

BCYF Session 3

Engaging Youth Virtually: Tips, Tricks, and Strategies

Tuesday, May 25, 2021
530p-730p



MARYLAND
MENTOR



STRATEGIC RESOURCES GROUP

Welcome! & Webinar Logistics



- Please remain muted unless called upon by speaker.
- Use the chatbox for comments, questions, aha moments, additional resources, and responding to requests from the speaker; make sure to type to all “panelist and attendees”.
- Towards the end of the presentation, we ask that you please complete our session evaluation.
- Remember, things happen. So, please give us and each other space and grace!
- **Have fun & learn!**

ABOUT: **BALTIMORE CHILDREN & YOUTH FUND**



The Baltimore Children and Youth Fund (the Fund) is a \$12 million non-lapsing fund dedicated to supporting Baltimore’s children, youth, and young adults. The Fund was launched in 2015 by Baltimore City Council President Bernard C. “Jack” Young and approved by voters in November 2016 with over 80 percent support.

In 2017, a Task Force of community leaders, youth program service providers, City government representatives and other key community representatives was convened to make recommendations on the Fund’s governance and operations. The Task Force presented recommendations which stressed the importance of racial equity and community empowerment as core principles guiding the Fund’s design, and developed the following guiding values under which to operate:

- Our work is informed, driven and led by youth voices, and
- Our work both advances equity and is welcoming and supporting of all races, classes and gender identities, and
- Our work is accountable and impacts to local communities, neighborhoods and places where young people connect, and
- Our work is not politically-driven and promotes confidence from the caring networks of Baltimore’s young people, and
- Our work inspires new partnerships and new approaches to philanthropy to advance Baltimore’s young people, and
- Our work is focused, expedient, and conducted with urgency.

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GUIDING VALUES & PRINCIPLES

1. **Racial Equity:** The entire grant review process must be built on racial equity. We should clearly identify and directly address how society's power structures show up in the operation of the Proposal Review Panel, including how assumptions about race may figure into the decision-making process. Specifically, white people should not dominate or drive the conversation. Additionally, the evaluation of different programs should include a basic understanding and appreciation of the cultural resources and assets within each community.
2. **Intergenerational Leadership:** In the West we often greet each other by saying, "How are you doing?" The Maasai people of East Africa greet each other by asking, "How are the children?" This greeting represents the idea that the well-being of the children defines the well-being of the community. The purpose of the Fund is to help the whole city of Baltimore to embrace and live out the worldview embodied in this Maasai greeting. Specifically, the well-being of our children is everyone's responsibility. The Proposal Review Panel must include youth leaders along with adults. Having different generations work together will reflect how our entire community must work together to improve the quality of life for our young people.
3. **Community Ownership:** The purpose of the Fund is to provide the communities typically seen as merely recipients of services with equal, authentic decision-making power to disperse the Fund's resources. This means that the members of the Proposal Review Panel should reflect the totality of our community. Specifically, the Proposal Review Panel must include a variety of people who are highly committed to the communities they serve.
4. **Collective Decision-Making:** "Gatekeeping," when one person has too much power in a decision-making process, marginalizes the people and communities who are most hurt by structural racism. Gatekeepers can use their power to circumvent community accountability and limit access to power and resources. Therefore, the Proposal Review Panel must structure its decision-making process to be collective, not individual. Specifically, the Proposal Review Panel will work together truly as a group to make decisions.

ABOUT: **Maryland MENTOR & Strategic Resources Group**



Maryland MENTOR is a non-partisan organization that galvanizes the Maryland mentoring movement. We serve as community-based experts and create statewide infrastructure to expand quality relationships for young people. We fulfill this role through our unique role as a unified clearinghouse for training, research, public awareness, mentor recruitment, and advocacy. Maryland MENTOR provides the critical link between MENTOR's national efforts and local organizations and programs that foster and support quality mentoring relationships across the state.

Strategic Resources Group (SRG) Strategic Resources Group LLC (SRGroup) is a multi-disciplined collective of change agents who provide planning, project management, fundraising, program development and evaluation, and organizational capacity training and technical assistance to nonprofits, grassroots community groups, governments agencies, and corporations and foundations that support communities of color.



About this series...

~~Session 1: Community Based Mentoring Program Design - Tues, April 27~~

~~Session 2: Small Group Session - Sat, May 1~~

~~Session 3: Virtual Programming to Engage and Retain Youth - Tues, May 25~~

Session 4: Small Group Session - Sat, May 29

Session 5: Best Practices for Group Mentoring - Tues, June 22

Session 6: Small Group Session - Sat, June 26

Session 7: Partnership Development 101 for Community Based Mentoring Programs - Tues, July 27

Session 8: Small Group Session - Sat, July 31

Session 9: Incorporating Authentic Youth Voice & Creating Youth-Friendly Programming - Tues, Aug 24

Session 10: Small Group Session - Sat, Aug 28

Session 11: Engaging Families in Youth Development Activities - Tues, Sept 28

Session 12: Small Group Session - Sat, Oct 2

Session 13: Youth Development 101 for Coaches - Tues, Oct 19

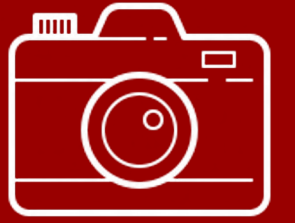
Final Session: Baltimore City Virtual Youth Development Forum - TBD



Register for Next Session: <https://bcyfund.org/events/>

Register for Individual TA: <https://tinyurl.com/bcyftraining3>

TODAY'S PRESENTERS



Regina Salliey Cooper
Strategic Resources Group



David Miller
Strategic Resources Group

Agenda



- Icebreaker
- Check-In
- Virtual Platforms
- Maximizing Outreach, Recruitment and Enrollment
- Best Practices for Virtual Engagement
- Q&A
- Check-Out
- Wrap-up/Next Steps/Evaluation

Icebreakers



What food is Baltimore most known for?

What music is Baltimore most known for?

I am most proud to live in Baltimore because...

Name some TV shows filmed in Baltimore.



What are your
favorite Netflix
Series?



What are the best properties to own if you are playing Monopoly?



THINK ABOUT IT...

How many books do you have? How many possible books?



**What was this called
when you were
growing up?**



ZOOMED OUT, NOT ZONED OUT

Results: Participants will be able to identify at least 3 – 5 promising practices that are useful and effective to incorporate into their virtual programming to enhance the learning experience and maintain high levels of youth engagement and retention.



CHECK-INS

Beginning virtual sessions with a check-in process as part of the beginning rituals is a great way to build trust.

The check-in process allows:

- Both adults and youth an opportunity to be transparent and vulnerable;
- Youth to have a voice and a safe space to unload “baggage” which can be destructive; and
- Adults to gauge where youth are, and how they are showing up.

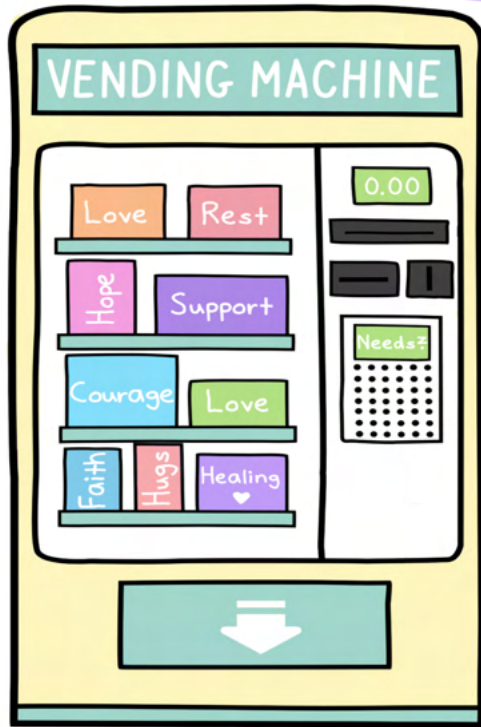


CHECK-IN

I am _____ and I need _____,
but I have _____.

CARE MANAGEMENT CHECK-IN

WHAT DO YOU NEED?



BlessingManifesting

Introductory Team Builder:

- Everyone share name and one hobby
- Challenge to see how long it takes to find something all collectively have in common (participants and staff)
- Facilitator sets the timer and all start throwing out ideas

Daily check-in from the “vending machine” of self-care

PLANNING & LOGISTICS

Thinking about creating a unique virtual experience requires planning and asking a few important questions:

- What are the best times for adults/staff/volunteers to participate?
- What are the best times for youth to participate?
- How long are the sessions?
- How will you document success? What are the program metrics?



VIRTUAL PLATFORMS





CHOOSING THE RIGHT PLATFORM (ZOOM, GOOGLE, SKYPE & MANY MORE)



It is crucial to survey youth to gain a better understanding of technology and internet capacities. While most teenagers have smartphones and access to computers, it is essential to determine technology needs before launching virtual programming.

SKYPE

- Cost
- Security Level
- Ease of Use
- Accessibility



ZOOM

- Cost
- Security Level
- Ease of Use
- Accessibility



Powered by

zoom

GOOGLE HANGOUTS

- Cost
- Security Level
- Ease of Use
- Accessibility



Google Hangouts

FACEBOOK CLASSROOM

- Cost
- Security Level
- Ease of Use
- Accessibility



LOOM

- Cost
- Security Level
- Ease of Use
- Accessibility



CONSIDERATIONS

Training Staff on the Platform

Recruit a participant or former participant to assist with your platform

Set up a training schedule

Do a mock run-through

Become great friends with YouTube Videos



SECURITY MEASURES

- Be cautious of sharing too much information
- Make event password protected
- Make sure all your security settings are updated
- Be sure to “clean-out” your friends, followers and connections list often

- Never post direct link to your event on social media
- Create and maintain clear boundaries
- Discuss with participants how to avoid risks/danger online
- Stay Vigilant



CONNECT WITH PARENTS/LEGAL GUARDIANS



- Involve parents/legal guardians in the virtual programming experience
- Provide clear expectations
- Obtain buy-in
- Identify parent's preferred mode of communication
- Address and reassure parents about concerns they may have
- Schedule periodic virtual sessions with the parents
- Provide a calendar so that parents (and children) can plan accordingly
- Survey parents/legal guardians to determine topics that they would like to see addressed

IDENTIFY CONTENT AND RESOURCES

Developing content to guide virtual programming sessions is essential. Create activities/lessons for facilitators and youth to participate in and discuss. Group activities can be fun and thought-provoking opportunities for youth to engage facilitators and each other. Social justice topics are great to address many of the societal challenges that youth and adults face.

- Pre-plan sessions/ Develop session outlines
- Create beginning & ending rituals for your groups
- Use both check-ins/check-outs and quick “icebreakers” to start sessions
- High-energy sessions
- Less discussion, more activities
- Incorporate multimedia
- Co-facilitation
- Begin and end sessions on time
- Create opportunities for Q & A



COMMUNICATION WITH YOUTH

Check out a few tips to support effectively connecting and communicating with your youth:

- Define expectations
- Get to know each other
- Learn to be a good listener
- Keep communication open (scheduling is key)
- Be reliable and consistent
- Be bold to share ideas and have difficult conversations
- Be honest
- Stay positive



OUTREACH, RECRUITMENT, AND ENGAGEMENT



What is a new strategy your program is engaging in for outreach/recruitment since the COVID-19 pandemic started?

VIRTUAL OUTREACH

- Design and share an **Inspiring Easy-to-Read Virtual Flyer**
- **Research** other youth serving organizations
- Speak to the **Safety and Health** of participants





- Determine **Social Media** Platform(s)
- Engage **current participants**
- **Post** Flyers
- Turn **in-person partners into virtual referrals**





SHARING INFORMATION ABOUT YOUR PROGRAM

What social media platform do you use the most to share information about your program?

1.  Facebook
2. Instagram 
3.  Twitter
4. Snapchat 
5. Other (let us know in the chat feature)

Select your answer

BEST PRACTICES IN USING SOCIAL MEDIA FOR VIRTUAL RECRUITING:

- Keep Profiles Up-To-Date
- Don't Make It All About You
- Watch Your Competition
- Change Up Platform Content
- Keep In Touch With Your Audience
- Manage all of your social networks in one convenient dashboard
- Use analytic reports to track social media performance and choose the networks that work best





VIRTUAL ENGAGEMENT SOLUTIONS

Do you plan to plan to keep your program's virtual engagement solutions long term?

1. Yes

2. No

Select your answer

VIRTUAL ENGAGEMENT RESOURCES- *Online Tools*

Explicitly teach your youth to use your tech! Also, consider having a lead tech person who can help those who are struggling.

- Zoom: <https://zoom.us/> - video conferencing, screen sharing
- Google Hangouts: <https://hangouts.google.com/> - voice calls, video calls, or text-based chat with multiple people at the same time
- Google Forms: <https://www.google.com/forms/about/> - create surveys, quizzes, etc.
- Survey Monkey: <https://www.surveymonkey.com/> - create surveys, quizzes, polls, etc.
- Khan Academy: <https://www.khanacademy.org> - free online learning exercises, lessons and practice tests
- Google Jamboard: <https://jamboard.google.com/> - whiteboard app
- YouTube: <https://www.youtube.com/> - video sharing
- Padlet: <https://padlet.com/> - real-time collaborative web platform in which users can upload, organize, and share content to virtual bulletin boards
- Flipgrid: <https://info.flipgrid.com/> - video discussion boards
- Doodle: <https://doodle.com/> - free scheduling tool

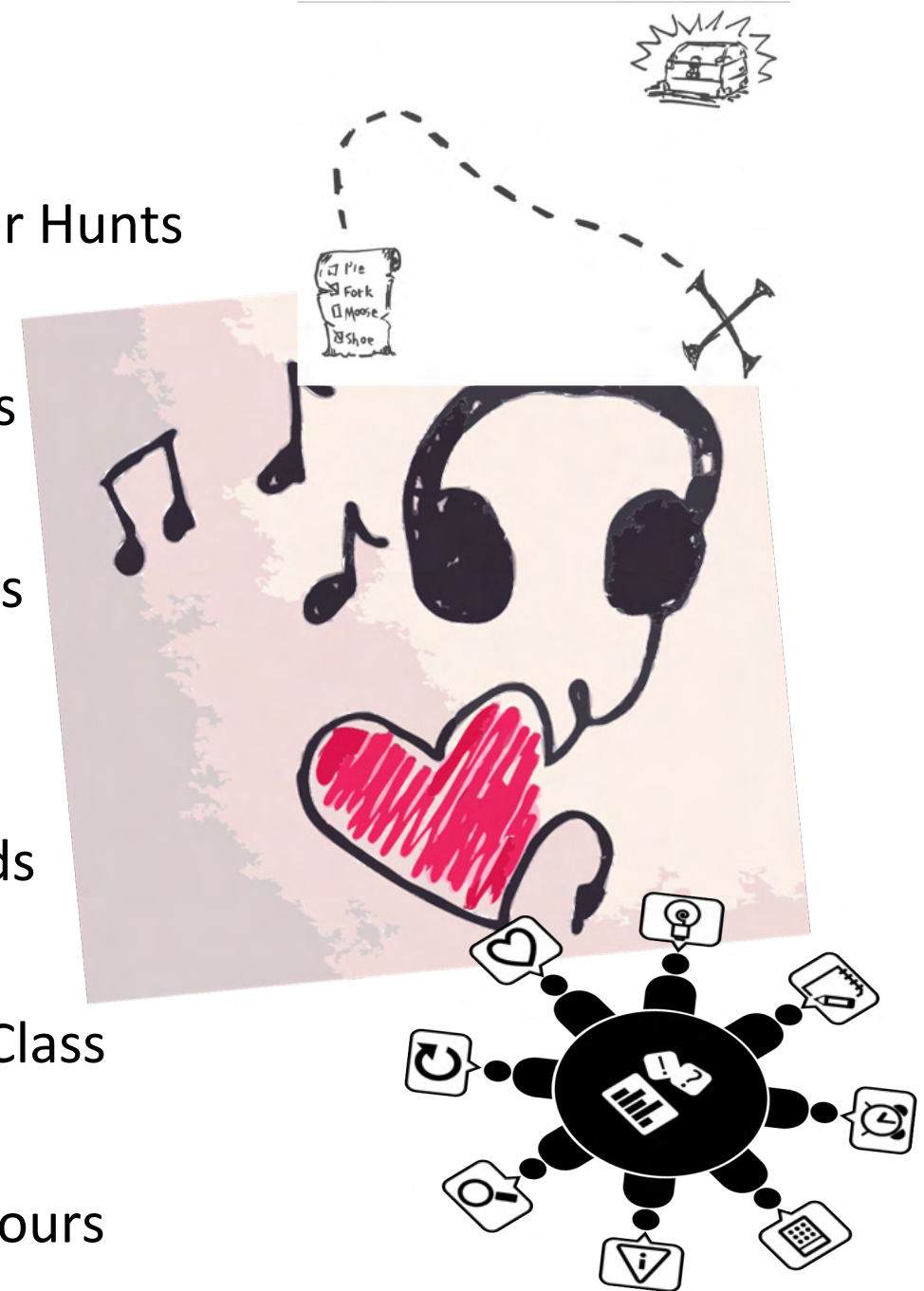
VIRTUAL ENGAGEMENT RESOURCES- *Apps*



- Kahoot: <https://kahoot.com> - student engagement in learning
- JackBox.TV: <https://jackbox.tv> - interactive games like Pictionary, Apples to Apples
- HouseParty.com (<https://houseparty.com>) - group video chat and music
- TikTok: <https://www.tiktok.com/> - video-sharing app that allows users to create and share 15-second videos, on any topic
- Clubhouse: invitation-only social media app where up to 5,000 users can communicate in voice chat rooms; audio-only app hosts live discussions, with opportunities to participate through speaking and listening.
- WhatsApp: <https://www.whatsapp.com/> - free, secure global messaging and calling
- Instagram: <https://www.instagram.com/> - photo sharing app
- Facebook: <https://www.facebook.com/> - social media networking site
- Twitter: <https://twitter.com/> - send and receive short posts

VIRTUAL ENGAGEMENT *Ideas*

- Couch Concerts
- Virtual Scavenger Hunts
- Town Halls
- Themed Sessions
- Webinars
- Virtual Field Trips
- Music
- Movies
- Discussion Boards
- Polls
- Virtual Cooking Class
- Podcasts
- Virtual College Tours



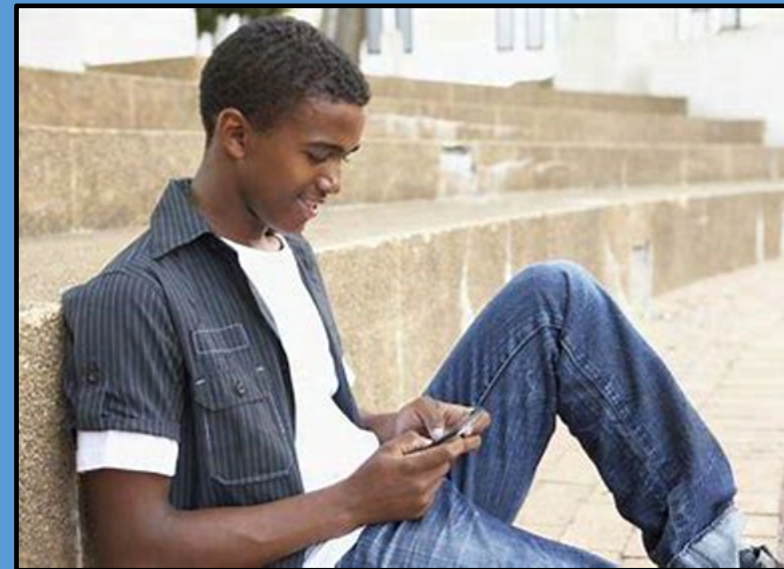
FINAL THOUGHTS

- In these uncertain times and uncertain future, youth programs may be needed more than ever before
- Collaboration and youth ownership; Solicit feedback directly from youth
- Importance of digestible content
- Parent Engagement
- Flexibility/Adaptability (trying different approaches)
- Extend grace to yourself and others
- Adjusting to this new virtual world has been a challenge for youth and adults alike everywhere!
- Consider basic needs first
- Fun/games are always a winner



FINAL THOUGHTS *(Cont.)*

- Send out constant reminders to youth (and perhaps, parents) about upcoming sessions
- Be prepared to allow youth to voice anger and frustration about the current climate
- Be sensitive about cameras being on during sessions
- Focus on learning and getting better every session
- Be kind to yourself, your colleagues, and your participants
- Ask the right questions
- Be open, and listen
- Encourage debate
- Have fun!



QUESTIONS



CHECK-OUT



Thank you!



PLEASE COMPLETE TRAINING EVALUATION

<https://tinyurl.com/bcyfsurvey525>

For a certificate of completion from today's training,
please email info@marylandmentor.net



UPCOMING TRAININGS

~~Session 3: Virtual Programming to Engage and Retain Youth
Tues, May 25, 530p-730p~~

Session 4: *Small Group Session*
Sat, May 29, 10a-12p

Session 5: *Best Practices for Group Mentoring*
Tues, June 22, 530p-730p

Session 6: Small Group Session - Sat, June 26 10a-12p

Register for future sessions:
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Register for Individual TA:
<https://tinyurl.com/bcyftraining3>

FEDERAL RESOURCES: DOL



- **WIOA Youth Program COVID-19 Session Lessons Shared**

- Highlights attendees shared solutions
<https://youth.workforcegps.org/resources/2020/06/15/18/59/WIOA-Youth-Program-COVID-19-Session-Lessons-Shared>

- **Region 6: Strategies for Operating the YouthBuild Program in a Virtual Environment Training Series,**

<https://youthbuild.workforcegps.org/resources/2020/05/19/12/29/Region-6-Strategies-for-Operating-the-YouthBuild-Program-In-a-Virtual-Environment>

- **Resources on Virtual Engagement pages Part One & Two**

- Resources for virtual environments in order to keep participants connected to workforce development, education, supportive services, and training
 - <https://youth.workforcegps.org/resources/2020/06/18/13/10/Resources-on-Virtual-Engagement>
 - <https://youth.workforcegps.org/resources/2020/06/18/20/00/Resources-on-Virtual-Engagement-part-2>

- **MENTOR's COVID-19 Virtual Mentoring Portal and Resources**

- <https://www.mentoring.org/coronavirus-resources/>
- Virtual Portal offers safe online spaces via shared platforms from **icouldbe** and **Cricket Media**