

Community Revitalization _ Student Action Plan

Sierra Madre Neighborhood- 2016

PURPOSE OF THIS PLAN

To improve the safety and sense of community in this neighborhood by increasing communication and collaboration between stake holders, including: students, residents, property owners, businesses, government agencies, and faith-based organizations.

Step 1

ACTION: Create a digital presentation to highlight the story of the revitalize movement, how it began, what it has accomplished, and its current focus.

PURPOSE: Provide context for ASI and University involvement, telling the grass roots story of the campaign to keep the momentum going.

ACTION: Share the presentation while meeting with various stake holders, including Fresno State Administration, Student Leadership Organizations, and Fresno City Council.

PURPOSE: identify ways stake holders and potential collaborators can invest and support ASI, the University, and the creation of a neighborhood revitalization plan.

ACTION: Create a community calendar, in collaboration with stake holders.

PURPOSE: Engage stakeholders in the decision making processes, gain direct investment and provide residents' communication regarding neighborhood opportunities.

ACTION: Create a marketing plan for events, including direct advertising door to door and gaining support from local media.

PURPOSE: Maximize exposure of the movement, and increase number of attendees and volunteers at events.

ACTION: Create an assessment plan for reflecting, evaluating and improving on community events.

PURPOSE: Identifies successes that can be shared and ways forward for future events.

Step 2		
	ACTION: Collaborate with potential anchor partners and stake holders to implement a Fresh Farm Market .	PURPOSE: Provide a service to the residents of the community while engaging student volunteers in a high-impact learning experience.
Step 3		
	ACTION: Collaborate with potential anchor partners and stake holders to host a Sierra Madre Community Picnic .	PURPOSE: Engage the neighborhood in community networking, provide fun activities for youth, and increase communication amongst the residents.
Step 4		
	ACTION: Collaborate with potential anchor partners and stake holders to conduct a Spring Into Service project, in collaboration with the Fresno State Richter Center.	PURPOSE: Provide a service to the neighborhood, and engage student volunteers in a high-impact learning experience.
Step 5		
	ACTION: Collaborate with potential anchor partners and stake holders to organize a National Night Out neighborhood block party.	PURPOSE: Celebrate the successes of the neighborhood while being involved in the City-wide event to create safer communities.