

**DC Agenda
DC Neighborhood College
Courses, Sponsors, Hosts and Instructors**

Principles of Leadership

Sponsor: Center for Excellence in Municipal Management
George Washington University

Host: Dr. Beverley Wheeler
Office of the Mayor, Neighborhood Action
Judiciary Square - 10th Floor Conference Room

Instructors: Natalie K. Houghtby-Haddon, D. Min.
The George Washington University
Center for Excellence in Municipal Management

Kari J. Moe
Director of Training and Projects
The George Washington University
Center for Excellence in Municipal Management

Using Data to Support Neighborhood Revitalization

Sponsor: DC Agenda

Host: Pastor Franklin Senger
Church of the Holy Comforter

Instructor: Mark Rubin, Director
Research and Neighborhood Information Services
DC Agenda

Soul of the City

Sponsor: Humanities Council of Washington, DC

Host: Thurgood Marshall Center

Instructors: Joy Austin and Michon Boston
Humanities Council of Washington, DC

Quique Aviles
Poet, Performance Artist, Community
Activist and Founder of Sol y Soul

Kathy Dorgan, AIA
Architect and Urban Planner
2002 Loeb Fellow at Harvard University's
Graduate School of Design

Marya Annette McQuirter, Ph.D.
Project Director of the DC Online Encyclopedia

Kelly Quinn
Ph.D. Candidate in American Studies
Curator for Learning from Langston Terrace

Charles Verharen, Ph.D.
Interim Chair and Graduate Professor of Philosophy
Howard University

Meeting Facilitation/Project Management

Sponsor: Social Action and Leadership School for Activists

Host: Lorretta Tate and Amy Cody
Marshall Heights Community Development Organization
Lloyd D. Smith Center

Instructors: Valerie Graff
Organization and Management Consultant
Facilitator and Coach

Jim Chapman
Management Consultant

Resident Data Collection

Sponsor: DC Agenda and The Urban Institute

Host: Shaw Junior High School – The Millennium Room
DC AfterCare for All, DC Public Schools

Instructors: Mary Kopczynski
The Urban Institute

Jake Cowan
The Urban Institute

Getting to Know Your City Government, Schools, Courts, Budget

Sponsor: Center for Excellence in Municipal Management

Host: DC Agenda –Gallaudet Conference Center

Instructors: Mark Back
Office of the Corporation Counsel

Ralph H. Neal
DC Public Schools

Adam Porsch
DC Public Schools

Brenda Willoughby
DC Public Schools

John Yi
Office of Chief Financial Officer

John Craig
Office of the Chief Financial Officer

Alfedra Davis
Office of the City Administrator

Dr. Beverley Wheeler
Office for Neighborhood Action

Strengthening Fragile Youth and Families and Asset Building

Sponsor, Host

& Instructor: National Center for Strategic Nonprofit Planning
And Community Leadership

Instructors: Dr. Jefferey M. Johnson, Ph.D.
President and CEO

Dr. Uriel Johnson, Ph.D.
Vice President, Site Development

Charlene Lewis Meeks
Vice President, External Affairs and Conference Management

Byron W. Browder
Workforce Development Specialist

Dianne M. Hampton
Site Development Specialist

L.L. Davis
Director of Program Development

Chris Hart- Wright, Executive Director
& Panel of Youth and Young Adults
STRIVE DC

Financial Literacy and Community Lending

Sponsor, Host
& Instructors: Department of Banking & Financial Institutions

Janice Ghenene
Public Information Officer/
Director of Community Outreach

Al Elder
Deputy Commissioner

Jennipher Snowden
CRA Manager/ Assistant Commissioner

Charles Lowery
Deputy General Counsel

Regina Hart Shaw
Deputy General Counsel

Donna Purchase
Senior Manager, Outreach and Education
Fannie Mae Foundation

Elaine Drapau
Federal Deposit Insurance Corporation

Welcoming Diversity

Sponsor: National Coalition Building Institute

Host: Mae Best
East River Family Strengthening Collaborative
John Wilson Resource Center

Instructor: Larry Bell

National Coalition Building Institute

Communications and Fund Development

Sponsor: DC Agenda

Host: University of the District of Columbia
Van Ness Campus – Building 44

Instructors: Sandra Walter
Chief Development Officer
DC Agenda

Audrey Williams
Director of Communications
DC Agenda

Technology for Civic Action

Sponsor, Host
& Instructor: Howard University
Center for Urban Progress

Bernadette Gross
Community Technology Center

Planning, Zoning, Housing and Economic Development

Sponsor: Office of the Deputy Mayor for
Planning and Economic Development (DMPE)

Host: DCTV
Brooks Mansion

Instructors: Cyril L. Crocker
DMPE

Howard Ways
DMPE

Carol Mitten
DC Zoning Commission

Arthur Hood
DC Board of Zoning Adjustment

Victoria S. Davis
Mid-City Urban

Len Harris
DC Building and Industry Association

Rosalyn P. Doggett, AICP
Washington Area Metropolitan Transit Authority

Milton J. Bailey
District of Columbia
Housing Finance Agency

Michael Vincent Hodge
District of Columbia
Industrial Revenue Bond Program

Aakash Thakkar
National Capital Revitalization Corporation

Results, Performance Accountability, Decision-making and Budgeting

Sponsor: Annie E. Casey Foundation and DC Agenda

Host: United Planning Organization

Instructor: Mark Friedman
Fiscal Policy Studies Institute

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DC Agenda
DC Neighborhood College- DC Neighborhood Support Program
Summary Descriptions of Curriculum Courses
October 2003 – April 2004

ABOUT THE DC NEIGHBORHOOD COLLEGE

The DC Neighborhood College, a public/private partnership created and managed by DC Agenda, provides civic development training for District neighborhood leaders to aid them to become more effective change agents and advocates during a six-month program of learning and networking. Students receive a certificate of completion, continuing education credits and enter an alumni network at the conclusion of the program.

The Neighborhood College was created as a strategic response to the gap in community capacity to improve the ability of leaders at the neighborhood and organizational levels. The goal of the program is to produce a cadre of leaders dedicated to building truly sustainable communities in the District of Columbia.

The College supports the goals of the city's economic development and Neighborhood Action initiatives, as well as DC Agenda's Youth Investment and Equitable Development initiatives, by strengthening the ability of community leaders to be effective champions on issues impacting the lives of people they know.

An advisory committee including leaders from civic, parent and community-based organizations, DC government and schools has assisted in guiding and shaping the development and implementation of the College. Classes are designed, taught and hosted by civic leaders, city officials, non-profit professionals, university faculty and national trainers across the city.

The Curriculum is designed to address the following knowledge and competency building targets:

- Equip neighborhood leaders with knowledge, skills, tools, and opportunities to be more effective advocates in neighborhood improvement efforts and participate more effectively in the government decision-making process.
- Provide opportunities to tackle hard issues that affect the growth and development of community, i.e., social justice issues, workforce development, self-sufficiency, affordable housing and jobs
- Provide new knowledge about government and interaction with community and government officials to improve opportunities for building positive relationships
- Ensure full participation in the democratic process of the city.

The ten (10) proficiency areas to be focused on are:

- Engaging and sustaining residents and community leaders,
- Accessing and using data effectively
- Managing effective meetings
- Developing accountability measures to ensure results
- Problem-solving and dispute resolution
- Addressing needs of diverse populations
- Promoting win/win solutions
- Facilitating collaboration and teamwork
- Effective communications
- Proposal writing/fund development

Course 1. Introduction to Leadership

The purpose of this 12-hour course is to introduce the entire Neighborhood College experience, establish ground rules and expectations of participants and program providers, and begin the process of building relationships among cohort members. In addition, it will introduce participants to various conceptions of leadership, inventory their particular communication style when working with others, and identify critical leadership competencies. By the close of this course the participants will be able to:

- Describe the purpose and expectation for learners in this course;
- List the ground rules for this course and all future courses;
- Describe at least three concepts of leadership and/or follow-ship;
- Describe critical leadership competencies;
- Identify their communication style; and
- Describe how change is led at the community level.

Course 2. Using Data to Support Neighborhood Revitalization

The purpose of this 6-hour course is to introduce the concept of data as a tool to support community change. Additionally, participants will learn how to interpret data and present information effectively. By the close of this course, the participant will be able to:

- Define the term data and describe its role in resolving community issues;
- Differentiate between city-wide and local data;
- Use a variety of data tools; and
- Determine how to use data to address their specific community issues.

Course 3. Planning, Zoning, Housing and Economic Development

This eight-hour course is divided into four modules, Planning, Zoning, Housing and Economic Development. By the end of this course, participants will be able to:

- Develop relationships with public and private economic development officials;
- Identify the issues, services, opportunities, and challenges related to neighborhood revitalization; and
- Influence policy and decision-making in the area of community development.

Course 4. Effective Meeting Facilitation/Project Management

This 6-hour course is comprised of two modules: Effective Meeting Facilitation and Project Management

Module 1. Effective Meeting Facilitation

The purpose of the effective meeting segment is to provide participants with information and tools to manage meetings in the community. The course outlines the format for effective meeting management before, during, and after a meeting. By the close of this course, the participant will be able to:

- Define key roles (facilitator, recorder etc.)
- Develop an agenda;

- List the critical components of the meeting structure; and
- Describe the procedures in the facilitation process.

Module 2. Project Management

The purpose of this module is to expose participants to project management as the body of knowledge that includes integration, scope, cost, time, quality, risk, communication, procurement, and human resources. The participants will be encouraged to explore project management as a useful tool for successful planning and tracking of civic endeavors. By the close of this course, the participant will be able to:

- Name the five steps to project success;
- Write a project objectives statement;
- List the requirements definition;
- Explain a Work Breakdown Structure;
- Identify stakeholder interests and risks; and
- Complete a Task List and Gantt Chart Schedule.

Course 5. Resident Data Collection

The purpose of this second half course is to reinforce the use of the primary tools used to collect data—trained observer ratings, resident or customer surveys, and agency records. This segment will focus on application of the principles, strategies and tools introduced in the first half course. Additionally, the class participant will be introduced to a process for identifying what data to collect, data collection techniques work best, and cost factors are associated with these considerations. In order to ensure effective use of the learning, the focus of this class will be application. By the close of this course, the participant will be able to:

- Describe data collection techniques;
- Determine which conditions to measure and methods for rating; and
- Apply knowledge through the development of a data plan and accompanying tools.

Course 6. Getting to Know Your City Government, Schools, Courts, Budget

This 12-hour course is divided into four modules: the Executive Branch of government, DC Public Schools, DC Superior Courts and the DC Budget. The purpose of this course is to provide participants with a general knowledge of public systems as well as strategies influence key stakeholders, policy and decision-making.

By the close of this course, the participant will be able to:

- Describe the various elements of government, schools and courts;
- List the current officials in each area;
- Identify relevant issues confronted by government, schools and courts;
- Articulate their perspective on current issues, challenges and opportunities; and
- Identify ways that citizens and civic leaders can influence policy and decision-making.

Course 7. Strengthening Fragile Youth and Families and Asset Building

The purpose of this course is to help the class participant recognize their individual capacity, and to identify gifts and talents of local people. In addition, this course is designed to map and release the power of associations and organizations, and introduce participants to groups of local people across the country that convene to solve problems. As these problems are solved

individuals, families, and communities are strengthened and become more self-sufficient through the utilization of talents and capabilities. By the close of this course, participants will be able to:

- List the various vulnerable populations in any community;
- Describe a community mapping process;
- Apply principles of community mapping to an issue in their individual communities
- Draft a plan for mapping community capacity for one square block in their communities; and
- Report on findings.

Course 8. Financial Literacy and Community Lending

The purpose of this three-hour course on finance is to provide participants with an overview of the Department of Banking and Financial Institutions (DBFI) and how its resources can be utilized to support wealth building and affordable housing. Also, this course introduces two DBFI partners, FDIC (operates Money Smarts), and Fannie Mae Foundation (creates affordable homeownership and housing opportunities). By the close of this course, participants will be able to:

- Describe the role of the DBFI;
- Describe the role of at least two partners; and
- Draft a workshop plan to acquaint community members with the Department and its related programs.

Course 9. Welcoming Diversity

The purpose of “Welcoming Diversity,” designed by The National Coalition Building Institute (NCBI), is to help participants understand the dynamics of diversity in a changing city. A close correspondence exists between the theory and the methodology of the course model. By the close of this course, the participant will be able to:

- Define diversity;
- Explore a number of issues related to difference
- Practice techniques designed to reinforce tolerance; and
- Apply lessons learned in community interaction.

Course 10. Communication Development

The purpose of this three-hour course is to increase participants understanding and knowledge of the impact of good working communication. By the close of this course, the participant will be able to:

- Reach critical audiences;
- Publicize a message;
- Outline initial steps of a communications development plan;
- Develop a belief statement about an organization;
- Articulate organization mission and its programs;
- Understand how effective communication leads to effective friend raising and fund raising/resource development; and

- Craft effective communications message about a cause that could result in resources.

Course 11. Fund Development

The purpose of this three-hour course is to provide participants with the tools to effectively develop resources to advance the outcome of issues in the community. By the close of this course, participants, will be able to:

- Attract funding and other resources
- Outline initial steps of a resource development plan;
- Identify potential friends to provide resources;
- Know how to cultivate friends towards support;
- Know how to ask for resources; and
- Consider ways to thank and acknowledge supporters.

Course 12. Technology for Civic Action

The purpose of this 6-hour course is to provide the participant with a variety of ways to use technology in support of their civic activities and civic action. By the end of this course, the participant will be able to:

- Explore and evaluate the basic functions of the computer;
- Receive in-depth instruction in at least one of four functions;
- Develop and present a plan for how they will use their new skill in the community

Course 13. Soul of the City

The purpose of this 12-hour course is to facilitate learning about how and why Washington, D.C. was established as the nation's capital without voting representation in Congress, and the history of its neighborhoods, businesses, and ethnic and racial communities. Activities and exercises will utilize historical city documents, resources, and participant experiences to create a comprehensive portrait of their city and identify the turning points in Washington, D.C.'s social, economic, and civic development. It will draw from city experiences, past and present, while discussing ideas that will inform decision-making, improve relationships, and strengthen leadership. The course will explore in 4 modules:

- Ethics,
- History,
- The power of public space, and
- Literary leaders.

Course 14. Results, Performance Accountability, Decision-making and Budgeting

The purpose of this four-hour course is to provide the participant with knowledge and skills to establish results and indicators, speak about them, and judge whether they have achieved them or not. In addition, the more they share a common vision and tool kit, the better families, agencies and communities can benefit. Also in this course the participants will learn more about measuring results to support our community building and partnership work from one of this country's most recognized experts. By the close of this course, participants will be able to:

- Establish results and indicators of the well-being of children, families adults and communities;
- Use results to drive decision making and budgeting;
- Determine performance measures for programs and agencies;
- Use performance measures to improve performance; and
- Address the linkage between program accountability and cross-community accountability.