

Game Plan

Sassy Education Series Action Team

August 10, 2009

Overview: The general format is to host events at popular local venues with a speaker that is known for having an engaging speaking-style, local/national celebrity-type status and/or a respected expertise in a field or on a topic that the SES Action Team feels is relevant to our demographic and important to the success and development of New Orleans. An SES Action Team member will introduce the speaker, the speaker will present, the audience will ask questions and then there will be informal mingling with the presenter. Speakers will be advised to organize their presentations with respect to how their topic relates to elected officials and local policy. Trivia Nights may also be included in this Education Series (**Subject to SES Action Committee approval**).

This program is important because there are some young adults in New Orleans that are not likely to attend events billed only as 'Educational' or "Politically Informative." SES events seek to add an element of excitement to education with the intention of attracting that population to our events.

SES Events contribute to the overall mission/vision of EngageNOLA because they attempt to engage young adults in the local civic and political community through fun and exciting educational opportunities.

The SES Action Team is planning events with the assumption that we will not have much funding. We will be looking for funding to pay for Event Promotion Flyers (**Subject to SES Action Committee approval**). Each individual event planning team is aware that they have the option of seeking additional funding through their own personal fundraising efforts and through the EngageNOLA Development Committee. It is up to the individual planning sub-committee to decide on whether or not to seek funding.

Objectives:

- We will host 5 events between Sept. '09 and Jan. '10
- A combined 250 people will attend these events
- 65 people will attend more than one event
- SEE the Section "Target Audience" for more details

SES Events will offer young adults an opportunity to learn about important citywide issues that will be relevant to their 2010 Mayoral election decisions so that they can make an informed choice.

Calendar of Events:

- September 15; TRIVIA NIGHT - OPENER
- October TBD; Speaker – Leslie Jacobs/TBD; Topic – Education; Venue – TBD

EngageNOLA

Civic Engagement Coalition

- November TBD; Speaker – TBD; Topic – Economic Development and New Orleans Business Market Entrance Barriers; Venue – TBD
- December TBD; Topic – City Charter and Elected Officials’ Limitations; Topic – TBD
- January: TRIVIA NIGHT - CLOSER

We are committed to attracting more than just the groups of people that would naturally attend these events. Below are some of the mediums that we have discussed:

- Our first event will be confirmed prior to the August 26th Carville-Matlin Event. We hope that the Carville-Matlin Event Moderator will mention our confirmed first event on Aug. 26. Subject to the approval of the Carville-Matlin Action Team, we will create some type of flyer/handout/literature announcing our Schedule of Events through January. We plan to pass that literature out at the Carville-Matlin Event (**Need to talk to Jessica White**).
- We have initiated a dialogue with the Get Out The Vote Action Team to discuss how they can incorporate the SES Schedule of Events into their phone calls to registered voters (**Need to talk to Jonah Evans**).
- We plan to contact all Action Team Chairman to discuss how we can work in conjunction to promote each other’s events (**Need to talk to Jade Russell, Nolan, Eban, etc.**)
- We have initiated a dialogue with the Communications Committee to discuss how they can help us promote events. We are hoping that they will be able to send out E-Blasts to the EngageNOLA Distribution List announcing our events. We are also planning to discuss who will be updating the EngageNOLA Calendar to add our events (**Need to email Carolina**).
- We have initiated a dialogue with the Outreach Committee for suggestions on how to reach the more difficult to reach members of our target group.
- Internally, ideas including taking out ads in the Gambit or Where Y’ At have been mentioned (**Need to email Christina/Dwight**).
- We are creating a new sub-committee that will be in charge of designing, producing and distributing promotional literature; this team will be responsible for getting this literature to committees within EngageNOLA to pass out at their events, to individuals involved in EngageNOLA, barber shops, community centers...and stapling them to telephone polls (**Need to contact Sam G.**).

Target Constituency:

- Young Adults: ages 21 – 35; Target Number: 250
- Racial Diversity in line with Orleans Parish figures (personal guesstimate): African-American – 40%, Asian-American 10%, Caucasian – 35%, Latin American – 10%, Other Groups – 5%
- 50% Native New Orleanians, 50% Non-NativeWe will have at least one representative from each of the following Areas: **Gentilly** (Desire, Gentilly Terrace, Gentilly Woods, Pontchartrain Park), **Lakeview** (Bucktown, Lakeview,

Lake Vista, West End), **Mid-City** (Bayou St. John, Mid-City, St. Bernard, Tulane-Gravier), **Ninth Ward Area** (Bywater, Holy Cross, Lower Ninth, St. Roch, Upper Ninth) **New Orleans East**, **Treme** (French Quarter, Lafitte, Marigny, Treme), **Uptown** (Broadmoor, Carrolton, CBD, Fountainbleu, Garden District Hollygrove, Leonidas)

- New Orleans Residents that weren't Registered to Vote in the last Election: 10-20% of attendees

Capacity:

September Event Subcommittee

Team Lead: Oliver Wise

Committee Members: Christina Wadhvani, Cleveland Spears

October Event Subcommittee

Team Lead: Jameeta Youngblood

Committee Members: Julia McNabb, Rafael Delgadillo

November Event Subcommittee

Team Lead: Cleveland Spears

Committee Members: Nicole Williams

December Event Subcommittee

Team Lead: Rafael Delgadillo

Committee Members: Michael Grodsky

January Event Subcommittee

Team Lead: TBD

Committee Members: TBD

(Ask SES Action Committee if they support having this event in January. If agreed upon, request Team Lead / Committee Members via Email to SES Action Committee 8/9. Email Samantha Greenspun / Lavonzell Nicholson to find out if either of them is interested in working on this committee.)

Event Promotion Subcommittee

Team Lead: TBD

Committee Members: TBD

(Request Team Lead / Committee Members via Email to SES Action Committee 8/9. Email Samantha Greenspun to find out if she is interested in working on this committee.)

*Lavonzell Nicholson is also very involved, but hasn't chosen a subcommittee, yet

**Dan Jatres is considering getting more involved and has proposed planning an SES event in January that focuses on Transportation

***Samantha Greenspun has agreed to help out significantly

- Make available opportunities to get involved with our group open to the rest of the EngageNOLA Group
- Email SES Action Team for a list of people that they think may be interested in getting involved in one of our subcommittees. From responses, compile a list of new email addresses and email those people available opportunities. If interested add their email addresses to the SES Action Committee Dist List.
- If more help is needed we will do the same thing with EngageNOLA Group.

Timeframe:

Aug 3: **All event subcommittees** submit their ideas to SES Action Team

Aug 10: **All event subcommittees** submit concrete idea to SES Action Team / Steering Committee. **SES Action Committee** decides on whether or not to change September Event to TRIVIA NIGHT. **SES Action Committee** decides whether or not to plan an event in January. If group wants to have an event in January, **SES Action Committee** must consider if it will be a speaker-driven event or a concluding TRIVIA NIGHT.

Funding for Event Promotion must be discussed. **Funding** to pay for first set of flyers must be planned and ready to disburse by Aug 17 meeting.

Aug 17: **September Event Subcommittee** has a confirmed plan for their event. This includes a date, time, venue, topic and speaker (if speaker is included). **All other event subcommittees** must have a confirmed topic. Dates, times, venues and speakers are certainly welcome, but not necessary. **Event Promotion Subcommittee** will be in place. **All event subcommittees** must submit their plans (which MUST include the Month of the Event and the Event Topic) to **Event Promotion Subcommittee** so that EPS can put together Flyer for Aug 26-Carville Event. **Funding** decisions will be confirmed. **Funding** for first set of flyers will be secured by this point and given to EPS.

Aug 24: **Event Promotion Subcommittee** DEADLINE for producing Literature to be distributed at Aug 26-Carville Event. **EPS** distributes Literature to all relevant parties at the Steering Committee Meeting and to SES Action Committee. **EPS** explains to all relevant parties what to do with Literature. **Event Promotion Subcommittee** presents Event Promotion Strategy Proposal to SES Action Committee. **SES Action Committee** considers, amends and accepts Proposal. **Event Promotion Subcommittee** suggests deadlines for all event subcommittees and event subcommittees acknowledge and accept these deadlines.

Aug 31: **SES Action Committee** discusses positives and negatives of Aug 26-Carville Event and makes suggestions for how to utilize our observations in SES Action Committee event planning. **September Event Subcommittee** announces details about Sept. Event and describes specifically how EngageNOLA Steering Committee can help with the Sept. Event. **All other event subcommittees** tell SES Action Committee about

their progress and what they need from the SES Action Committee. **Event Promotion Subcommittee** reminds event subcommittees of upcoming deadlines.

Sept 7: **September Event Subcommittee** gives a panicked status of event. **October Event Subcommittee** has a confirmed plan for their event. This includes a date, time, venue, topic and speaker. **October Event Subcommittee** must submit event details to Event Promotion Subcommittee so that EPS can print flyers in advance of Sept. Event. **All other event subcommittees** must have a confirmed topic. Dates, times, venues and speakers are certainly welcome, but not necessary. **Funding** for Sept Event flyers to be given to Event Promotion Subcommittee.

Sept 14: **September Event Subcommittee** gives a confident status of event ensuring larger group that everything will be perfect. **Event Promotion Subcommittee DEADLINE** for producing Literature to be distributed at Sept Event. **EPS** distributes Literature to all relevant parties at the Steering Committee Meeting and to SES Action Committee. **EPS** explains to all relevant parties what to do with Literature.

Sept 21: **SES Action Committee** discusses positives and negatives of Sept 15 Event and makes suggestions for how to utilize our observations in future SES Action Committee event planning. **October Event Subcommittee** announces details about Oct. Event and describes specifically how EngageNOLA Steering Committee can help with the Oct. Event. **All other event subcommittees** tell SES Action Committee about their progress and what they need from the SES Action Committee. **Event Promotion Subcommittee** reminds event subcommittees of upcoming deadlines.

SAME CYCLE REPEATS ITSELF BASED ON THE DATE OF THE NEXT SCHEDULED EVENT – NEW DEADLINES TO BE ADDED AS NECESSARY.

Partnerships/Volunteers:

SES Action Committee Chairman must coordinate with COMMUNICATIONS, DEVELOPMENT and OUTREACH Committees for Event Promotion Assistance, Funding Assistance and Target Audience Suggestions, respectively.

SES Action Committee Chairman must convey ideas and plans of SES Action Committee and Subcommittees to STEERING Committee.

SES Action Committee Chairman must regularly communicate with all SES Subcommittees.

SES Event Promotion Subcommittee must coordinate with SES Event Planning Subcommittees.

September Event Subcommittee
Point of Contact: Oliver Wise

Volunteer Opportunities:

October Event Subcommittee
Point of Contact: Jameeta Youngblood

November Event Subcommittee
Point of Contact: Cleveland Spears

Volunteer Opportunities:

December Event Subcommittee
Point of Contact: Rafael Delgadillo

Volunteer Opportunities:

January Event Subcommittee
Point of Contact: Michael Grodsky

Volunteer Opportunities:

- Team Lead
- Committee Member

Event Promotion Subcommittee
Point of Contact: Michael Grodsky

Volunteer Opportunities:

- Team Lead
- Committee Member