

2009

Success Academy (dba)



Technical Assistance Agreement (Report)

Portland Development Commission Contract Number
(#207116)

“The key to changing the world is that you must be willing to change your mind.”
- Harold C. Williams, Two (The Diversity Institute)

Harold C. Williams Two
The Diversity Institute
5/26/2009



Table of Content:

Scope of Work	(pg. 3)
Introduction	(pg. 3)
i. Carry Over (Issues needing to be addressed): Communication-Community-Connection Report Fall 2006-Summer 2007 (Submitted by CH2A & Associates)	(pg. 4)
The Diversity Institutes (findings 2008)	(pg. 5)
i. "Something To Think About..."	(pg. 5)
ii. Examples for Outreach: Communication-Community-Connection Report Fall 2006-Summer 2007 (Submitted by CH2A & Associates)	(pg. 6)
The Diversity Institute (successful events, programs, polling, and outreach birthed out of this process)	(pg. 6)
Conclusion	(pg. 9)

Introduction:

The Diversity Institute is a non-profit 501 (3) (c) organization dedicated to promoting diversity, education, and bridging the gap between the disenfranchised, and enfranchised. **The Diversity Institute's** mission is to provide access, accountability, communication, education, and relationship building with private and government entities, to those who seek a brighter tomorrow; for our future is forged today.

The Diversity Institute's professionals represent diverse industries that are committed to delivering efforts that provide opportunities, and empower individuals to advance their personal and professional endeavors. We respect the foundation that has been laid by those who came before us, and what they accomplished. **The Diversity Institute's** goal is to build on that foundation by adding our creativity, and a unique approach, in order to engage our generation and future generations, in helping to develop our region's economy.

The Diversity Institute has a unique three-prong approach in delivering on our mission statement:

Success Academy- is a one-stop resource for all youth and young adults in the community. We pride ourselves in our ability to facilitate, collaborate and grow partnerships with community providers and local businesses. We feel this is the best way to utilize funds and resources. We focus our efforts on bridging the gaps between the resources, providers, and others who may be unaware of available services and fall between the cracks.

We provide mentoring, case management, conduct assessments, and facilitate an assortment of activities to support the needs of each client. We monitor progress, and make appropriate referrals for housing, food, and clothing assistance, mainstream and alternative education, employment, and access to medical services (drug and alcohol treatment referrals, if deemed necessary). We walk our clients through the maze of agencies, and ensure that they have all of the necessary forms and paper- work needed to meet the eligibility requirements of each service provider. We even provide transportation to ensure clients make it to their appointment.

SQUAD- Success Academy is committed to educating the public about the many divisions of city government, county, and other public agencies, and SQUAD is the vehicle we use to do so. SQUAD is an extension of the Success Academy, and is solely dedicated to unifying communities, families and youth.

SQUAD is comprised of the best of the best talent, and our mission is to win and win often. Skill building and training are done in the process of modeling and celebrating the entrepreneurial spirit.

There are five divisions of SQUAD:

- Advocacy and Education
- Entertainment
- Security
- Consulting
- Outreach

PDX Confidential - is committed to providing opportunities for young professionals from diverse backgrounds to advance their personal, and professional goals, while simultaneously helping to sustain Portland's economy. PDX Confidential's purpose is to build upon our community foundation, and enrich the future by adding "flavor to the mix."

We at **The Diversity Institute** picked up where **CH2A & Associate, Inc.**, left off with their **Communication -Community -Connection** Report (Fall of 2006 - Summer of 2007).

At that time, **CH2A** made over **500** contacts within the community, had over **80** face-to-face interviews with a variety of homeowners, business owners, community leaders and

recipients of PDC's resources, and held a number of community events and meetings. Interviewees also included developers of small businesses who had received **PDC** services, labor unions, neighborhood groups, and contractors. After December 6, 2006, **CH2A's** focus moved toward small businesses as a whole, instead of solely on African-American owned businesses. **CH2A** eventually reached out to all communities, but initially focused on the African-American community because of its experience in communications, and its historical knowledge of that community.

In their report, **CH2A** give a historical overview of **PDC** as it pertained to the African-American community who overall had a negative perception of **PDC's** image. They listed many of the issues, and concerns of the community, and also found that many of those disenfranchised shared similar issues with those who had received funding and/or other resources from **PDC**. The issues that were apparent boiled down to lack of access, lack of communication, and lack of accountability on **PDC's** part. After **CH2A** diagnosed the problem, and gave recommendations to rectify the issues, **The Diversity Institute** was able to step in and continue to provide the necessary technical services.

Carry Over (Issues needing to be addressed): Communication-Community-Connection Report Fall 2006-Summer 2007 (Submitted by CH2A & Associates)

No one wants to see the demise of the Portland Development Commission, but there is a need to focus more on the original mission of PDC and on small businesses: more communication and relationship building.

Majority (white) small businesses seem to be in just as bad, if not worse, shape as minority small businesses with regards to lack of available resources for developments, remodels, and other project improvements. Both minority and majority small businesses often had to resort to funding projects with high interest rate credit cards, ranging from APRs of 17% to 30%.

- **PDC** needs to invest in developments and projects that produce living wage jobs and provide new market tax credits to small developers and property owners to use as collateral for the banks. This would allow smaller entities to access those tax credits.
- **PDC** needs to provide ongoing technical support for small businesses.
- **PDC** needs to be more of a conduit to promote collaboration with other systems and/or agencies (i.e., the City of Portland, Portland Public Schools, Multnomah County, Metro, Tri-Met, etc.)
- **PDC** needs to improve in their management of the negative side effects of development, while capitalizing on the unanticipated positive outcomes as well. **PDC** can change the way its constituents feel about its own projects (work with - not impose on) by communicating with, and informing the community of issues that may arise.
- **PDC's** small business loan application process needs to be simplified, so as not to deter potential opportunities for advancement.
- **PDC** should allocate funding more evenly around underutilized areas of the city (for example, more development of the east side).

The Diversity Institutes (findings 2008):

Many people want to continue the emphasis on communication. In recent months, efforts have been made on behalf of **PDC** to communicate to the public what they have accomplished which has been beneficial to the community, and the need to continue those efforts; but at the same time it needs to share what **PDC** can, and ultimately will, do for the people.

First, we like to talk about the issue of **GENTRIFICATION** (social advancement of an urban area by the refurbishing of buildings and arrival of affluent residents who displace poorer inhabitants). One, it can only be gentrification if the poorer inhabitants being displaced owned their property, and were involuntarily forced to relocate due to an increase in property taxes, redlining, etc. Two, it is not gentrification if those displaced persons being displaced were simply living in rented housing and/or were Section 8 recipients, **and** the housing market supported the rent increase. Property owners/landlords have a right to make a profit. *The key is **property and home-ownership**.*

PDC needs to focus more on ownership, small business, store-front sites, and the average (Joe) person.

PDC need to provide homeowner assistance

- a. Expose them to resources which are available through:
 - i. Special programs through the city, country, and state
 - ii. Tax examination

Many foreclosures are due to City of Portland penalties

- a. Roofing maintenance/upkeep
- b. Front and back porch maintenance/codes
- c. Gutter and Eaves maintenance
- d. Insurance requirements (hazard, liability)

*These penalties can break an individual and/or family and could cause them to lose their home; not including property taxes, and other monthly expenses.

Money needs to be set aside for those who would like to return (loans, grants, etc.) especially young families.

Access to education around the transfer of property; for example, passing a home down in the family, and the issues that accompany inheritances (deferred taxes, liens, required home maintenances, etc.)

Many people still feel N/NE persons are still at a disadvantage when compared to Downtown, when inner N/NE Portland property owners have pay some of the highest property tax in the city; especially when compared to the service they receive.

●**PDC** cannot conduct community "outreach" from the 5th floor of a downtown building.

●**PDC** should help to bring families back into the inner city that is currently known as N/NE Portland.

●**PDC** can't development these changes in a vacuum.

●**PDC** can not only allow access to the "small pieces" of the pie and/or only at table, but must include access to the kitchen.

"Something To Think About..."

Right now inner-city schools are having budgeting problems, especially those within N/NE Portland. There are many reasons for these problems, but the most pertinent is the fact that there is less affordable housing available in this area; fewer families can afford to live in this area, especially younger families.

This quandary then lessens the number of students that attend these schools, resulting in the district limiting their resources (according to number of students and performance), which then affects the programs that are cut. Now, the students who attend these schools have fewer resources available to them, thus limiting their ability or motivation to move on to college and/or trade school, where they could prepare themselves for a successful, and productive future. The ultimate effect is that without more individuals with opportunities available to them, this will lessen their ability to buy a home, start a business, and take care of themselves and/or families. This can lead to them looking into other ways to provide for themselves, namely negative activities.

**Examples for Outreach: Communication-Community-Connection Report Fall 2006-Summer 2007
(Submitted by CH2A & Associates):**

People need to see **PDC** out in the community, for example at high school football and basketball games (*this tool could also aide in the recruiting of interns for PDC*). Communication, engagement, and involvement are key to outreach within the community. Communication within **PDC's** organization is also needed. Provide opportunities for employees to engage with each other in casual environments such as at open houses, lunch with the director, and/or forming a **PDC** Hood to Coast team.

There are plenty of nontraditional means of communication **PDC** could employ, such as television, and radio ads promoting their programs and projects. Often times the problem is the lack of value felt by the **PDC** employees, and what they "bring to the table." **PDC** should get involved in the communities their employees are already a part of (for instance, the biking community, running community, Weight Watchers, etc.). **PDC's** employees are its biggest assets; forming and nurturing employer-to-employee relationships, and coworker relationships, are most important. When **PDC** employees go out in the community, **PDC** should always be seen in a positive light; if this is done correctly. Communication is the foundation of any relationship, it encourages ownership, which brings about pride, and that can build better relationships with all parties included.

PDC can better communicate with the various communities, especially those without access to mainstream forms of communication (such as the Internet), by engaging in those communities on their level. Hit the streets, get staff to buy-in to this concept, provide the training to do so, and be willing to be challenged.

For our last recommendation, we at **CH2A** would like to focus on RESPECT. Respect on all levels must be demonstrated from start to finish. This should start with **PDC's** Board Members, Executive Team, upper and middle management, field staff, maintenance staff, security, front desks, and the community at large. If this is not accomplished, and people don't feel respected, the efforts of **PDC** up to this point, including this project, will be in vain. Communication is the key.

The Diversity Institute (successful events, programs, polling, and outreach birthed out of this process):

Jazz on the Mississippi- (September 11, 2008)

"COME JOIN US FOR A TOUCH OF JAZZ AND A WHOLE LOT OF PORTLAND..."
Harold C. Williams, Two

Portland, Oregon- As part of the 2nd Thursday in the Mississippi Business District, the Portland, Oregon-based Diversity institute is proud to present "**Jazz on the Mississippi**".

This event promises to be a carnival for the soul. Bringing that nostalgic feel, reminiscent of a down home, New Orleans/Ole Mississippi style jamboree! And what better place to find it then on Portland's own Mississippi Ave. So come cruise along the Mississippi stretching from Beech to Shaver St. for a night to remember. This event happens on **September 11, 2008** from **6-10pm** featuring Gretchen Mitchell & Band, The Columbian Queen, the SEI Choir, DJ OG One, Urban Arts, various jazz artists, performers, poets and much-much more.

The event is being sponsored by the Diversity Institute, the Portland Development Commission (PDC), Portland Community College (PCC), Providence, and Toyota (Scion.)



Collaboration Presentation- (October 31, 2008)

*New York fall of 2008 with (PDC, PCC, and "The Diversity Institute")
Local Leaders to Speak at National Event*

Keynote speaker **John Jackley**, Director of Communications and Business Equity for the **Portland Development Commission (PDC)**, along with **Dr. Preston Pulliams**, President of **Portland Community College (PCC)**, and **Harold C. Williams, Two**, President of **CH2A & Associates** have been asked to make a presentation at a national meeting in NYC this month.

The three local leaders will discuss their experience in bringing business, education, and government entities together to provide better education, and public services for the Portland area. **Jackley, Dr. Pulliams**, and **Williams** have collaborated on several projects that bring community services together to make it possible for citizens to find pathways to successfully completing education, and training programs, to finding affordable housing, and to gain access to other opportunities (businesses, and government/social services.)

"The maze of businesses, education and government/social services can be very confusing and threatening to the very people who need these services the most," said **Jackley**, who has spent many years promoting diversity in the business and government sectors. He is skilled in organizational development, project management, and interpersonal communications.

For example successful outreach efforts this trio embarked and will discuss include the partnerships between Jefferson High School, **PDC, PCC**, and **The Diversity Institutes/CH2A** mentor program. "The Jazz on the Mississippi" festival promoting diversity and public involvement, PDX Confidential "Setting the Table Conference" which focused on diversity and economic development, are just a few of example of the work done by the trio.

This work has gained national attention in recent years for their innovative approaches and successful partnerships.

The three **Jackley, Dr. Pulliams**, and **Williams** will speak before the American Community College Trustee Association's national conference in late October. The African-American Community College Trustee Committee will be hosting the trio at their meeting October 31, 2008 10:30am to 11:45am.

Break down: Bridging the gap between Business, Education, and Government; and how this collaboration will be the model to carry us into the future.

Harold C. Williams Two President CH2A – 5 minutes (*Speak on behalf business community as relates to this partnership and leadership of the John Jackley & DR. Pulliams at the helm*)

Dr. Pulliams President of Portland Community College- 5 minutes (*Speak on behalf of academic community as relates to this partnership, with community colleges, businesses and government*)

John Jackley Director Communications and Business Equity – 40 minutes



No Wasted Step (Pilot) Mentor Program- Launched (November 18, 2008)

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- Harold C. Williams, Two (The Diversity Institute/CH2A)

Thursday **July 31, 2008**, Thomas Jefferson High School/Young Men's Academy, Portland Development Commission (**PDC**), Portland Community College (**PCC**), and the Diversity Institute announced a pilot program that will provide mentoring, career mapping & tracking,

internships, and exposure (career and educational opportunities)for Thomas Jefferson High School students. This Project will be launched in the fall of 2008.

The purpose of this collaboration is to provide the 21st Century Educational Model that coordinates and collaborates with Schools (Elementary - Middle - High School), Government Agencies, Unions, Private Entities, Social Agencies and Community Colleges & Universities. This is the first time that unions, public, and private entities will work together and take an active role in training and educating today's youth to become tomorrow's workforce.

These four organizations (**Thomas Jefferson High School/YMA, PDC, PCC, and the Diversity Institute**) have taken responsibility for leading our region into the future as it relates to Diversity, Economic Development, Public Relations, and Education. We all share the understanding and know the importance of Public Involvement, and giving back to the youth in our communities. We believe strongly in the five keys of success: Access, Accountability, Communication, Education, and Relationship Building.

Diversity Luncheon- (March 16, 2009)

"Be careful what you wish for, for you just might get it..." (Celebrating Champion of Diversity)

Master of Ceremonies

Harold C. Williams, Two

Date: Monday, March 16, 2009

Location: Rose room @ the Rose Garden

Time: 11:00am – 1:00pm

Entertainment: 11:00-11:45am ***Buffet served**

(11:00-11:30am) DJ OG One, the official Portland Trail Blazer DJ

(11:30-11:40am) Urban Arts

Opening: 11:40-11:45am

Highlighting: 11:45-12:00pm

Commissioner *Randy Leonard* "Champion"

The Diversity Institute's "No Wasted Steps" *Mentor program* (a partnership with Young Men's Academy housed at Thomas Jefferson High School, PDC, PCC, and City of Portland)

Award Ceremony: 12:00-12:20pm

Bruce Warner

(Executive Director PDC)

Tom Potter

(Former Mayor of Portland)

Ted Wheeler

(Chair of Multnomah County)

Russ Danielson

(Vice President

& Chief Executive of

Providence-Oregon)

Dr. Preston Pulliams

(President of

Portland College Community)

Money Talks Award

Pioneer Award

The Bottom Line Award

Ambassador Award

Scholar Award

Speakers: 12:20-12:50pm

Cyreena Boston Field Representative of Multnomah County for Jeff Merkley

(Introduction to speakers)

Charles Wilhoite Remarks (2-3mins.)

Dr. Matthew Prophet (Keynote -20mins.)

Closing: 12:50pm-12:55pm

Awards and Description:

Money Talks-

is awarded to the person and/or organization that exhibits its belief in diversity with their investment in minority businesses.

Pioneer Talks-

is awarded to the person and/or organization that have a long standing history with providing opportunity for minorities.

The Bottom Line- *is awarded to the person and/or organization that exhibit transparency, promotes communication, and accountability with not only the minority community but the community at large.*

Ambassador- *is awarded to the person and/or organization that go above and beyond norm in promoting the importance of diversity in our community.*

Scholar- *is awarded to the person and/or organization that promotes the importance of education at every stage of life, and helps to provide opportunities for those who seek out knowledge.*



Hibbit's Polling

In the 2009 Hibbit poll, the approval rate has risen in the African-American community from **(68% negative and 32% positive)** to **(17% negative and 83% positive.)** PDC's executive staffs have been noted to admitting that a large percent of this improvement was due to the work of **CH2A & Associates, Inc.**, and **The Diversity Institute.**

This is an example list of African American stakeholders/property owners who we've helped in the Interstate and Convention Center URA's who now have development projects in the works:

Reverend Prabasco (*Head Pastor of New Song Church*)
Paul Knauls (*Owner and Operator of Geneva's Barbershop; Community Leader*)
Jerome Tanner (*Owner and Operator of Cox and Cox Funeral home*)
Marcus Branch (*Property Owner*)
A.W. Williams (*Property Owner*)
Chuck Washington (*Owner and Operator of "The Portland Observer"*)

Conclusion:

In closing, we would like you to keep in mind the many accomplishments **CH2A & Associates, Inc.** and **The Diversity Institute** has executed since 2006 to present day 2009; imagine what we could do with more time, and resources. For example think about a diversity/green-industry focus; tying together education, job training, and housing. We have the ability to make it happen.

We want to continue to build on to these successes. **The Diversity Institute** would love to be the vehicle **PDC** uses in delivering messages within the greater Portland area, and inner N/NE Portland; especially during the duration of N/NE study.

We at **CH2A** would like to thank **Portland Development Commission** for the opportunity to be a part of this project, and give our appreciation to the groups and individuals we interviewed for their straightforwardness in their dialog and their hospitality.