

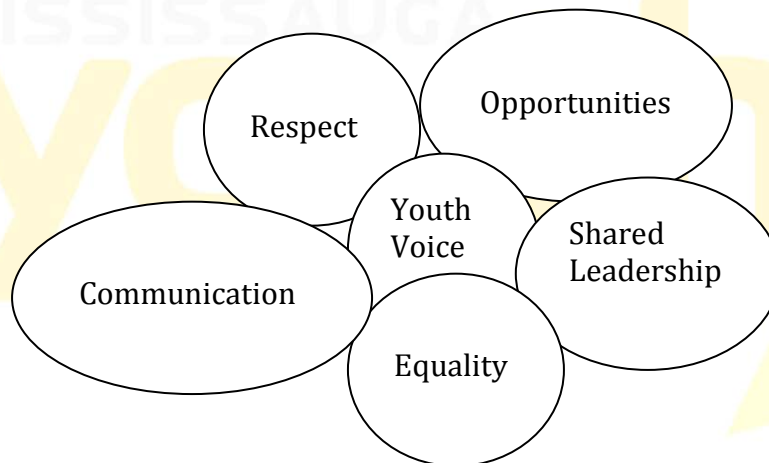


Youth Plan Report Card 2011

Youth Plan Vision

"Mississauga is a youth and young adult friendly city that is respectful, inclusive and forward thinking; a city where youth are meaningfully engaged and thrive as equal members of the community."

Guiding Values



Five Principles

Transportation ✓



- 35 high schools for MiWay outreach
- 15 high schools participating in MiWay Ambassador Program
- 4 year freeze on students rates in affect since 2009
- 5.8 % increase in student rider ship compared to 5.9% decrease in 2009
- 3 university marketing students employed for summer, 2 continue part time
- 60 MiWay events held
- 25 dedicated school routes, new routes to malls, community/libraries
- Presto card and smart phone application for bus schedules

Program Delivery ✓

- 243 drop in youth programs
- 3 new At Play after school drop in programs
- 203 youth events
- 207,766 youth participating in drop in programs and events (Mississauga's population of youth aged 10 – 24 yr old is 145,000)
- Board of Education provided inventory of high school apprenticeship opportunities to HR for future development of apprenticeship placements in city divisions
- 8 volunteer fairs, 850 youth volunteers worked 35,692 hours in regular aquatics, fitness, camp programs, promote volunteer opportunities reader board/web site
- 4,820 youth volunteers worked 21,277 hours in youth plan programs/events



Youth Engagement ✓

- Youth Plan budget \$273,200 spread out among 18 different service provider hubs who reported their successes to the youth plan co-ordinator on a quarterly basis
- 343 youth advisory meetings held monthly
- Clarkson CC and Library combined their youth advisory teams into one
- 913 youth participating on youth advisory teams
- MYAC Mayor's office since 1982 moved to Community Services in 2011 to become "city wide youth advisory team"
- MYAC has voting representation on MCS Events steering committee
- 10 city divisions have a staff representative acting as youth PMR
- 10 youth deputations by youth groups to Mayor and Council
- Mayor / 2 Councillors at Youth Movement Kick Off @t Riverwood engaged 70 youth
- 3 Councillors at Youth Connect 2011 engaged youth organizers and groups

- 11 Councillors have attended youth advisory committee meetings in their wards
- 280 youth agency/groups identified and inventoried on a contact list
- 216 of the 280 agency/groups direct partnership with youth plan
- 50 recreation staff attend youth engagement training
- 40 recreation staff attend Community Development training
- 50 youth agency staff attend NEXUS youth engagement training
- 100 youth workers at MBA Youth Conference attend Youth Outreach training presented by Mississauga staff
- TAGS-Anti Graffiti Conference attended by youth coordinator
- “new” Youth Movement brand



- Youth Movement marketing plan
- Youth Movement social media Facebook and Twitter
- Youth web page redesign <http://www.mississauga.ca/portal/residents/youth>
- Youth Connect 2011 event @ Celebration Square
36 youth agencies /2000 youth participants

5 live bands

break dancing

break dancing

skateboarding

art in the park

street sports

table tennis

food

Social Responsibility ✓

- all youth agencies have mentoring component
- 216 youth agencies/groups work directly with youth movement
- 8 community centres provide space for youth agency partners;
Dixie Bloor Neighbourhood Services, Malton Neighbourhood Services, Citizens For The Advancement of Community Development, Nexus, 2 Boys and Girls Clubs, Reach Out, Ground Illuzions
- 13 out of 14 items complete in Youth Movement marketing plan
- 9 major youth events on MCS total of 155,100 participants and 467 volunteers
- PCYI hired a full time youth coordinator and created a youth strategy for Peel

Partnerships ✓

- Mississauga Arts Council promotes their youth programs in Limelight Magazine
- Mississauga Art Gallery dedicated one week to youth events
- 8 schools are being used for youth movement programming
- Youth Movement brand and marketing plan create awareness
- Youth Friendly Community recognition application will enable Mississauga to promote greater understanding between generations
- 5 park locations community murals by 700 volunteers primarily youth
- 13 park's sport boxes, rink huts, garden sheds, picnic tables mural painted by youth to engage them in their community park spaces
- all park mural projects inventoried on web site
- 8 youth agencies in community centres offer mentorship programs
- 9 new youth spaces being considered (Brandongate Plaza, Russell Langmaid PS, Erin Mills Twin Arena, Meadowvale 4 Rinks and Lakeview Alternative School, Applewood SS, Stephen Lewis SS, commercial space in Ward 8 & 10 for a Fair Trade Café, Hazel McCallion School for Global 180)
- 5 youth employment job fairs participated in by Human Resources
- MBEC presentation to MYAC about Summer Company youth entrepreneur program
- 3 high school co-op students in 4 month placements Parks/Forestry operations
- 8 high school co-op students in 4 month placements Community Centres operations
- 2 college co-op students in 4 month placements in Community Centre program supervision, camps and administration



Youth Movement in 2012 - 2013



- Develop and nurture > strategic partnerships between youth agency/groups and community hubs to sustain and increase youth programming, youth events and youth social services using existing resources.
- Implement At Play mentorship to develop older participants into leaders for At Play.
- Sheridan College Police Foundation internship on Mississauga Celebration Square in 2012 expand into Community Common and Scholars Green Park in 2013

- MYAC will have a volunteer on every hub youth advisory team thereby creating a means for face to face promotion of youth opportunities
- Youth Connect event will be annual signature event to bring together youth groups
- Support and facilitate other city wide events that connect youth who are different from one another and build relationships i.e.: TEDxYouthMississauga Day
- The youth web page and social media will have a dedicated staff resource manage it as a valuable means of communication.
- At least one new dedicated youth space will be developed with a community partner
- Expand the number of co-op student placements by dedicating an existing staff or new staff resource to co-ordinate.
- Facilitate and support Community Foundation and new youth networking group to collaborate on training and employment for youth.



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