

Behind the Screen: Are you ghosting the next generation?

NMMS Institute - Deming, NM

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Presented by

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Creative Economy and Cultural Planner

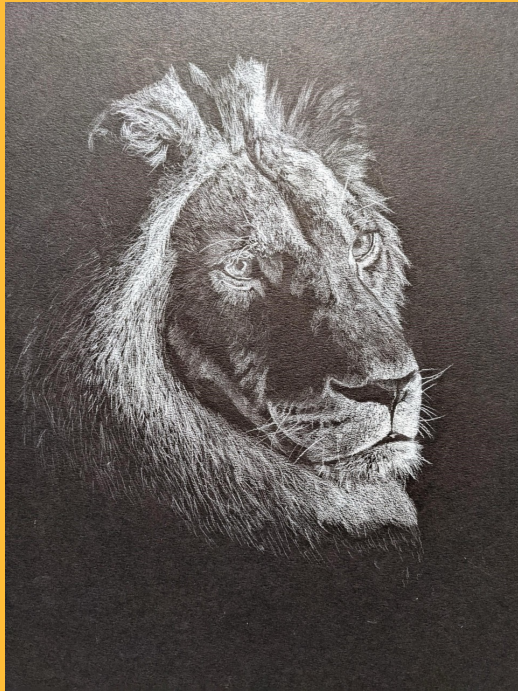


Overview

1. Topic Introduction 10-15 min
2. Expert Panel introductions 15-20 min
3. Breakout activity 30 min
4. Report out 20 min



Inspiration



2024 NMMS Institute Survey

1. Do you currently work with or provide programming for youth (ages 12-18) in your community? If yes, please provide brief description.
2. Are there any challenges or opportunities with respect to youth (ages 12-18) opportunities (youth programming, youth projects, youth volunteer, youth organizations, resources for youth, etc.)
3. Anything else you would like to share regarding youth (ages 12-18) in your community?

53% Response Rate
(17 responses out of 32 NMMS Organizations responded)

Responding Communities
(17 responses out of 32 NMMS Organizations responded)

Nob Hill MainStreet
Gallup MainStreet ACD
Alamogordo
Los Alamos
Truth or Consequences
Revitalize San Pedro Partnership
MainStreet Roswell
Taos MainStreet
Tucumcari
Zuni Pueblo MainStreet
Artesia MainStreet
Santa Rosa
Downtown ABQ MainStreet
Clayton
Raton MainStreet/ACD
Mora Mainstreet
Silver City MainStreet Project/Arts & Cultural District



2024 NMMS Institute Survey

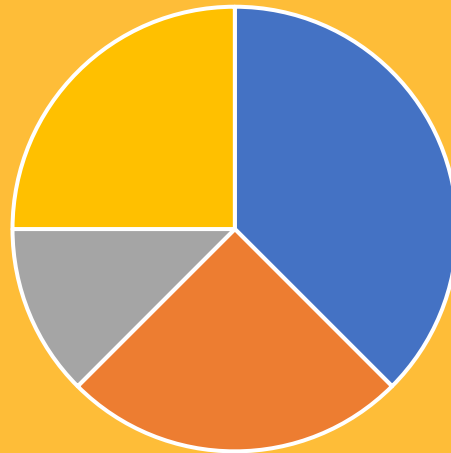
1. Do you currently work with or provide programming for youth (ages 12-18) in your community? If yes, please provide brief description.

Youth Programming or Engagement Opportunities



■ No ■ Yes

Type



■ Programming ■ Volunteer ■ Leadership ■ Internship/Job Training

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2024 NMMS Institute Survey

2. Are there any challenges or opportunities with respect to youth (ages 12-18) opportunities (youth programming, youth projects, youth volunteer, youth organizations, resources for youth, etc.)

- Bring more youths to our district
- Ideas to encourage kids to volunteer for projects as well as projects for kids to volunteer for.
- Getting youth to attend and volunteer at events.
- Not a lot of extracurricular activities available outside of school
- Youth generally don't feel like our downtown is a place for them.
- Not much to do for this age group.
- Time constraints, interests and incentives.
- Limited funding hinders the creation of mentorship or leadership programs, scholarships, stipends or certificates for participants.
- Lack of safety



2024 NMMS Institute Survey

3. *Anything else you would like to share regarding youth (ages 12-18) in your community?*

- Many residents complain about the lack of things for youth to do in our rural, isolated community.
- In general, they are usually left out of most community engagement work. Many volunteer opportunities are low level, i.e. picking up trash or setting up for events. We definitely need to do better engaging them through more than just volunteer opportunities.
- They're amazing.
- We operate the Luna Theater and our largest attendance is this age group.

What do we know about the next generation?

- Digital natives
- Era of social conflicts; school shootings, protests over police brutality,
- Coronavirus pandemic
- Economic turmoil; Great Recession, pandemic
- More educated; higher high school graduation rate, higher college enrollment
- More racially and ethnically diverse than other generations



What do youth want to see changed?

Local Youth Responses:

- Try to understand our view
- Tell us the truth
- Value our opinion
- Treat us like adults
- Trust us more
- Listen to our ideas
- Don't treat us like children
- Take our ideas into consideration
- Have more patience
- Treat us like the young adults we are
- Be more fun
- Be nicer
- Be patient
- Be understanding
- Be respectful

What Young People Say

The prefer to participate in groups that provide:

- ***Opportunities to focus on identity, including culture, background or sexual identity;***
- ***A forum to address their day-to-day challenges; and***
- ***Leadership opportunities that allow them to develop practical skill in decision-making and manage change.***

-From Engaging Youth in Community Decision Making, Center for the Study of Social Policy, Washington, DC





What is youth engagement?

Youth engagement happens when **young people participate in meaningful opportunities and roles** that allow them to build on their strengths, take on responsibilities, and contribute to decisions that affect themselves and others.

-ACT for Youth

Why is youth engagement important?

- Today's youth are tomorrow's workers, shoppers, and patrons.
- "Brain Drain" and Youth Retention
- Human development
- Job readiness and job training
- Mental Health
- Community civic and social health
- Community history and legacy



Youth Engagement Levels

Figure 1

Forms of Youth Engagement



Center for the Study of Social
Policy, Washington, D.C.



What does it look like?

Results-Based Decisions	Typical Youth Participation	Authentic Youth Engagement
Overall Role of Youth	"Participants" who are invited to take part in a defined process, activity or specific decision.	"Partners" who decide how they want to be engaged.
The Ultimate Decision Makers	Government representatives; agency officials, administrators or staff; community adults; "collaboratives" composed of adult partners.	Youth report that they have a voice in decisions and are able to influence the decisions of others.
Identifying Desired Outcomes & Priorities	Youth are informed about community priorities already identified and may be asked their opinion.	Youth identify and promote results that are important to them. They research issues and contributing factors. They negotiate priorities with other local stakeholders.
Strategies for Achieving Results	Youth are limited to commenting on already developed strategies and plans. May have input in a prescribed set of strategies or activities for young people.	Youth are involved from the beginning in shaping plans, researching strategies that might work, selecting strategies to try and implementing them.
Determining Progress Toward Results	Progress is measured by others and may or may not be reported to youth. Often no follow-up regarding outcomes.	Youth actively measure and report progress. Involved in determining if and when results are achieved.
Accountability	None or inadequate. Often no information is provided regarding how youth and resident input is used. No mechanisms for determining if/how youth participation made a difference.	Decision making is transparent and accountable throughout. Youth and other partners see their views reflected in the work.



Positive Outcomes

- **Greater sense of control of own lives**
- **More comfortable interacting with people of different backgrounds**
- **Opportunities to exercise responsibility**
- **Experiencing consequences for decisions and accountability for actions**
- **Experimentation with other roles and identities**
- **Exposure to the world of work**
- **More Knowledge and understanding of the community**
- **More compassion for others**



What are potential barriers to youth engagement in your community?



- Adulthood
- Myth of Apathy

What is Adulthood?

The behavior and attitudes that flow out of negative stereotypes adults hold about young people (see Resources). Adulthood is rooted in the belief that young people lack intelligence or ability. This belief is strongly supported by societal norms which leave young people feeling that they are not valued, respected, or heard.



Panel Introductions



Group Breakout

Activity: Brainstorm a creative solution for one of the following four areas:

- Getting Teens to Volunteer
- Offering Events that Teens want to go to
- Getting Teens to come Downtown
- Providing things for Teens to do.

Rules of engagement

- *Be respectful*
- *Let everyone have a chance to talk*
- *Be curious and open minded*
- *See handout*



Report Out



Thank You!

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Economic Vitality



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