



GLOBAL PHILANTHROPY PARTNERSHIP

1916 N. Mohawk Street, #7 • Chicago, IL 60614



USDN Building Diversity Fellowship with the City of Plano

The Global Philanthropy Partnership (GPP) and the Urban Sustainability Directors Network (USDN) are pleased to offer summer 2016 fellowship opportunities with seven local governments. Fellows will receive valuable learning experience while helping local governments to advance their sustainability and inclusion goals.

2016 fellowships will be offered in the City of Boston (MA), the City of Cleveland (OH), the City of Eugene (OR), the City of Oakland (CA), the City of Plano (TX), the City of Toronto (ON), and Johnson County (KS). More information on the other available fellowships is available at: USDN.org/public/page/82/Employment-Opportunities.

Highlights of all fellowships include:

- A living wage (\$15 USD per hour or more)
- The experience of full-time employment over the summer (12 weeks)
- The experience of working in a local government office
- The experience of working with diverse communities and advancing a community's sustainability and social equity goals
- Mentorship and participation in a national cohort of fellows through USDN, including access to network discussions, peer learning calls with other fellows and experts, and mentorship from sustainability professionals in other communities

More information on the Urban Sustainability Directors Network is available at USDN.org.



Requirements for all fellows include:

- Be a current student or recent graduate
- Commit to working for the entire duration of the fellowship
- Commit to participating actively in the additional cohort and mentoring programs
- Commit to maintaining the privacy of cohort and USDN discussions
- Complete a brief, written report at the conclusion of their fellowship to help demonstrate the value of and learn from this pilot initiative, and possibly a verbal presentation to USDN members about their project and experience

Applications should be sent to Mia Arter of USDN at <miaarter@usdn.org>. Please include the name of the community or communities with which you are seeking a fellowship in the email subject line.

Applications should include:

- Completed and signed application form (see attached and at USDN.org)
- Current resume
- A minimum 250-word essay stating why you are interested in the fellowship(s), including:
 - A description of your career goals and how this fellowship would help you achieve them
 - A description of your education and skillset, particularly in communicating with diverse audiences, and how you would apply them to this fellowship, and
 - Any other information you would like us to know.

Applications will be accepted on a rolling basis through April 30, 2016. All applicants will be notified of selection decisions.

For additional information, please email Mia Arter, USDN Program Director, at miaarter@usdn.org. Thank you for your interest!

USDN Fellowship with the City of Plano (TX)

Sustainability Community Engagement Fellow

Background

Plano has become a very global and highly diverse community. Historically, Plano has had a homogeneous population, but this has changed dramatically in recent years. The population of 273,000 residents is now 7% African American, 14% Hispanic, 18% Asian and 58% Caucasian. It has a highly educated workforce with 54% having Bachelor's degrees and 20% having Graduate degrees – twice the national average for both levels. Because of the job opportunities (Plano is home to six Fortune 1000 companies and many corporate headquarters), people from across the country and all over the world are moving to Plano, bringing with them rich cultural diversity.

The City of Plano is committed to equity and inclusion as evidenced by the passing of the Equal Rights Ordinance in 2015. Plano believes that cities thrive when all citizens and visitors feel respected, welcomed and have the ability to experience the full enjoyment of civil, religious and human rights. To this end, the City is committed to ensuring every Plano citizen's and visitor's rights are protected. The City of Plano's Equal Rights Ordinance depicts our commitment to ensuring equality and inclusion for all citizens and visitors in the areas of employment, housing, public accommodations and city contracting. As the City of Excellence and ninth largest city in Texas, the City of Plano remains committed to promoting the full enjoyment of civil, religious and human rights for our citizens and visitors.

The Sustainability & Environmental Education division (SEED) strives to be inclusive in working with all segments of our community, embracing diversity through our education and outreach programs. Two specific examples include oversight and implementation of the Zero Waste plan and Sustainability educational booths for the Plano International Festival which has over 10,000 participants each year; and participation in educational booths, litter cleanups, storm drain marking and neighborhood block party for the semi-annual Love Where You Live neighborhood revitalization program targeted at minority and underserved neighborhoods around the city.

Plano was ranked #2 on the Top 10 Best Cities for Families list. A noted observation was that "Plano's highly diverse population helps children grow up with exposure to other cultures and walks of life."

The City suspects that differences in culture may be influencing participation in recycling programs and also impacting locations of hot spot problems with disposal of fats, oils and grease (FOG). Despite a highly educated population, and various public education campaigns and efforts, Plano's recycling rates have remained flat at about 38% for several years. The City has observed anecdotally that certain neighborhoods lag behind in recycling participation. To test these observations, the City needs to conduct research to identify the problems related to the neighborhoods that underutilize our recycling services, if there are

any direct correlations with culturally diverse neighborhoods or certain socioeconomic populations, and how to reach these underserved or unresponsive populations in a positive way. The City also wants to determine whether certain geographic neighborhoods with FOG hot spots have any cultural factors associated with them that need to be addressed through education and outreach methods.

Once attitudes, problems and barriers are identified through the surveys and focus groups, appropriate culturally effective education and outreach programs would be developed to address these barriers and preferences, and implemented through a pilot program. The intent of the pilot is to determine the effectiveness of new culturally adapted programs in each of the under-performing neighborhoods. This program will also address a recommendation of our STAR Community Program assessment of working towards adopting guidelines on how our City staff could better engage residents from diverse backgrounds in our programs and services. The City believes this fellowship will allow it to make progress in this area of equity and inclusion.

More information is available at:

- Live Green in Plano programs from Sustainability & EE division www.livegreeninplano.com
- City of Plano website www.plano.gov
- Plano's Equal Rights Ordinance <http://www.plano.gov/2526/Equal-Rights-Ordinance> -
- Plano's STAR Community rating <http://www.plano.gov/2598/4-STAR-Community-Rating>
- Recycle Right Plano information <http://www.plano.gov/1400/Recycle-Right-Plano> -
- Multi-cultural Outreach <https://www.plano.gov/955/Multicultural-Outreach-Roundtable>
- Fats, Oils, Grease campaign for North Texas <http://www.ceasethegreasentx.com>
- Best Cities for Families list <http://www.livability.com/top-10/families/10-best-cities-families/2015/tx/plano>

Scope of Work

The City of Plano seeks candidates for a Sustainability Community Engagement Fellow (SCEF) to serve as a community liaison to assist the Sustainability & Environmental Education division in managing a multifaceted study examining opportunities to increase both recycling and the proper handling of FOG. Based on past and current participation rates and problem areas, research is needed to determine whether existing programs are effectively serving multicultural and minority neighborhoods. Research will be conducted through surveys and focus groups, the results of which will be used to develop program strategy and delivery components most effective for targeted ethnic or underserved populations. Cultural competency is needed to appropriately engage with neighborhood residents and effectively communicate program goals.

The SCEF will coordinate the development and administration of a survey and supporting focus groups to determine residents' recycling habits, attitudes towards recycling, barriers to recycling, and current actions related to disposal of FOG, and correlation of these actions to neighborhood, cultural background, and/or socioeconomic status. Research results will then guide development of educational outreach program and strategy targeted at the identified under-served neighborhoods and populations.

i. Community research – first 4 weeks (May – June)

Objective: Develop and administer survey and focus groups, and analyze results to determine if certain populations are being underserved.

- Identify survey method, develop survey, administer survey, develop focus group questions, identify focus group participants, conduct focus groups, compile and analyze results, write report and recommendations.

ii. Outreach program design and development – second 4 weeks (June – July)

Objective: Develop culturally targeted outreach strategy and materials to increase participation in recycling and proper disposal of FOG.

- Develop outreach strategy, identify community partners, develop message and materials, design, create and produce outreach materials.

iii. Pilot and implement outreach program– third 4 weeks (July – August)

Objective: Implement outreach program and measure results against established baseline to see if recycling and proper disposal of FOG increases for targeted populations as a result of adapted targeted outreach programs.

- Implement outreach program in identified pilot area, evaluate results, write report and recommendations.

The SCEF will work collaboratively on a team consisting of the Sustainability Projects Coordinator, Water Education Coordinator, Recycling Education Coordinator, Sustainability & Environmental Education Supervisor, Sustainability & Environmental Education Manager and Environmental Health & Sustainability Director. Direct supervision of the SCEF will be shared by the Sustainability Projects Coordinator and Sustainability Supervisor who will guide, mentor and oversee his/her work plan.

This fellowship is a 40 hour per week position.

Desired Skills and Qualifications

Ideal candidates will possess skills and experience in the following areas:

- Community engagement or community organizing, particularly in cross-cultural settings
- Developing and administering surveys and focus groups
- Public speaking
- Writing - both public outreach and official reports
- Research and analytical skills
- Organizational skills
- Advanced computer skills preferred with spreadsheets, data bases, GIS a plus
- Understanding of principals of sustainability

- Commitment to environmentally friendly lifestyle practices
- Cross-cultural living experiences
- Fluency in one or any combination of the following is helpful and preferred - Spanish, Mandarin, Hindi.
- Educational background: Bachelor's or higher degree. Sociology, Geography, Marketing & Community Engagement, Sustainability, Environmental Education, Communications, Educational Research

Anticipated Outcomes for Fellow

The SCEF will reap many benefits from their employment and engagement with the City of Plano, the Environmental Health & Sustainability Department and Sustainability & Environmental Education Division. The SCEF will learn firsthand how municipal government and services work. The Fellow will be exposed to local politics and the many complexities of balancing resident needs, resident desires, City Council direction, City management directives and budget availability and priorities.

In addition, the fellow will be responsible for problem-solving and developing solutions for two real issues currently challenging our Sustainability programs: recycling participation and proper disposal of fats, oils and grease. The Fellow will gain satisfaction from grappling with data that illuminates barriers and helps identify solutions and the right course of action, despite economic challenges and cultural misunderstandings.

This fellow will receive a stipend of \$15 an hour.

The SCEF will benefit from interactions with people at different levels in the City organization and from diverse communities within the City. Additionally the Fellow will gain valuable practical experience in community engagement with diverse populations, and survey and focus group development and implementation. The cross-cultural considerations and inclusion priorities of this project will be highly satisfying to the Fellow.

The Fellow will also enjoy the satisfaction of working on a project from inception to completion, and the sense of personal fulfillment that comes from following through on project development that is guided and supported by researched data directly applied from start to finish.

During the onboarding process, the SCEF will be given opportunity to discuss and state the personal goals he/she would like to achieve during the course of the fellowship. A staff mentor, best aligned to help meet those goals, will be assigned to the SCEF. Regularly scheduled periodic meetings will be set between mentor and mentee to help attain those goals. In addition, the SCEF will be mentored through inclusion and attendance at meetings, regional events and webinars appropriate to their professional development objectives. Participation in related USDN User Group calls will be encouraged, as well as participation in any USDN networking opportunities with other fellows and mentors.

The office provides a welcoming environment to people of diverse backgrounds through the friendly and engaging personalities of our staff. Historically, the staff has had members of color, different ethnic backgrounds, or spouses of different ethnicities. Interest in cross-cultural experiences runs high, as do curiosity about different cultures. Because of the varied ethnicities living in Plano and the City's active outreach programs, staff members are highly accustomed to working with community members from diverse backgrounds. The SEED staff consists of 10 staff members including one employee who has lived all over the world and is fluent in 5 languages. SEED has placed a high priority on building a strong team as evidenced by our scheduled quarterly team-building activities, assignment of birthday buddies and working together on annual special events.

Providing a welcoming environment for the SCEF includes onboarding activities that include tours of SEED division and department facilities including the Plano Community Garden, Environmental Education Center, Recycling and composting operations, Household Chemical Reuse Center, Public Works operations, and other department and City program tours. During onboarding, we walk the new employee around for introductions and have them accompany us to both internal and external meetings relevant to their position and duties. We are committed to providing a desk and workspace, computer, phone, Outlook email and access to necessary software programs needed for the job. The SCEF will be included as a team member of SEED and the Environmental Health & Sustainability department, including participation in all staff meetings and any scheduled all-division or all-department activities.

Guidance on housing opportunities can be provided for the fellow, if needed.



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USDN Building Diversity Fellowship Program Application

Name: _____ Phone #: _____

Home Address: _____

Email Address: _____

Name of most recent College or University: _____

Major: _____ Minor: _____

Degree and Expected/Actual Graduation Date: _____

Referred by _____ Email Address: _____

Are you the first in your family to have attended college? Yes ___ No ___ Prefer Not to Answer ___

Have you experienced socioeconomic disadvantage? Yes ___ No ___ Prefer Not to Answer ___

Do you commit to working for the full length of the fellowship? Yes ___ No ___

Do you commit to actively participating in networking and mentorship activities with program fellows and other local government sustainability staff? Yes ___ No ___

What position(s) are you interested in applying for? *(Please note that the applicant, if selected, must arrange housing and be available to work full time in the chosen location.)*

- | | | |
|---|---|---|
| <input type="checkbox"/> City of Boston (MA) | <input type="checkbox"/> City of Oakland (CA) | <input type="checkbox"/> City of Toronto (ON) |
| <input type="checkbox"/> City of Cleveland (OH) | <input type="checkbox"/> City of Plano (TX) | <input type="checkbox"/> Johnson County (KS) |
| <input type="checkbox"/> City of Eugene (OR) | | |

I understand that completion and submission of this application and related materials are necessary prior to consideration for placement in the fellowship program.

Applicant Signature

Date