# STRATEGIC PLANNING FOR THE COMMUNITY INFORMATION FIELD

Thursday afternoon, 1:45 p.m. – 3:30 p.m.

Supported by the John D. And Catherine T. MacArthur Foundation, NNIP leaders (UI staff and Executive Committee) have developed a draft strategy document to guide the work of NNIP over the next few years (*Local Data Intermediaries: Strengthening America’s Capacity for Data-Driven-Decision Making)*.

* The document opens by reviewing the basic functions performed by local NNIP partners in relation to the rapidly changing data environment in our cities. We conclude that these functions are more needed than ever in this new environment.
* Our knowledge of NNIP partners’ experience confirms that, while many partners remain financially fragile, they have proven remarkably resilient over time. The range of institutional arrangements found in our partner organizations offers sustainable models for growth and expansion.
* Recognizing that most U.S. urban areas still do not have NNIP type capacities, we conclude that the time is right for a major information campaign to make community leaders in many more cities aware of the opportunities that this capacity can offer. The document offers a plan for conducting this campaign in collaboration with a number of national organizations.
* The document also offers a plan for the expansion and upgrading of the functions of the NNIP network: developing capacities in new cities; providing services to all network intermediaries; incubating new cross-site initiatives to inform local policy; and developing new tools and guides based on new learning about best practices.
* Finally, we recommend several activities that need to occur at the national level outside of NNIP to support the acceleration of local data capacity.

This draft has been sent to all partners for review and this session has been set aside to review ideas and discuss responses.

Matthew Kachura from the Baltimore Neighborhood Indicators Alliance will serve as chair for the panel and discussion.

* **Tom Kingsley and Kathy Pettit,** co-directors of NNIP for the Urban Institute, will review the structure, conclusions and recommendations of the strategy report (20 minutes)
* Three professionals who know NNIP well will then offer comments (5 minutes each)
* **Matt Lambert (Federal Reserve Board of Governors - invited)** will comment on the proposed campaign from the perspective of the work NNIP did with the FBR system last year to further data driven decision making in community revitalization
* **Phyllis Betts (CBANA in Memphis and Executive Committee member)** will offer comments related to how NNIP should relate to the federal government (based on her involvement is several federal initiatives being implemented in Memphis of late)
* **Tim Bray (Institute for Urban Policy Research at Dallas)** will comment on the proposed program to expand and upgrade NNIP network activities – how it could be strengthened
* **Questions and Comments from the Partnership** - Matt Kachura will facilitate this plenary conversation (25 minutes)
* **Table Talk**. Executive Committee members will sit at different tables and facilitate conversation about the strategy at each table. You will be asked to address three questions (30 minutes – followed by 15 minute report out)
* Based on your own experience, what have been successful approaches to raising awareness of (and funding for) NNIP capacity in your city?
* How could external influence from national organizations reinforce your position and increase support from your local governments and foundations?
* What types of technical assistance and training from within the network or from outside experts would most benefit your organization at this point?
* What are the most important things you would recommend to strengthen the strategy, such as
  + our arguments to support our case (Sections 1 and 2)
  + the NNIP work program (Section 4), or –
  + the national support functions