



North Hartford Ascend Pipeline

Funded by the U.S. Department of Education

March 20, 2024



North Hartford
Ascend Pipeline



This meeting is being recorded and the recording will be posted on the Connecticut Children's website.

Por favor recuerde seleccionar su lenguaje en el globo de la parte inferior de su pantalla para interpretación Desde su celular, toque los 3 puntos y seleccione su lenguaje.

Please remember to select your language on the globe at the bottom of your screen for simultaneous interpretation. From your cell phone, touch the 3 dots and select your language.

Incentive Available to Hartford Residents

Agenda

- Welcome & Guidelines
- Ascend Updates
- Service Provider Updates
- Featured Topic: Community & Family Engagement Workgroup
 - Year 3
 - Young Legends
 - Ascend Logo
 - Community Canvassing
- Next Steps and Closing Remarks
 - **Next Meeting: Wednesday, April 17th, 2024**
 - **In person, location TBD**

Discussion Guidelines

- Everyone deserves to be heard.
 - Questions or comments can always be included in the chat.
- Listen and respond respectfully.
- Let's stay on topic— time is limited, so let's value each other's time.
- Successful dialogue is the responsibility of all participants.

Ascend Updates

Upcoming Community Workshops:

- Saying What You Need to Say Without Causing Harm - 3/26 & 3/27, 5:30pm at United Way
Presented by Leadership Greater Hartford
- Leading Change - 4/30 & 5/1, 5:30pm at United Way
Presented by Leadership Greater Hartford
- Service Provider Meeting - 3/28, 9:30am - 11:30am at Parker Memorial
For providers, recommend any who should be invited to attend
- Next Young Legends Meeting - 3/28, 5pm
Youth and young adults 16-29 to learn more and get involved

Service Provider Updates

- Providers response:
 - Linkage and referral system Pilot.
 - Set time-frame
 - Need community input
 - Looking to meet community needs.
- Questions:
 - Providers are looking to plan a resource fair for youth and families, What are some resources and/or information that you would like to see there?
 - Have you started your summer planning for your children? if so, what are the areas that you would like to have information on?
 - What are some fun and engaging activities that you would like to see at a youth and family resource fair?
 - What would you do to help promote an event such as this one?

Featured Ascend Topic

Community & Family Engagement Workgroup

presented by

Taniqua Huguley, Viviana Alvarado, Anthony Reid,
Luz Holmes, and Desiree Jacobs

2023 Community & Family Engagement Accomplishments

- Increased involvement
 - Partner Engagement Workgroup
 - Skill Building Workshops
 - Community Events
 - Upcoming Outreach Initiatives
- Connecting with the FCSSPs and Principals
- Open workgroup meeting (RCAG, FCSSPs, etc.)
- Second cohort of Community Reps
- Ascend Mapping Tool Focus Group
- Marketing
 - New logo design
 - Marketing materials

Young Legends



YOUNG LEGENDS

LEADERSHIP • EMPOWERMENT • ADVOCACY • DEVELOPMENT

Young Legends

About us: The Young Legends are a network of youth and young adults from the city of Hartford, tasked with helping increase the employment rates amongst opportunity youth ages 16-29 years of age.

How do we do it ? We provide basic, mid, and high level workforce and life development trainings and programs throughout the year including the *Young Legends Leadership Academy*.

What we do !

Educate and Advocate: Educating and informing our network of youth about the current, past and future happenings within our nation and city. Additionally educating them on who the local and national government is comprised of, in efforts to empower the youth to speak on specific issues affecting their programs, neighborhoods and families.

Empower: Providing resources and opportunities for our network of youth to lead discussions, chair committees, develop programs and be on the frontline of systems change efforts within the city of Hartford.

Develop: We develop community and family by creating a safe, engaging and innovative space for youth to be themselves, while being vulnerable to ask for help, seek and connect with like minded youth throughout the city of Hartford. Additionally developing youth led programs, conversations and trainings that give the network of youth real world experience that is applicable other professional settings.

Young Legends



YOUNG LEGENDS LEADERSHIP ACADEMY

A high level engaging and practical leadership academy focused on essential skills that are needed for successful career placement and navigation.

Topics:

- Financial Literacy
- Leadership Qualities
- Professional Communication
- Implicit Bias/ Self advocacy
- Career Roadmapping
- Resume Review
- Mock Interviewing
- Mentor Matching
- Diversity, equity and inclusion
- And more!

Young Legends

Contact Information:

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FourteenG

Ascend Logo Update

Community Branding (Ascend Logo)

The North Hartford Ascend Logo underwent a Community Branding process to ensure authenticity and community representation.

With an open invitation extended to graphic designers within the Promise Zone areas, we aimed to create a logo by and for the community.

Two applicants were carefully selected based on their alignment with our criteria and participated in a one-day workshop where logo best practices were discussed and community feedback on design was shared.

Ultimately, the chosen logo, crafted by local college graduate Tajh Hamilton, emerged from a collaborative effort involving key community members and Ascend program workgroups, embodying the collective spirit and aspirations of North Hartford.

Meet Tajh Hamilton



I'm Tajh Hamilton, a **Hartford native** hailing from the North End, specifically the Blue Hills area. **Raised by hard-working Jamaican immigrant parents who always aimed for a better future, I attended local schools growing up. Recently, I graduated from the University of Hartford in Spring 2023 with a degree in Visual Communications Design.**

Since kindergarten, I've been drawn to creativity, starting with doodling dinosaurs with crayons. This passion evolved into my dream of becoming a graphic designer. Now, I'm excited to contribute to my community using the skills I've developed.

The NEW North Hartford Ascend Logo



Reflecting on the Hartford Ascend logo, I **focused on the concept of "future."** This logo holds significance for the program, emphasizing **community progress and better futures.**

Incorporating a **sun to symbolize hope,** I utilized bold modern text to highlight "Hartford Ascend." The style is a blend of modern and timeless, suitable for the evolving times.

I believe the Hartford Ascend logo tells a story, symbolizing positive change for our community.

The NEW North Hartford Ascend Logo



Community Canvassing Plan

Canvassing is the most personal form of contact that a campaign or community initiative can have with residents. Behavioral science experiments have touted door to door canvassing as **one of the most effective forms of voter/constituent outreach for its capacity to engage voters/constituents in personal conversations and even change their minds.** But the effectiveness of a canvass program depends on how well it is implemented.

While a shortage of volunteers and too many doors to hit may be valid reasons, an impersonal canvass program will not get you the results you expect. A sustainable impression on the resident psyche requires that you do a lot more. It is imperative that this boots on the ground pilot effort is effective and community driven. All hands on deck is required no matter the role that you play within the Ascend Pipeline Team or the Neighborhood.

Community Canvassing Plan

What Works

Harlem Children's Zone Community PRIDE:

[Harlem Community Pride | Harlem Children's Zone \(hcz.org\)](https://www.hcz.org/harlem-community-pride)

William Julius Wilson Institute Takeaways:

- **Boots on the ground → canvassing, uplifting community pride**



Community Outreach

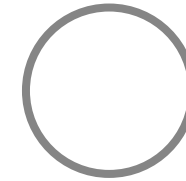
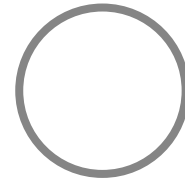
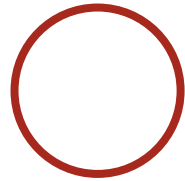
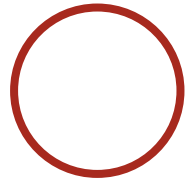
We go door-to-door to meet our residents, discover their needs, and ensure they have access to benefits that can alleviate economic and social barriers.

April 2024 - July 2024

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Planning Phase

Desired Starting Date: March 25th



Recruitment, Promotion, etc.

This is going to be a united Effort form all of the Workgroups, Partners and 14G. While this will be different for each neighborhood a commitment of at least 8-12 canvassers is ideal

Advisory Team Meeting

This team will be selected based on their expertise and involvement in the particular neighborhood that is being targeted.

Canvassing Briefing

Either on Zoom or in person. This will include Ascend Messaging overview, Canvassing 101, Day of Info, Material Overview, Etc.

BOTG Schedule & Outputs

There will need to be a lead from the internal team to set up HQ.

***Each BOTG month will have two weeks prior of this phase that will increase chances of promotion, recruitment, involvement, etc.

Create Canvassing Team

- Advisory Team
 - o Neighborhood Orgs & Stakeholders, Resident & Community Advisory Group Members, Community & Family Engagement Workgroup, Family Navigation & System Building Workgroup, Ascend Service Providers...
- Canvassing Calendar & Mapping
- Canvasser Process
 - o (Recruit > Train > Equip > Action > Feedback)

Canvassing Components

1. Recruitment (Need a minimum of 8-12 canvassers per week)
 - a. Promotion
 - b. Social Media
 - c. Community Conversations
 - d. Target Area Residents

1. Promotional Plan / Materials
 - a. Messaging Training materials
 - b. Social Media Calendar (Canvassing Corner “Promote Locations & Follow Target Groups”)
 - i. Survey Sweepstakes (this can be done in canvassing as well, creation of quick survey needed)
 - c. Monthly Canvassing Topic Materials
 - i. Ascend “Hey Neighbor” Flyer , QR Code Flyer w/ Ways to get involved (highlight incentives), etc

1. Metrics & Goals

Breakout Questions

1. What is Ascend to you? How would you describe Ascend to your neighbors?

1. What do you want to learn from canvassers in your community? What do your neighbors need to know?

Each Breakout Group Report Out

Thank You!

- **Next Conversation: Wednesday, April 17th**
- Please take the [Post Meeting Feedback & Incentive Survey](#) to share your thoughts and feedback and access the incentive for Hartford residents. Use the QR code, or visit the link sent out via email following the meeting. Contact Ally McGinty at amcginty@unitedwayinc.org with any questions.
- Feedback or questions? Contact nhap@connecticutchildrens.org or share your thoughts in the open [Community Feedback and Ideas Form](#) at any time.

Feedback & Incentive

