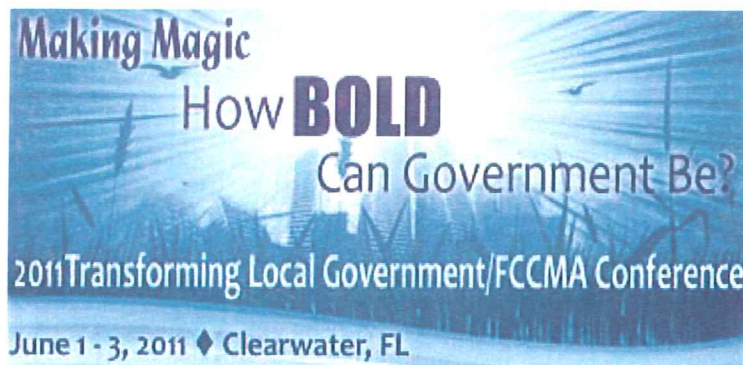


# 2011 Transforming Local Government/FCCMA Conference Case Study Application



Conference Theme: ***Making Magic – How Bold Can Government Be?***

When: June 1-3, 2011

Where: Clearwater, Florida

Hosts: City of Clearwater and Pinellas County

Application Deadline: August 15, 2010

## HOW TO APPLY

1. Submit the following information in electronic format:

- Cover sheet including the information requested
- 1 to 4-page synopsis describing the case study (described on page 2)
- Answers to Presentation Components (described on page 2)



## COVER SHEET INFORMATION

Not your ordinary Youth Council...Novi's teens BODLY brea

Case Study Title

City of Novi

Jurisdiction Name

Clay J. Pearson

City/County Manager

## Project Leader – Primary Contact

Sheryl Walsh

Name

Director of Communications

Title

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Email

45175 W. Ten Mile, Novi, 48375

US Mail Address, including zip code

200 word description for inclusion in the conference program:

With an annual budget of \$500, the Novi Youth Council is

partnering with local businesses to make a BOLD impact

on the community through creative programs and teen enga

## Presenting Team Member(s)

David Molloy

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## Case Study Application

City of Novi  
Michigan



### ***Not your ordinary Youth Council...Novi's teens BODLY break the mold***

Project Leader: Sheryl Walsh, Director of Communications

**Presentation Team Members:**

Sheryl Walsh, Director of Communications

David Molloy, Director of Public Safety/Chief of Police

Scott Czekaj, Former Youth Council Member/Youth Engagement

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## ***Not your ordinary Youth Council...Novi's teens BODLY break the mold***

According to the Census Bureau, 24.6 percent of the U.S. population is under the age of 18. And, it goes without saying that the youth are our future.

Recognizing this, like other communities around the country, in 2005, the Novi City Council adopted a policy resolution encouraging Novi youth to become civically active within the community as members of the Novi Youth Council with the hope they become vested with the knowledge, skills and abilities to be the next generation of local leaders.

The 19-member Youth Council is charged with making recommendations to the City Council concerning the needs of children, youth, and families in the city and the appropriate means by which public and private agencies in cooperation with volunteer efforts may address such needs. But if many communities have Youth Councils with the same ideals, what sets Novi apart?

The Novi Youth Council brings together teens from more than five high schools to develop goals, create initiatives and enhance the community. When first formed, the group was given a blank slate upon which to look at projects and initiatives to pursue. After several discussions and brainstorming sessions, the group decided in addition to promoting civic engagement and volunteerism among youth, they wanted to break out of the "typical" Youth Council model (being seen as a Parks and Recreation venue/social outlet for teens) and to focus on making an impact in the community in several areas:

- Promoting drug prevention initiatives within the schools;
- Bridging the gap between teens and seniors; and
- Creating awareness of teen depression/suicide

During their first five years, the Novi Youth Council initiated innovative anti-drug, intergenerational, and teen depression/suicide awareness programs and partnered with the community for the betterment of Novi, all with a budget of \$500 annually.

In a short time, the Novi Youth Council has made its mark by creating quality interactions and events for the community, providing a youth voice in development issues, and serving as positive role models for their peers. The Novi Youth Council has sought partnerships with local businesses, schools, and national organizations to assist in increasing awareness of their platforms and enhancing relationships between the youth and senior population.

Through events such as Addicted to Movies, not Drugs and Addicted to Games, not Drugs, in partnership with the Novi Police Department and local businesses, the Novi Youth Council has raised more than \$20,000 for drug prevention education. Innovative partnerships with a local theatre and game/bowling center, the Youth Council hosts an all-night movie marathon for teens and a lock-in for elementary students, raising awareness of the dangers of drugs and providing a drug-free setting to hang out with friends. These events feature key note speakers, drug education materials, and the opportunity for students to

create public service announcements about drug education for broadcasting on local cable television. The local businesses partner with the Youth Council, providing more than \$25,000 of in-kind contributions to support the anti-drug initiatives.

The anti-drug message is carried to adults through Project Sticker Shock. Three times annually (Homecoming, Prom, and graduation season), Novi Youth Council members visit all stores in the community which sell packaged alcohol products to place warning labels on the items. The labels inform those who purchase the products as to the consequences of furnishing alcohol to minors.

Recently, the Novi Youth Council partnered with Anheuser-Busch Companies and the Novi Police Department to present, LEAP!, Living Extraordinarily And Positively. The teen convention was focused around making wise choices regarding the pressures to partake in alcohol consumption. Sarah Panzau, keynote speaker, a two-time member of the National Junior College Athletic Association woman's volleyball All-American team, shared her experience and consequences of over indulging with alcohol. Anheuser-Busch sponsored Panzau (\$10,000) on behalf of the Novi Youth Council, offering this important message to the more than 8,000 high school students and their parents in the Novi area.

Shifting to the intergenerational focus, the Novi Youth Council partners twice annually with a local senior living facility to host a Senior to Senior Prom and Boo Bash. The event provides the opportunity for Novi teens to bridge the gap with the senior population and share their experiences about growing up in Novi today. The events and social gatherings before and after the Prom and Boo Bash provide the foundation for lifelong friendships.

The third platform for the Novi Youth Council is increasing awareness of and combating teen depression and suicide. In 2009, the Youth Council hosted the first-ever Youth Hope Convention with more than 500 high school students from the metropolitan area attending. The convention featured speakers, including former NFL quarterback Eric Hipple, roundtable discussions, teen activities, and informational displays with the goal of educating teens on topics such as the causes of depression, its attached stigma, and methods of treatment and prevention. The second such program is scheduled for spring 2010.

All of the above initiatives are coordinated and conducted using the \$500 annual budget. The Youth Council solicits partnerships and seeks volunteers for all these events. They have established solid relationships with several key area organizations to achieve their goals.

Additionally, the Novi Youth Council members volunteer with City of Novi staff on a number of events, including the Memorial Day Parade, Light the Night in Novi, Fall for Novi, the Emergency Run, and the Ethnic Taste and Tune Fest. They are strong advocates for their peers and increase awareness of the importance of teen engagement and community volunteerism.

An additional platform the group will be adding this year is creating a sustainable Novi. The Novi Youth Council is working with businesses throughout the community to raise awareness of the importance of anti-idling and creating a logo and signs to be placed in appropriate places. They are also crafting a "green" educational coloring book and partnering with a local printer to produce the publication to share the importance being environmentally friendly with Novi elementary students.

### **Innovation/Creativity**

When first formed, the Novi Youth Council was given a blank slate upon which to look at projects and initiatives to pursue. After several brainstorming sessions, the group decided they wanted to break out of the "typical" Youth Council model (being seen as a Parks and Recreation venue/social outlet for teens) and to focus on making an impact in the community in several areas:

- Promoting drug prevention initiatives within the schools;
- Bridging the gap between teens and seniors; and
- Creating awareness of teen depression/suicide

all while encouraging teens to become more involved in the community.

It's the "out of the box" thinking which makes this Youth Council different than others. It's the partnerships with local and national organizations, relationships with the senior community, and desire to educate their peers on issues which impact the community's spirit and well-being.

### **Outcomes Achieved**

The Youth Council embodies the spirit and culture of Novi and strives to educate and better the Novi community with every program and initiative instituted. They are constantly looking at how new programs will better serve and educate the youth of the community. Through their efforts the Novi Youth Council has increased teen engagement and volunteerism in Novi and enhanced community spirit from young to old. Through their projects and initiatives, the group is having an impact on important community health and wellness issues and increasing awareness of topics which truly affect a community's quality of life.

Novi Youth Council Members go on to the "real world" and continue their dedication to Public Service. Former Youth Council Members have volunteered on presidential campaigns, interned/volunteered for the City of Novi, become their district delegate for the community, and worked for elected officials in Washington D.C.

Members of the Novi Youth Council have been recognized at the state level for their volunteer efforts, academic achievements, and overall contributions to the community.

### **Applicable Results**

The Novi Youth Council is a model program affordable for ALL communities. The return on investment for this program is off the charts and something in which all communities could invest. The presentation would provide encouragement for those without Youth Councils to consider this teen engagement opportunity and would give innovative ways those with current Youth Councils to refresh/enhance their programs.

**Case Study Presentation**

The Novi Youth Council presentation would include a variety of handouts and planning materials, providing those in attendance the tools required to replicate this Youth Council Model. Videos and photos of the various events, as well as first-hand experience from a former Youth Council member would add to the credibility of this successful program. Testimonials from business partners, newspaper articles, and video commentary from parents and teens would round out the powerful impact this extremely affordable, teen engagement program offers the community.