

My Brothers Keeper Charlotte

Project and Strategic Plan

January 2019



Project Plan

The [updated project plan](#) is posted to a network drive where everyone can see it at any time.

	A	B	C	D	F	G
	Task Name	Duration	Start	Finish	Assigned To	Status
1	Vision and Strategy	53d	07/30/18	10/10/18	All	Complete
2	Supporting Aligned Activities	69d	07/30/18	03/31/19	All	In Progress
6	Establish Shared Measures and Alignment	52d	09/01/18	11/12/18	All	In Progress
14	Build Public Will	125d	09/08/18	02/28/19	All	In Progress
17	Mobilizing Funding	172d	11/01/18	06/28/19	All	Not Started
28	Advancing Policy/Systems Changes	195d	11/01/18	07/31/19	All	Not Started
33						
38						

MISSION STATEMENT

My Brother's Keeper Charlotte-Mecklenburg (MBK-CLT) is committed to improving outcomes for boys and young men of color by serving as the backbone organization of a collective impact effort.

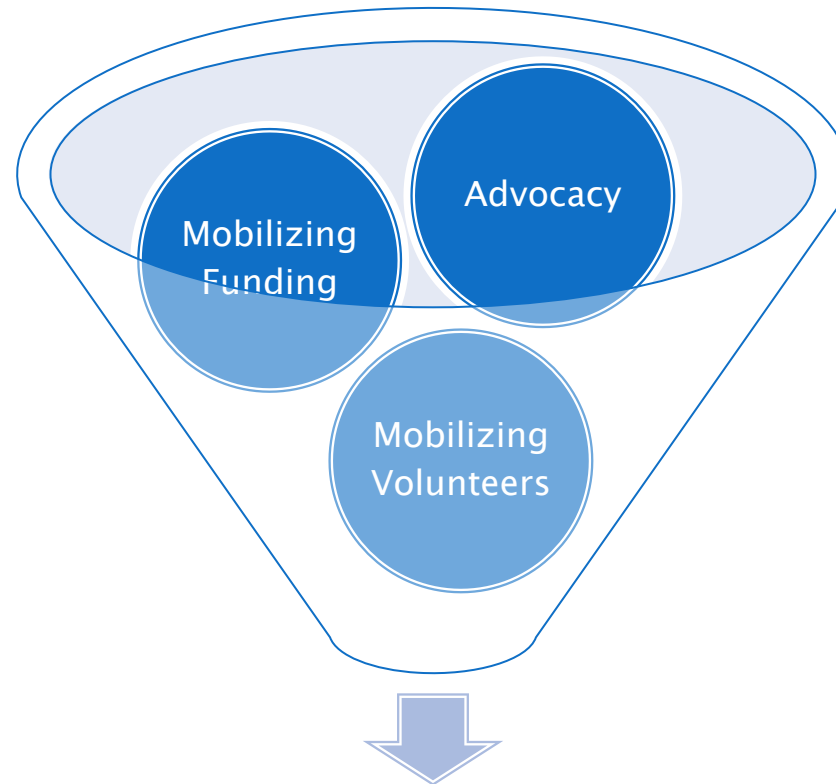
ACTION STATEMENT

MBK-CLT will work to support policies and organizations that address persistent opportunity gaps and help to ensure that all of Charlotte-Mecklenburg's boys and young men of color have the opportunity to achieve.

Values

- ▶ Data-driven
- ▶ Outcome Focused
- ▶ Research-based
- ▶ Targeted Universalism
- ▶ Inclusion
- ▶ Cultural Responsiveness
- ▶ Collaboration
- ▶ Male of Color Led

Collective Impact/Community Mobilization Approach



COMMUNITY IMPACT

Areas of Focus

Early Childhood

- Ages Birth–5
- Targeted advocacy

Literacy

- Ages 6–16
- Targeted volunteerism

Career Readiness

- Ages 17–24
- Targeted funding

* While each of these focus areas has a particular target terms of approach (advocacy, volunteers, funding), each of these approaches may be utilized in a given focus area.

Goal and Objectives

GOAL: Improve opportunities and outcomes for boys and young men of color in Charlotte-Mecklenburg over the next 10 years.

- I. 100% of boys of color will access to high quality, nurturing, culturally-responsive, early learning environments by 2028 (Smart Start/Mecklenburg Partnership for Children).
- II. 60% of boys of color in reading on grade level by 3rd grade by 2028 (READ Charlotte).
- III. Provide access to high quality post-secondary and career pathways for all boys of color by 2028.
- IV. Establish effective and efficient operations for MBK-CLT by December 31, 2019.

I. 100% of boys of color have access to high quality, nurturing, culturally-responsive, early learning environments by 2028 (targeted advocacy).

- A. Work with Mecklenburg County staff members and FFTC to develop and early childhood advocacy agenda by July 1, 2019.
- B. Identify and advocate for best practices in culturally-responsive learning environments for early learning.
- C. Work with Read Charlotte to align MBK-CLT Early Childhood advocacy to their “At Kindergarten Entry Leverage Point” by August 1, 2019.

II. 60% of boys of color reading on grade level by 2028 (targeted volunteerism).

- A. Provide 20 volunteer tutors to the READ Charlotte, Tutor Charlotte program by September 15, 2019.
- B. Provide 80 more participants to the Leadership Conference for Males of Color and Educators by March 1, 2020.
- C. Enroll 500 new partners in the READ Charlotte, Read 4K program by December 31, 2019.

III. Provide access to high quality college and career pathways for all boys of color by 2028 (targeted funding).

- A. Work with Commercial Real Estate partners and stakeholders to develop and implement an on-ramp model for young men of color by December 20, 2019.
- B. Work with Charlotte-Mecklenburg Schools to develop a plan for supporting career pathways/industry certifications for boys of color by October 15, 2019.
- C. Work with Mayor's Youth Employment Program and other community partners to provide 20 paid work-based learning opportunities for boys of color by December 31, 2019.

IV. Establish effective and efficient operations for MBK-CLT by December 31, 2019.

- A. Participate in a minimum of five community engagement events to raise awareness around the initiative by December 31, 2019.
- B. Establish baseline funding model and begin fundraising by March 1, 2019.
- C. Finalize steering committee memberships, operating procedures, and organizational structures by December 31, 2019.
- D. Provide services to 250 boys and men of color by December 31, 2019.

Next Steps

- ▶ Develop Sub-committees
- ▶ Finalize Goals and Objectives
- ▶ Explore Potential Partnerships
- ▶ Proceed with Project Plan

THANK YOU!



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