

“Building the Tapestry We Call Home”

Social Capital Building/Cultural Awareness
Tapestries serve to tell our community story.
This is US!



It is through intentional collaboration and community engagement that we can ignite change.

To drive social capital building efforts across the University City area, “Building the Tapestry We Call Home” will help facilitate connections and community participation.

The goal is to build connections that work to decrease the feeling of isolation to promote well-being of our community.



Social Capital Building/Cultural Awareness

- Sessions to be held across UC: 28269, 28262, 28212, to engage community residents.
- Sessions are designed to enhance cultural awareness and increase trust, community engagement, and social integration.
- In any group of individuals, trust is challenging to create and sustain, but in the case of a multicultural community, it can be especially tricky for a variety of different reasons.
- We begin with conversations and social interactions.
- Two program tracks
 1. Cultural Awareness 1.0 - Introduction, Saturday session
 2. Cultural Awareness 2.0 - 6-week program, 2-hr. sessions.
- Session frequency can vary per community. The most favorable schedule is holding six consecutive weeks, same day and time.
- Host locations can be churches, organizations, HOA, schools, community groups, and organizations.
- Group size: 10-15 but no larger than 25 individuals per session. All ages welcome.



Program Objective

- The goal is to allow participants the opportunity to gain information and then implement best practices learned.
- Collect data to better understanding University City communities needs and untap resources.
- At the end of this project, prepare information to share with the community about what was learned, areas of improvement to enhance the health of the overall community, provide best practices on ways to continue to build social capital and increase community engagement.
- Share information at community meetings, events and at a Town Hall.
- The result is to build bridges of hope and connections to resources.
- Project:
 - Each group designs a poster that reflects their community, a tapestry. Posters to be collected and photographed.
 - Unveil the final photo at the celebration of this is the “Tapestry We Call Home” event. This unveiling can be held at a community celebration in University City or can be a Town Hall as part of a larger conversation.



Host



- Responsible to recruit from their community at least 10 individuals, but no more than 25 per session.
- Require all attendees to pre-register.
- Provide a space to accommodate 10-15 individuals.
- Space needs to have table(s) and chairs.
- Participants will be involved in group activities within the room and will be moving around.
- Session materials will be provided by the organizer or session leaders.
- Organizer will bring AV equipment, if needed.
- Provide water and snacks for the participants and lunch, if available.

Organizer



- Establish an online registration link via Eventbrite.
- Provide template for event announcement to host community.
- Session materials will be provided by the organizer or session leaders.
- Organizer will bring AV equipment, if needed.
- Provide staff and volunteers to assist organizer during each session.
- Responsible for set-up and breakdown.
- Provide participate with updates through host on project development.
- Link participants with resources, in needed.
- Coordinate with guest speakers for session participation.





Program Outline

Cultural Awareness 1.0

- One-day Saturday session
- Time commitment: 9am to 3pm
- Entry level to Cultural Awareness
- Allows individuals to decide if they wish to participate in the larger group session



Cultural Awareness 2.0



- 6-week program
- Time commitment: 2-sessions
- Participants gain a deeper understanding of community dynamics.
- Ignites engagement in their community in between sessions.
- Builds networks and connections within the community as well as with others across University City area.
- Enhance connections between our UCFZ Community Collaborators and those within the community.
- Increase awareness, value of self and reduces isolation.



Part 1: CULTURAL AWARENESS EXERCISE

- What is meant by “culture?”
- Specific groups of people that are set apart or distinguished by:
 - Customs Beliefs Language Dress
 - Habits & Behavior Ideology
 - Social Norms
- Discuss: Stereotypes, Prejudice, Discrimination
- Engage Guest Speakers, Subject Matter Experts (SMEs)



Part 2: VIGNETTE FOR CULTURAL AWARENESS SEGMENT

Story shared (customized to fit the audience)

- VALUES EXERCISE I
- VALUES EXERCISE II



Part 3: WRITING A FAMILY MISSION STATEMENT

- Family or group activities: participants develop their family (community) mission statement to reflect their purpose.



Part 4: CONVERSATIONS – GROUP INTERACTION

- A list of statements is read, and participants are asked to move to the area of the room that indicates how much they agree or disagree with the comments;
- Then hold conversation and measure outcomes.
- Outline a few deliverables for the next session



Part 5: WHAT ARE MY VALUES?

- Discuss the ideas developed
- Discuss three types of values then expand conversations
- Development an individual action plan for engagement.
- Work on outlining elements for their Tapestry.



Part 6: VALUES CLARIFICATION EXERCISE

- Each community will define and drill down their common strengths and celebrate how they are more alike than different.
- Prepare their Tapestry-group active.
- Tape their presentation.



Part 7: THE GATHERING

“BUILDING THE TAPESTRY WE CALL HOME”

- Gathering of all participants to share information.
- Celebration and community activities.
- Unveil the photo called “Tapestry We Call Home”.
- Target date: October 2020, exact date to be determined



Cultural Awareness 1.0 Dates

2019

- September 14th
- October 12th
- November 16th
- December 14th

Saturday Session

Time: 9am to 3pm



Facilitator

Pat Martinez is a prolific community leader, and an advocate for building social capital. For last 20 years, Pat has been involved, developed and lead community building initiatives across Charlotte and within the Latino Community. She believes that its through intentional collaboration and community engagement that we can ignite change. To drive social capital building efforts across UC she launched “Building the Tapestry We Call Home” to help facilitating connections and community participation. The goal is to build connections that work to decrease the feeling of isolation to promote well-being of a community.

Pat owns a management consulting firm Leadership in the Clouds™ where they ignite innovation and create environments for success. Clients are non-profits, privately owned businesses and Fortune 1000 companies. She is the founder and Chair of the National Council for Leadership. They transform students through leadership training to impact the future multicultural community. Their program “A Game Plan for Life©” addresses real and perceived inequities, increases cultural awareness, provides leadership skills, facilitate avenues of positive change, and promotes community engagement.

Pat’s book “Success in Mind,” provides 8 ways to effectively manage and develop the competitive edge. She is engaged in local and national directorships, affiliations, advisory roles and she serves on NC Governor’s Commission on Inclusion. Pat holds a BS degree in Political Science from Rutgers University, has professional training in Paralegal Studies, Professional Behavioral & Motivators Analyst, and Community Problem-Solving Skills for Civic Leadership. She’s a Certified Trainer -Bridges Out of Poverty, Professional Life Coach, CBT Cognitive Behavior Life Coach, Stress Management Life Coaching and she's working on her Master of Science in Management and Leadership.





Thank You!