

City of Alexandria, Virginia

# Youth Engagement There's Levels to This

A Presentation for  
Out of School Time Providers Forum



# Youth Engagement



# Identifying Your Why



Simon Sinek – Start With Why

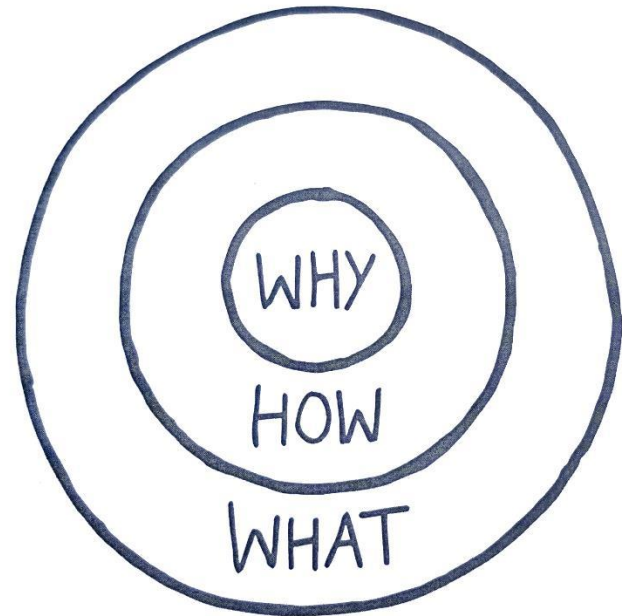
# Golden Circle



Why – identify your program purpose, cause or belief

How – identify your strengths, values and guiding principles

What – identify what your program offers or what role you play in the lives of youth





# Program Assessment Activity

In your group please discuss:

- Why we do what we do
  - What is our purpose, what do we believe about youth?
- How we do what we do
  - What strengths, values and principles are we using to engage youth?
- What we do
  - What do we do to engage youth?





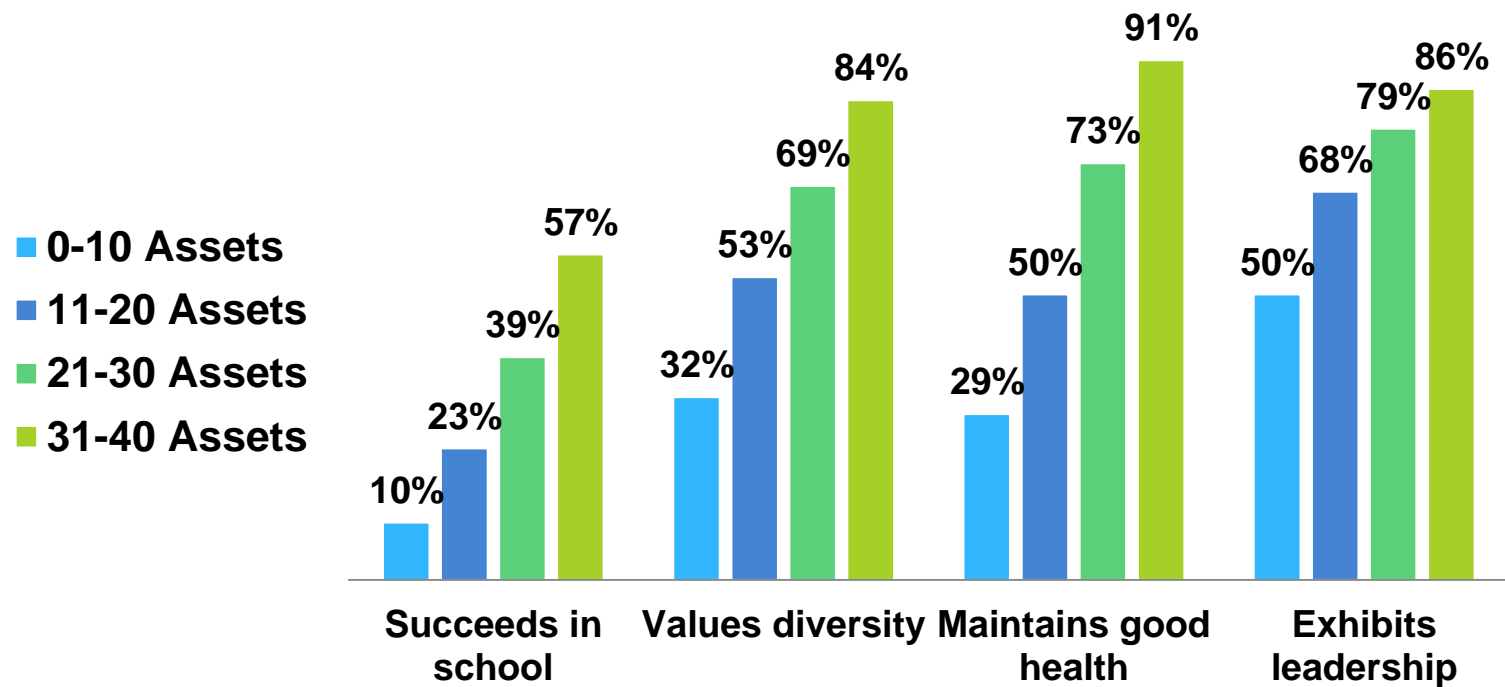
# Developmental Assets

- Support
- Empowerment
- Positive values
- Positive identity
- Social competency
- Commitment to learning
- Constructive use of time
- Boundaries & expectations

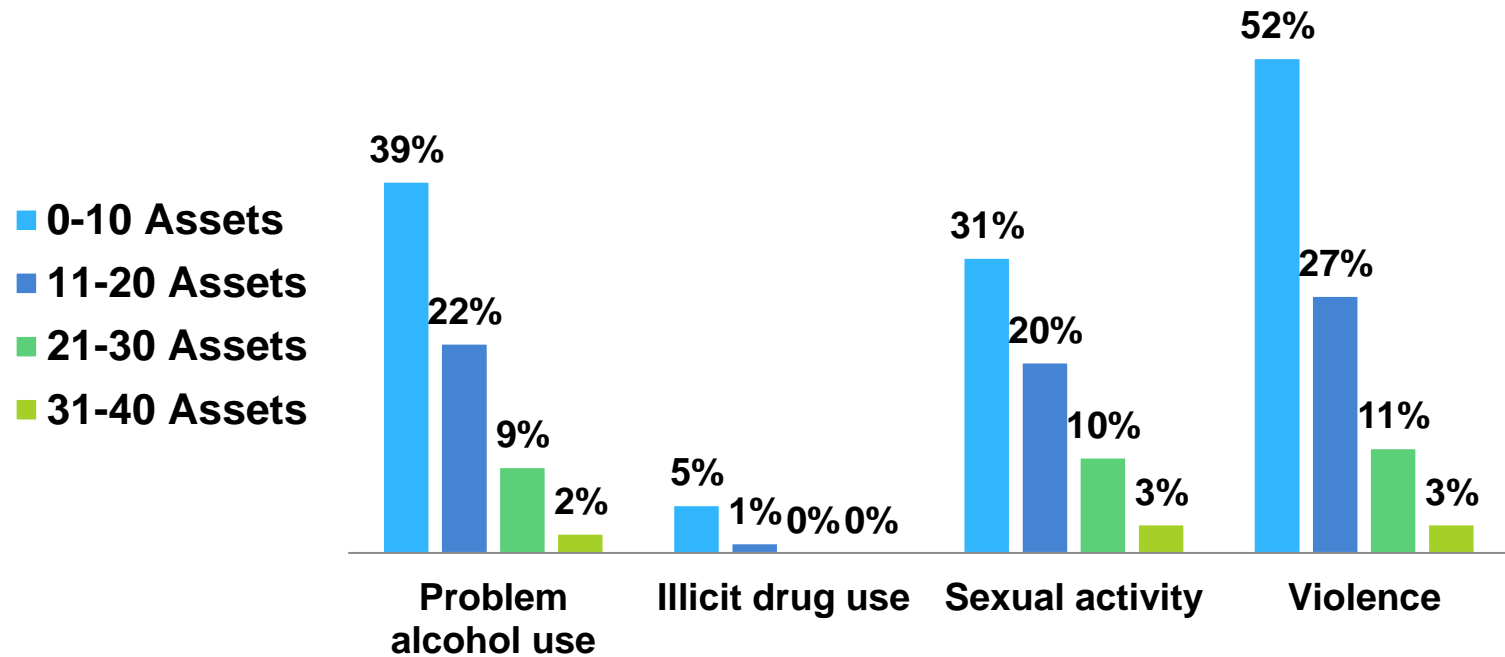
the 40  
Developmental  
Assets®:  
What Kids **Need**  
to **Succeed**

**assets:** noun \ 'a-sets \ 1: valuable people or things 2: advantages, resources  
3: **ESSENTIAL** building blocks for **HEALTHY DEVELOPMENT** of children & youth

# The Power of Assets to Promote



# The Power of Assets to Protect





# Developmental Relationships

- Authenticity is key
- Built on trust
- Require intentionality

## Developmental Relationships Framework:



### Express Care

"He made me feel like I was a better person, like I was worth something—worth more than I had put myself out to be."



### Challenge Growth

"Even if it's really hard, the [staff] will most likely try to motivate you to do the right thing. . . . Even though you might think it's hard, they know you can do it."



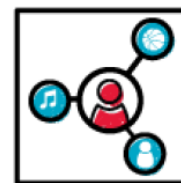
### Provide Support

"She helped me out with a nice place to live for 30 days when it was 21 below zero and I had nowhere to go."



### Share Power

"My [youth leader] is, like, 'I'm here, you're here, we're equal.' And if we're working on something together I can tell her, 'No, this isn't going to work.'"



### Expand Possibilities

"She puts you around people who've reached the places you wanna go in life. . . . And when you see people who come from the same places that you do, . . . it gives you hope."

# Getting Youth Buy In: Finding Sparks and Learning Comfort Zones



- Sparks: The deep passions and skills that each and every young person has.
- Comfort, Growth and Panic Zones



# Leveling Up



- Keeping youth engaged takes
  - Consistency
  - Transparency
  - Input
  - Evolution
  - Sustainability & Longevity



# Youth Engagement in DCHS



- Personal Responsibility Education Program (PREP)
- Alexandria Campaign on Adolescent Pregnancy (ACAP) & Substance Abuse Prevention Coalition of Alexandria (SAPCA)
  - Keep it 360 Club
- Peer Leadership
  - Peer Advisor Program
  - Peer Educators Program

# Youth Development Contacts



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