Feb 8-10, 2013 Meeting
Meeting Summary

The Steering Committee met in Oakland Feb 8-10 to review the successes of 2012, plan for 2013 and brainstorm communications strategies and branding. 13 of the 14 members were present for the 3-day meeting, including 4 new members. Currently all sites except Fresno are represented including 2 program managers, 2 hub managers, 2 youth coordinators and 8 youth.

Statewide Steering Committee Purpose
To coordinate and support statewide youth structure development, create opportunities for cross site youth engagement, learning, support cross site communications regarding youth leadership, and guide statewide youth policy advocacy efforts. We represent and support local communities, encourage and build mechanisms for cross-site support and communications including the coordination of statewide youth conferences.

SITE VISIT AND ROUND TABLE DISCUSSION
The meeting began with a site visit at Youth Uprising where the SC toured the facility and programs and learned about the work of Youth Uprising. After the tour, the group moved next door to the Castlemont High School campus and the Unity Center operated by Youth Together. At the Unity Center Steering Committee members were greeted by Mario Balcita, the youth coordinator for BHC in Oakland, and youth and staff from 5 organizations in Oakland. Mario facilitated a conversation with all present about the work in Oakland, the challenges and strategies in developing youth adult partnerships, building support for youth work and supporting and building youth engagement in all aspects of the work.

STAFF REPORT AND TCE UPDATE
Melissa Guajardo of California Center for Civic Participation and Luis Sanchez of Movement Strategy Center provided an update on work toward the SC goals and objective. Overall, there has been movement in the areas of cross site communications, coordination of a youth coordinator network across sites, technical assistance to local sites in the areas of youth engagement, compilation and analysis of data on the youth work happening in local sites, and Steering Committee structure.

Albert updated the committee on the change in his position, the statewide youth media and social media structures emerging and the planned BMoC camps. He also asked the SC members for feedback on the dreambrave event. The SC members primarily asked for information about how the work will continue and how the petition was used. There was much discussion about the role of youth in future partnerships and the need to ensure that both partners (TCE and the partnering organization) have set out clear expectations for each other at the outset of the partnership.
SETTING THE SC WORKPLAN FOR 2013
The steering committee agreed that all of our work should have the **overarching goal of shifting the perception of youth by lifting up youth culture.**

Based on the work done to date by staff and the update and direction given by TCE staff Albert Maldonado and Jim Keddy, they agreed that it is time to begin to build capacity and structure to move statewide youth policy advocacy forward. They suggest continuing to research local youth priorities, training and supporting local sites to engage youth in policy conversations, and piloting a statewide policy workgroup within 6-9 months that will be ready to engage in statewide policy conversations within 9-12 months. The committee also developed a plan for continued support of local sites to build and develop formal youth engagement structures at the hub level. This work will include sharing with sites the models that are working in various hubs and providing support for interested hubs in creating structures in their own communities.

COMMUNICATIONS AND SC BRANDING
Luis of Movement Strategy Center led the committee through a process to develop branding for the SC and for the statewide youth work. Through this workshop the steering committee developed:

- A tagline for themselves: **Youth Led (or Leading) Change For Healthier Generations.**
- A hashtag to use with tweets and instagram posts: **#youthpower** (to be used with #healthhappenshere or #calendow and local site # when appropriate)
- Recommendations for TCE on Branding the Statewide youth work with the Health Happens Here branding:
  - Health Happens Here with Youth Leadership or
  - Health Happens Here with Youth Organizing
  - Power Fist image in the drop pin

The next meeting will take place in Merced May 17-19.