



## **Minutes of The Alliance Meeting held Monday, March 6, 2017, 11:30 am to 1:00 pm, George Woods Star Institute, 517 North Zenith**

- I. Call to Order – Cathy Pope called the meeting to order.
- II. Minutes of February 6, 2017 – were approved and have been placed on the web page.
- III. Membership Report – Shannon Spencer reported we have 452 members. She also asked for members to let Karen Smart know the best practice on how to contact people who do not have email. Ms. Pope stated that if anyone does a newsletter, we would like to put a note in it about the Alliance.
- IV. Projects of The Alliance:
  - A. ELROBI (East Lubbock Resident-Owned Business Initiative) Project – Reggie Dial reported that ELROBI is an ELPN initiative built around the fact that jobs are the number one thing needed in the East Lubbock community. This will be a trades program consisting of HVAC, plumbing, electric, general office, and so forth. A mentoring program will also be a part of the curriculum, which would have a soft skills application such as how to complete applications, how to dress for an interview, etc. ELROBI is partnering with several businesses in Lubbock to teach these programs. The building itself will be in East Lubbock and will be its own entity as a 501(c)3 separate from ELPN. This will give us more access to funds and grant opportunities. There is not a lot going on across the nation with regard to trade programs. This will be for those not suited for college. We are in Phase 1 of the program now and will address Phase 2 later down the road. Pastors are very excited about this program and will do whatever they can to make it successful. Four (4) students at TTU Business School are working with Mr. Dial to do two surveys – one for the high school and one for the community- to get a feel of the support. Small community forums will be held to get community buy-in – must have community buy-in for the program to be successful.
  - B. Ervin Elementary Book Drive – Annie Doyle, Literacy Coach at Ervin Elementary, reported on the Slam Dunk Readers! 2017 Book Drive. This is a summer book drive that Ervin is having for its students so they will have books to take home to read over the summer. She stated that Ervin had two goals this year for reading: (1) to build students up as readers and get excited about reading and enjoy reading; and (2) raise reading levels of every student on campus. Summertime is a time of fun but also a difficult time for teachers because they know that there are three months during the year that students are not in school. The school is collecting 3,000 new or gently used books from now until May 1<sup>st</sup> – 500 students times 5 books each equals 2,500 books with a carry-over for a book exchange program. Studies have shown that if students read four or five books over the summer, they will maintain or gain in the level of reading over the summer. Different levels and a wide variety of books are needed for the students to choose from so they will be interested and excited to read them. The school is asking for community help in collecting books. Donations can be dropped off at Casey Carpet One, 6000 Spur 327 #200 or call Casey Doyle at 806-206-5174, and he will come pick them up.
  - C. Ethical Choices Program – Karla Vargas with the Ethical Choices Program (ECP) spoke to the group regarding that program. ECP is a non-profit organization providing four (4) free presentations to public and private high schools, colleges, community events and churches (anyone over the age of 14) about the impact of food choices on ourselves and on the world around us. ECP is dedicated to inspiring students to develop critical thinking skills and nurture their innate sense of justice and compassion. The first presentation focuses on the environment, the second is factory farming and how it affects the animals, the third focuses on healthful eating, and the fourth presentation is comprehensive of the three and speaks to the ethics of eating. As a side note, Ms. Vargas stated there will be a free health screening on April 9<sup>th</sup> at the Science Spectrum, 2:00p to 5:00p.
  - D. The Bridge Project:Prom – Whitney Owen Reported on Project:Prom. The Bridge is able to help about 150 to 200 boys and girls with everything they will need for their prom (dresses, suits,

accessories, nails, etc.). The Bridge is looking for donations, either monetary or otherwise, so these students will have prom attire. April 1<sup>st</sup>, 12:00p to 3:00p at the Bridge, 1301 E. Redbud, is the date this year for the students to come get their prom attire. You can call Whitney Owens at 806-687-0772 or email her at [wowen@bridgeoflubbock.org](mailto:wowen@bridgeoflubbock.org) if you have donations or have questions. Ms. Owen also stated the Bridge of Lubbock is looking for people to serve on its Board of Directors and if interested, please contact her at the above email or phone number.

- E. Leadership Project – Monique Coleman reported that she has taken the lead on helping to develop a Leadership Institute for North and East Lubbock adults that developed out of the ELCA Strategic Plan meetings. The format consists of 30 hours of training with a fee for the class. The curriculum is coming together with things such as writing skills, communication skills, business etiquette, interviewing skills, etc. Eligibility criteria is being worked out as well – School District 2, and be an active member of the Alliance. There is much to be done and partnerships to develop - we are not doing to, not doing for, but we are doing with.
- F. ELCA Strategic Plan – Cathy Pope referred everyone to the “North East Lubbock Community Strategic Plan Maslow’s Hierarchy of needs 2D” draft handout and discussed how some of the needs are being addressed. The plan is based on Maslow’s Hierarchy of needs, because through nine (9) forums of the Alliance, it was determined that basic needs are not being met in the East community. She stated this is not just the Alliance’s plan but East Lubbock’s plan. As the Alliance puts a draft together, it will be shared with all of East Lubbock for feedback and then formalize the plan. Ultimately what we want to do with the plan is present to a variety of places, the City, County, School District, and other entities who make decisions and plan for East Lubbock. There is still a lot of work to be done. Ms. Pope asked members to look at things they are doing to see if that needs to be included in this plan and to let her know.
- G. Estacado High School – Anjelica Wilbanks, Principal of Estacado High School, talked briefly about things that are going on at the school. She said they not only are looking at the students falling behind but also looking at those who are doing well. Last year there were 58 in the college-bound high school program, and this year they accepted 93 – by Sophomore year, these students will be taking college courses. The Booster Club has grown to 100 members – most members ever. They are trying to grow the PTA and are accepting nominations the next two weeks. Estacado will also be a Professional Development School. Estacado has the highest teacher turnover rate. By partnering with Texas Tech, first year teachers will come to Estacado and will be partnered with mentor teachers who will teach the skill set to be successful at Estacado. Plans are to grow our teachers not only at Estacado but at Dunbar and O. L. Slaton as well. Estacado has a Letterman’s Ceremony for kids who have lettered and are given a jacket. The purchase of the jackets is through donations from the community, and they need about 20 to 25 jackets this year. Letter jackets are about \$100 each. Estacado has a survey coming out and will be sent to Alliance members. It is vital that we get as many people who are involved in East Lubbock to do this survey. Not only is this survey a measure for the school, but it will drive the future. The survey is due March 29<sup>th</sup>. The survey is online at the Estacado website and takes about 8 minutes.
- V. Upcoming Events of the Alliance & Alliance Partners
  - A. March 9<sup>th</sup> – YWCA Women of Excellence – Ms. Pope encouraged people to attend.
  - B. March 25<sup>th</sup> - Parkway Cherry-Point Neighborhood Association Cleanup – Tena Betts, President of Parkway Cherry-Point Neighborhood Association, reported they are having a Neighborhood Clean-up on March 25<sup>th</sup> from 8:00a to 1:00p. They plan on having three bins where people can drop off trash.
  - C. March 25<sup>th</sup> - Founders’ Day Banquet – Margaret Randle reported that Alpha Kappa Alpha is honoring charter and 50-year members on March 25<sup>th</sup> at Prosperity Annex, 1401 Avenue Q. Many of the honorees were educators of some sort. There will be a raffle for a \$100 - \$50 - \$25 Visa Gift Card and a mystery gift card equal to greater than \$25. Raffle tickets are \$3.
  - D. March 25<sup>th</sup> – Hispanic Association of Women Scholarship Gala – Gloria Merton reported that this is the big fundraiser for HAW where they give away scholarships to young ladies for college. Anyone can apply. March 8<sup>th</sup> is last day to purchase tickets or tables. Tables are \$750 and \$1,500, and

individual tickets are \$40. It will be cocktail attire and will be held at the Merket Alumni Center. For more information, please contact Esther Pena, 806-543-3834.

- E. April 15<sup>th</sup> – Delta Sigma Theta Crimson & Cream Ball – Serena Stevenson reported this scholarship event is a black tie masquerade ball, tickets are \$50 or couple \$80, at the Red Raider Ballroom.
  - F. April 15<sup>th</sup> - . Hometown Heroes - Eddie Williams reported that the purpose of Hometown Heroes is to expose kids to Hometown Heroes right here in Lubbock and also to convey that the choices they make can and will shape their journey in life. The concept is the outcome of choice – Success vs Destructive Road. The event will begin at 10:30 am at Mae Simmons Park and encouraged Alliance members to come out. Mr. Williams also talked about the MLK Little League project, wherein signs are purchased and banners displayed all summer season around the park. Signs are \$200 to \$225, and if you purchased a sign in the past, \$75 will get it hung again this year. Contact Eddie Williams at 806-535-7444. This money goes for the kids baseball uniforms and activities.
  - G. April 22<sup>nd</sup> – City Health Department is doing immunizations from 10:00a to 2:00p for kids who do not have insurance but have Medicaid. There will also be car seat safety checks.
  - H. May 2<sup>nd</sup> and 17<sup>th</sup> – There will be school readiness events for the Parenting Cottage at the Phea Boys & Girls Club (May 2<sup>nd</sup>) and Optimist Boys Club (May 17<sup>th</sup>) for 3-year-olds.
- VI. Next Meeting – April 3, 2017, 11:30 am to 1:00 pm, 517 N. Zenith.