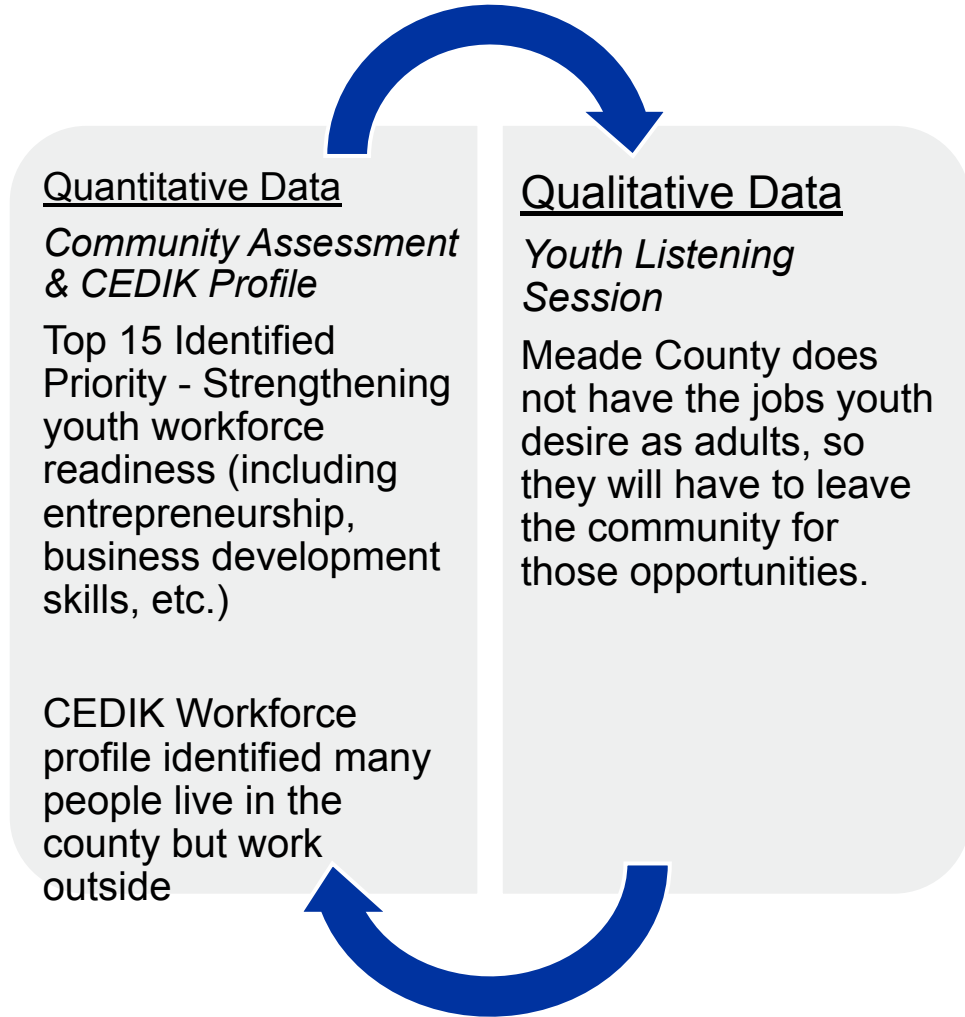|		
Incorporated business	–	a business that is legally recognized as a separate entity from the owner and is owned by shareholders. This allows owners to have limited liability; that is, the owner cannot be made liable for any debt of the business over and above the owner's investment in the business. Incorporated businesses can sell equity (stocks) to raise funds for investment.
Unincoprorated business	–	include sole proprietorships (owned and managed by one individual), partnerships (multiple owners and managers), and tax-exempt cooperatives (owned and managed by users of the business's services). They do not have limited liability and cannot sell equity to the general public. An unincorporated business is also known as a proprietorship.

Total employment and employment and earnings by sex are provided in this table. Data are retrieved from the US Census for the county. In many counties, it seems that many employees in these small businesses are men and that men, on average, make more than their female counterparts. This discrepancy may be due to gender differences between risk-taking preferences, education, and average earnings for a given county.

2016 Innovation Index:

The index measures a region's innovation activity and capacity by using four major indicators: Human Capital, Economic Dynamics, Productivity and Employment, and Economic Well-Being. Human Capital considers the educational attainment of residents, the population growth rate, the types of occupational mixes, and employment in high-technology firms. Economic Dynamics include measures for investment in venture capital, availability of broadband internet, firm entry and exit in the economy, and business size. Productivity and Employment reflects growth of high-tech employment, job growth relative to population growth, patent activity, and current level and growth of the county's GDP. Finally, Economic Well-Being is based on the poverty rate, unemployment rate, migration patterns, worker wage/salary, and growth in income per capita. The four indicators are weighted to reflect their contribution to the innovation activity. Innovation is important for the economy because it can be found behind every successful startup and growing small business.

The innovation index is provided by Statsamerica.org for the county, state, and U.S. The U.S. index is 100 and represents the benchmark. If the innovation index for a region is above 100, then that region is more innovative than U.S. on average and vice-versa.

Layering Data Example

Quantitative Data

Community Assessment & CEDIK Profile

Top 15 Identified Priority - Strengthening youth workforce readiness (including entrepreneurship, business development skills, etc.)

CEDIK Workforce profile identified many people live in the county but work outside

Qualitative Data

Youth Listening Session

Meade County does not have the jobs youth desire as adults, so they will have to leave the community for those opportunities.

2023 Area Employment for KY Top 10 Occupations

Occupation Group	County Empl.	5 Years Change	Kentucky
Office & Admin. Support	561	5%	248,165
Transportation & Material Moving	411	27%	227,294
Production	477	88%	177,446
Food Prep. & Serving Related	533	10%	175,710
Sales & Related	397	-6%	167,988
Healthcare Practitioners & Technical	163	8%	137,301
Management	297	31%	118,526
Education, Training, & Library	431	2%	94,178
Business & Financial Operations	181	16%	92,269
Installation, Maintenance, & Repair	377	35%	86,347

2021 Commuting to Work Characteristics

Indicator	
People living & working in the county	2,224
People living in the county, but working outside	9,118
People living outside, but working in the county	2,212

Top 5 Counties People Commute From/To

Top 5 Counties For Incommuters	Top 5 Counties For Outcommuters
Hardin County, KY	Jefferson County, KY
Breckinridge County, KY	Hardin County, KY
Jefferson County, KY	Bullitt County, KY
Harrison County, IN	Fayette County, KY
Bullitt County, KY	Harrison County, IN

Activities to Include Youth in Downtown Revitalization

CEDIK | cedik.ca.uky.edu

What is Placemaking?

Creating communities and places where people want to live, work, and play.

How can this fit in my role as an community member?

- You are a leader in your community

- You are a member of organizations hoping to increase placemaking

- You hear people asking "what can we do with kids these days?"

www.ruralplacemaking.com

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SPARK! Extension Placemaking Toolkit

Find your SPARK!

Extension Toolkit for Creative Placemaking

http://cedik.ca.uky.edu/spark

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Activities

Today we're going to provide you with 3 activities to engage young people in envisioning a future of your downtown as well as encouraging them to BE there.

Downtown Photo Challenge

- Artistic but easily accessible
- Can easily partner with tourism in community

Youth Led Walking Tour

- Few materials needed
- Encourages entrepreneurship and creative thinking

Window Display Workshop

- Teaches and applies design principles and thinking
- Includes local business owners

Downtown Winchester Photo Challenge

Downtown Photo Challenge

Strengths

- Easy to run - especially paired with another event

- Promote photo challenge leading up to event

- Accessible format

- Allows people to see their community through a different lens

- Photos can be used as marketing for downtown

Things to consider

- Extension required photo consent forms

- Incentivizing challenge may lead to greater participation

Youth First Impressions Walking Tour

CEDIK | cedik.ca.uky.edu

Youth First Impressions Walking Tour

Strengths

- Free & easy to do

- Can incorporate other topics such as safety, placemaking, & community design

- Allows for visioning on what could be

- Encourages entrepreneurship

- Can establish downtown as a place for young people

Things to consider

- Outside facilitator
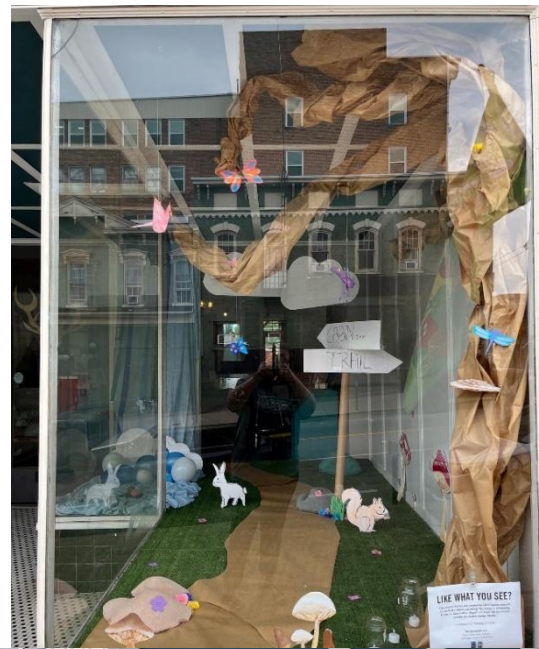
Window Display Workshop

Winchester Design Studio
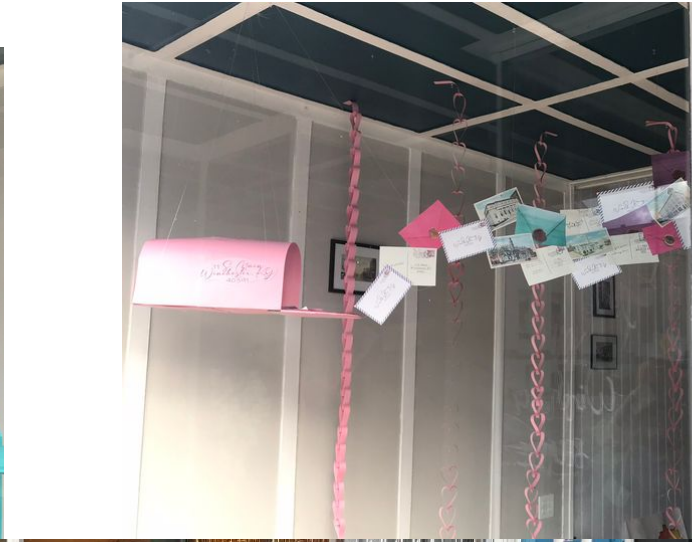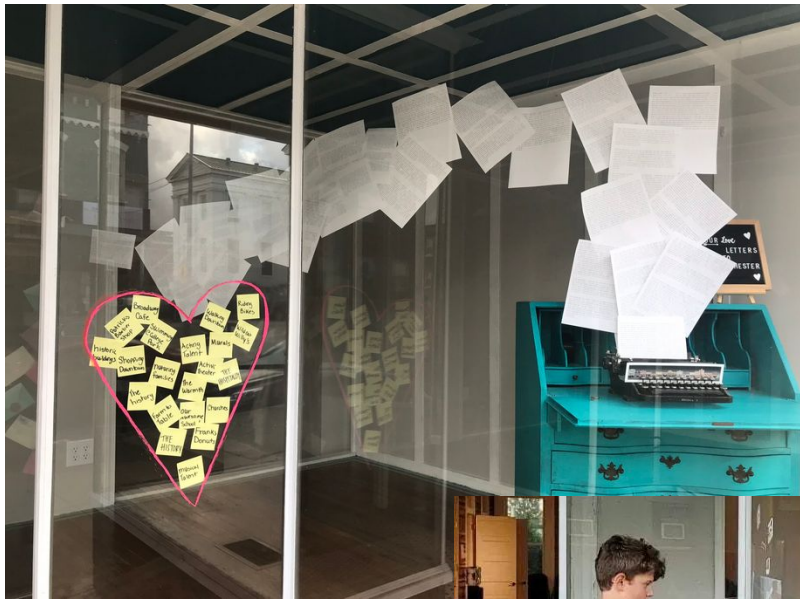
Window Display Workshop

Strengths

- Introduces and applies design principles
- Allows youth to connect with local business owners and see the practical applications of design
- Creative

Things to consider

- Cost of supplies
- Window displays
- Coordination with local businesses

Layering Data Example

Quantitative Data

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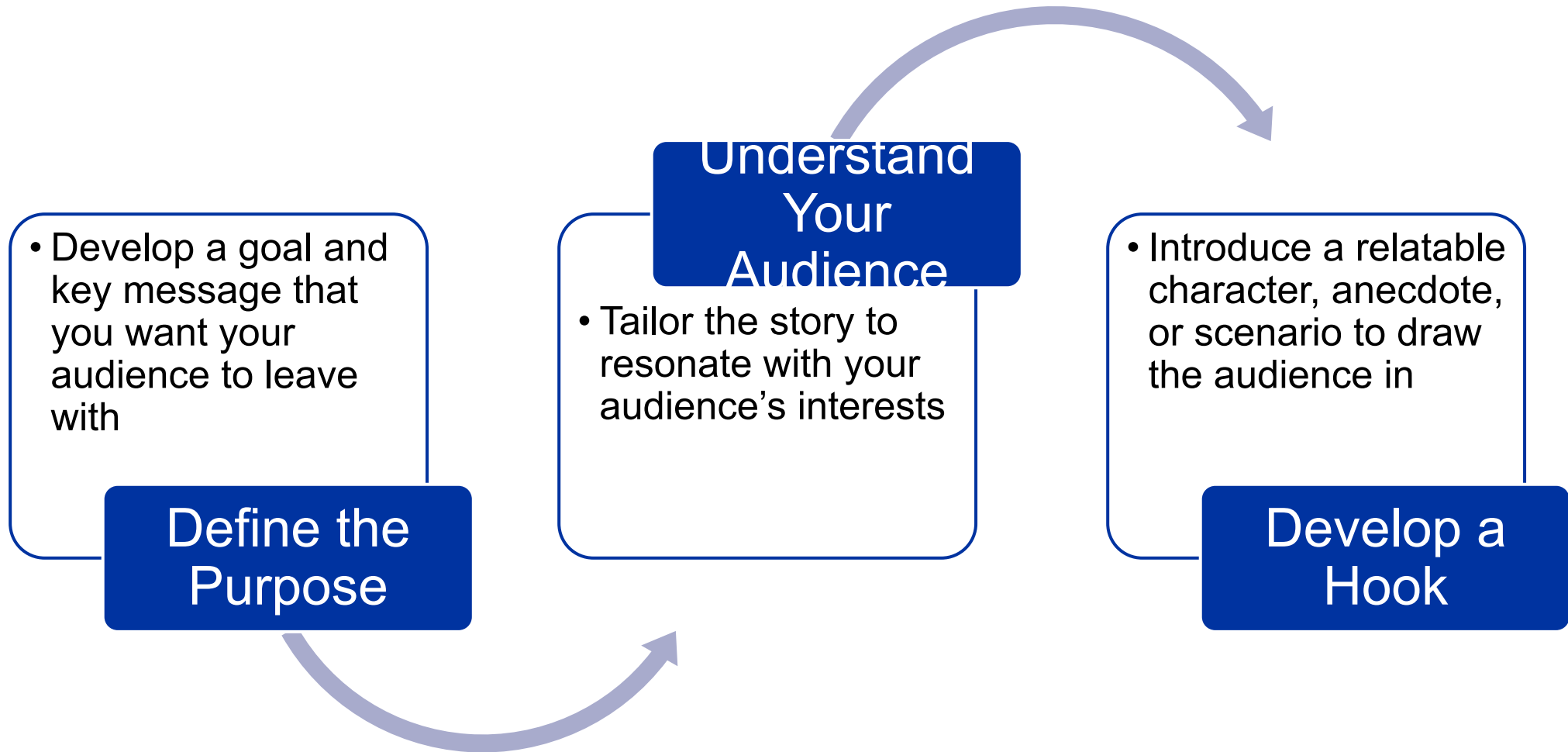| Top 5 Counties For Incommuters	Top 5 Counties For Outcommuters
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Bullitt County, KY	Harrison County, IN

Telling the Story

Telling a story with data is about weaving facts and figures into a compelling narrative that informs, engages, and inspires action.

1. Define the purpose
2. Understand the audience
3. Have a "hook"
4. Present data
5. Add context and insights
6. Bridge to action
7. End with Impact

By Including Youth in Community Development We…

- Encourage them to be creative

- Remind them to be asset focused

- Instill a sense of community pride and identity

- Educate them on resources available

…Which Can Help Them Become Advocates for Their Communities!

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Integrating into Existing Programming

- Do you have a group you could try these activities with?

- What community partners could benefit?

- What programs are you already doing that could integrate with these activities?

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Thank you for your participation!

Please complete the poll.

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Resources

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Including Youth Voices in Community Development

- Downtown/County Photo Challenge/YALS/Youth Led Walking Tour Activity
  - Contact Mercedes Fraser at CEDIK- Mercedes.maness@uky.edu
- Community Collage Activity- linked here
- Community Mural Activity – linked here
- Where Your Sidewalk Begins Activity – linked here
- Universal Playground Activity – linked here
- CED Social Media- linked here
- Rural Placemaking toolkit- linked here
- SPARK Toolkit-linked here

Contact CEDIK

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