

***Consultant Position Announcement
Neighborhood Community Outreach/Organizer***

Prospect Park Association (PPA) seeks a consultant experienced with community outreach, engagement, and organizing, and with neighborhood organizations. This consultant will help guide a community building process to identify and connect with underserved groups in Prospect Park and develop and implement a strategic outreach community building and planning process (see “Community Building Project” on following page). The consultant will work closely with PPA’s volunteer Community Building Project committee and with our Communication and Outreach staff.

Key project objectives include:

1. Listening and outreach:
 - a. Understand neighborhood demographics
 - b. Understand the various groups active in our community
2. Connect to community members who are eligible for PPA membership, especially groups or people not generally participating:
 - a. Include community input and involvement, build relationships
 - b. Use a variety of outreach methods (door knocking, events, social media, staff time, focus groups, etc.) to gather data and connect with community members
3. Develop substantive ideas and actions to draw people into community participation and community partnership in the near term and over time.
4. Create an initial written longer-range action plan based on what is learned during activities designed to achieve the objectives stated above.

About Prospect Park Association: PPA is a nonprofit neighborhood organization that promotes the health, physical and natural environment, safety, and welfare of the neighborhood. Membership is open to residents, renters, property owners, business owners/lessees, and a representative from each nonprofit, educational, or governmental organization located within neighborhood boundaries, as defined by the City of Minneapolis. The Prospect Park neighborhood is located in Southeast Minneapolis. ***Learn more:*** prospectparkmpls.org/ppa

In the past our neighborhood has identified a range of priorities, including diversity and racial equity, housing, recreational and employment opportunities, education, access to green spaces in the design of buildings, opportunities to walk and bike, community gardens, and nutritional programs, access to arts and culture, life-long learning, and protection of places and structures that connect to the past and respect the unique character of the neighborhood.

How to Apply: Submit a resume, with at least two references, and cover letter addressing how your background and experience relate to the position qualifications as a Word or PDF document to: search@prospectparkmpls.org ***no later than July 26th 2019.***

Primary Responsibilities and Qualification: demonstrated outreach and community organizing experience, preferably experience with neighborhoods organizations.

Compensation: Hourly based on experience.

PPA Community Building Project, approved by Board of Directors, May 20, 2019

1. **Develop and carry out a strategic outreach community building and planning process.** The process will include listening, and outreach communication strategies and activities. The process will begin to develop necessary connections and involvement with underrepresented groups (see “Elements and Outcomes of Planning Process” below). The outreach and listening activities will lead to an initial longer-range action plan.
2. **To lead the effort PPA will: (a) hire an independent contractor and (b) expand PPA staff hours to work with the independent contractor and community.** PPA staff are motivated to accomplish this work, but need more support and training to undertake it, therefore the planning process could also include:
 - Hiring and/or involving community members experienced with community organizing to help guide, train, and support PPA outreach staff.
 - Hiring neighborhood residents (and possibly volunteers) to assist staff, where needed,

*PPA staff and the consultant will develop and carry out this strategic outreach process with community input and involvement. The resulting plan and its development will involve—and also set the stage for future—listening, connections, and outreach communication strategies and activities to underrepresented groups. **This effort would seriously start the process but be only a first major step—an “initial action plan.” More will need to be done as we move forward with this initiative.***

Elements and Outcomes of the Community Building and Planning Process

- **Listen and Connect (information and relationships)**
 - **Information needed:**
 - Current neighborhood demographics and an understanding of who we are
 - Awareness of the many organizations and groups active in our community besides ourselves
 - **Relationships and connections:**
 - Connect to members and organizations of the community who generally do not participate actively in PPA through a variety of means (including door knocking, social media, ads, staff time, focus groups, etc.);
 - Listen and learn what methods and substantive ideas could draw people into community participation or community partnership, in ways that would matter to them.
- **Changes would likely be founded on relationship building outreach, and might include:**
 - Modifying current event planning to include 2020 type goals as a matter of course; better translation of our communications – including web pages or website redesign; ongoing advertising in other media; holding meetings at other sites (apartment buildings, dorms, other organizational homes, etc.); making connecting and listening part of our permanent mode of operating; ongoing funding to support these efforts (both for staff, new hires, or substantive programming, including neighborhood events, concerts, happy hours, social responsibility activities, etc.).