

Somali Social Responsibility and Innovation Lab (SRIL)

Mission Impact Council

May and July 2016

Hosted by the Saint Paul Midway YMCA



The Mission Impact Council Innovation Lab



MIC Common Agenda

“To increase opportunities and equity in learning beyond the classroom for 12 to 24- year-olds that results in socially responsible, culturally competent youth leaders and employees that will create a greater Twin Cities.”

The **Mission Impact Council (MIC)** is a collective impact initiative of over 30 diverse Twin Cities organizations co-chaired by the Greater Twin Cities United Way, the Twin Cities YMCA, & Youthprise.

What follows is a presentation of the purpose, products and potential of the **Somali Social Responsibility and Innovation Lab** held in May and July, 2016.

We invite all groups, those that attended and those that did not, to use these ideas to bring greater opportunity and equity for Somali and all Twin Cities youth.

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Overview

The Promise of an Innovation Lab

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

Buckminster Fuller, Inventor



Explaining the Innovation Lab

What?

Community and cross-sector partners meet for five sessions to brainstorm and implement innovative ideas to increase opportunity and equity for 12 to 24-year old Somali youth and their families.

So What?

Minnesota is a national leader in the disparity between racial and ethnic groups and will need to provide increased opportunities and equity for all youth to fulfill their potential for the Twin Cities to thrive.

Who Participated?

- The Mission Impact Council (sponsor of the Innovation Lab)
- Non-profit Twin Cities agencies
- Foundations and local funders
- Educational institutions and agencies
- Faith institutions
- Business and corporate leaders

Now What?

Individuals and organizations leave with the opportunity to follow-up on the most promising ideas for action and collaboration.

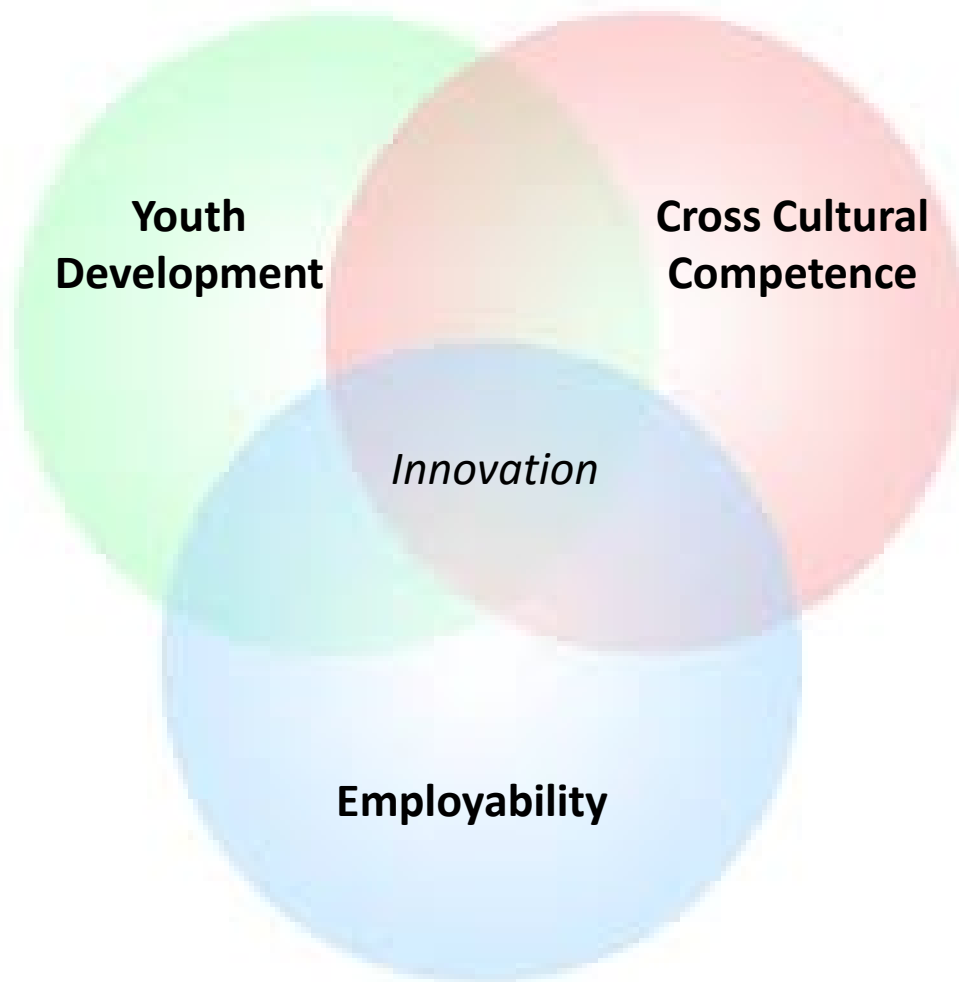
Six Purposes of the Somali Innovation Lab

1. **Mapping Opportunities:** Identify the key priorities to address for the Somali community in the three areas of youth development, employability, and family engagement.
2. **Brainstorming Innovations:** Develop innovative solutions to address unmet opportunities and gaps for Somali youth.
3. **Building Collaborative Capacity:** Advance capacity of participating organizations to work together around common goals.
4. **Encouraging Networking:** Offer opportunities for individuals to meet others that share similar passions and goals.



5. **Expanding Skills:** Explore tools for innovation that individuals can use back in their own organization.
6. **Generating Action:** Share ideas and possibly collaborate for how to implement and follow-up with our best ideas.

The Innovation Lab Focuses



Looking to solve issues in these three areas that...

- Represent key needs identified by the community
- Require a collective impact (can't be solved by one organization)
- Address changing underlying systems (not just adding a program)
- Invite participants from different aspects of the community to work together

Background to the Innovation Lab

- In the 2014—2015 school year, the MIC held monthly meetings with the Somali community at Open Path Resources to identify and document key opportunities and gaps for 12 to 24- year old Somali youth (see sample on right).
- At the first Innovation Lab evening in May, the participants took data from those 2014-2014 gatherings and ranked their importance. This provided a beginning assessment for where to focus our innovation efforts.

Somali Employability Opportunities
How can the Mission Impact Council Act as a Supportive Ally?

	Issue	Opportunity	Insights
Access	Program Availability	Need more viable opportunities for job training.	Many adults are unaware of options.
	Funding	More funding for youth jobs—hands-on opportunities that will give them transferable skills.	Employability starts early and youth need work experiences to understand careers.
	Employ Mid-Level	Create more opportunities for jobs for mid-level & older adults.	Adult employment is a bridge to youth employment.
	Role Models	Youth need exposure to successful EA adults from diverse professions (their parents may not know language).	Need to find out about diverse jobs and know East Africans that have become successful.
	EA Pipeline to School Jobs	Provide opportunities for EA adults to start as school "paras" and become teachers.	Youth need people they can identify with in the system to support their education and eventual careers.
Quality	Aspirations	Youth need to believe there is a path and a possibility for success & that they know their passion.	Need to believe they can overcome poverty and economic oppression to become all they can be.
	Drop-Out Outreach	Need program for students that have not finished high school and posses few skills.	Not a clear path for these youth to succeed in jobs and life.
	Practical Education	Need schools to provide more practical and relevant education that prepares youth for job market.	Want schools to integrate more career education and experiences into curriculum (including service-learning).
	Outreach	Institutions often hire young, smart EAs to do outreach but may not have experience & skills	Mid-level people that possess extensive networks sometimes forgotten or overlooked.
Purpose	Parents	Support parent knowledge and access to technology so they can help their children's future	Many parents have no or limited knowledge and access to technology that is critical for jobs.
	Leadership Courses	Offer more leadership training (e.g. self-initiative, problem-solving, creativity) as key to jobs	Enroll youth and emphasize that leadership programs are career preparation opportunities.
	Entrepreneurship Education	Support education for and exposure to entrepreneurship (a strength of this community).	Entrepreneurship is a global option for people that find obstacles to accessing the job market.

Mission Impact Council, March, 2015

See the Next Page for the Ranking Results

Somali Innovation Lab Top Ranked Youth Opportunities

Innovation Lab participants ranking of top issues within each of three focus areas.

Youth Development and Leadership

Issue		Opportunity
Family Involvement	26 (16)	Find better ways to include, involve, and support families lead role in youth development.
Space	19 (3)	Find more spaces for after school and summer activities
Funding	15 (3)	Create added funding to support already successful programs.
Leadership Development	12 (2)	Support Somali youth becoming creative problem solvers and leaders in their personal and civic lives.
Mentoring	12	Connect educated Somali role models to work with and guide youth.

Cultural Competence

Issue		Opportunity
Education	21 (11)	Not have Somali teachers that can connect, be a role model and teach Somali history.
Cultural Competence Training	19 (6)	Long list of those that need more cultural competence to avoid "cultural collisions:" <ul style="list-style-type: none"> • Business Human Resources • Youth-Serving Organizations • School Teachers • Public Institutions • Health & Mental Health
Strengths	14 (3)	Find more ways to celebrate strengths and accomplishments of Somali community here in TC.
Cultural Preservation	15	People want to preserve faith, stories, and culture
Intercultural Communication	9 (5)	Need for facilitated intercultural courageous conversations
Exposure Outside the Community	10	East African youth can attend mainstream events, but may feel overwhelmed, isolated, and not fully participate.

Employability

Issue		Opportunity
Aspirations	15 (7)	Youth need to believe there is a path and a possibility for success & that they know their passion.
Role Models	14 (5)	Youth need exposure to people from their own community that are successfully employed.
Parents	15 (2)	Support parent knowledge and access to technology so they can help their children's future
Employ Mid-Level Somali	13 (3)	Create more opportunities for jobs for mid-level & older adults.
Program Availability	12 (1)	Need more viable opportunities for job training.
Funding	11 (5)	More funding for youth jobs—hands-on opportunities that will give them transferable skills.

Second Column Ranking

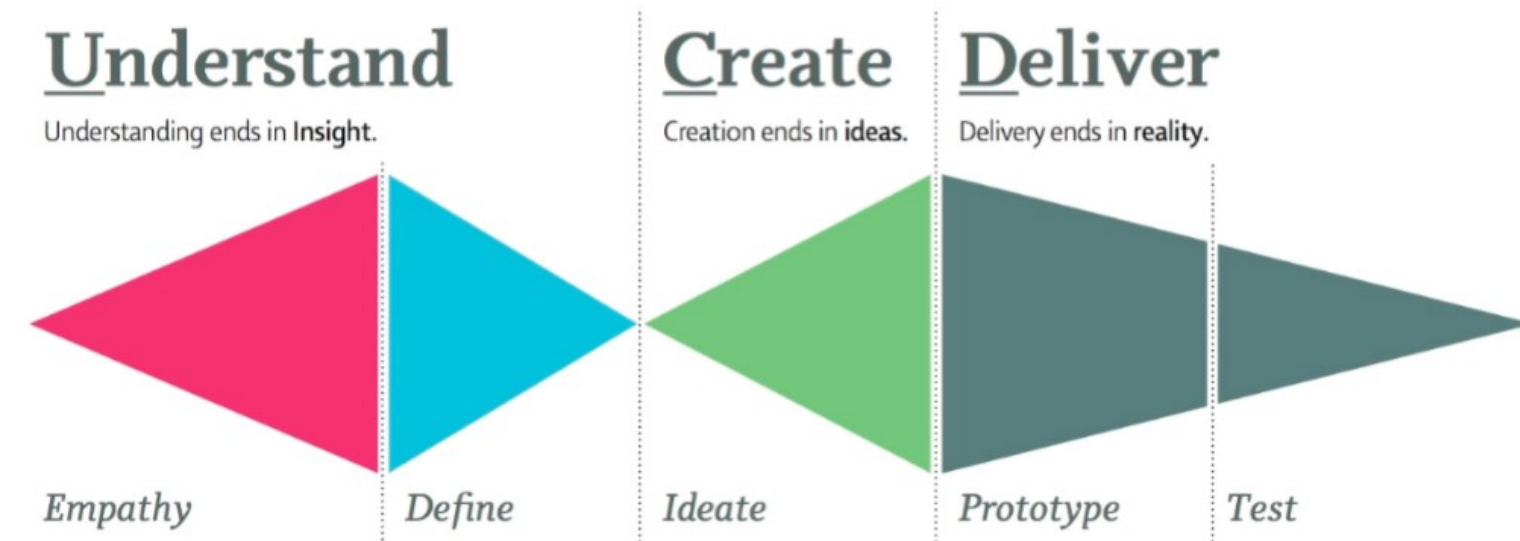
First Number= Total Votes

Second Number In Parenthesis : Number of 2nd Place Votes

May, 17, 2016

The Work

Outline of Week-By-Week Innovation Lab Activities



Goal: Identify Key Needs

Week 1

Form Design Teams and Review Existing Data

Review and rank Somali Design Group data from 2015 on Youth Development, Employability, and Cultural Competence.

Week 2

Deep Dive to Understand the Problem and Opportunity

Dialogue to explore Somali's point of view and then create a systems map of key variables that contribute to the problem.

Goal: Frame an Action Statement

Week 3

Develop a Need and a "How Might We" Statement

Agree on the need to be solved and the challenge that the design team wants to innovate around.

Goal: Generate Innovative Ideas

Week 3

Brainstorm

Begin to brainstorm and sort possible innovative solutions to address the design challenge.

Goal: Visualize Possible Solutions

Week 4

Design a Model to Illustrate the solution

Select one or more of the most promising and innovative ideas to show or demonstrate what it would look like and how it might work.

Goal: Gather User Feedback & Refine the Solution or Model

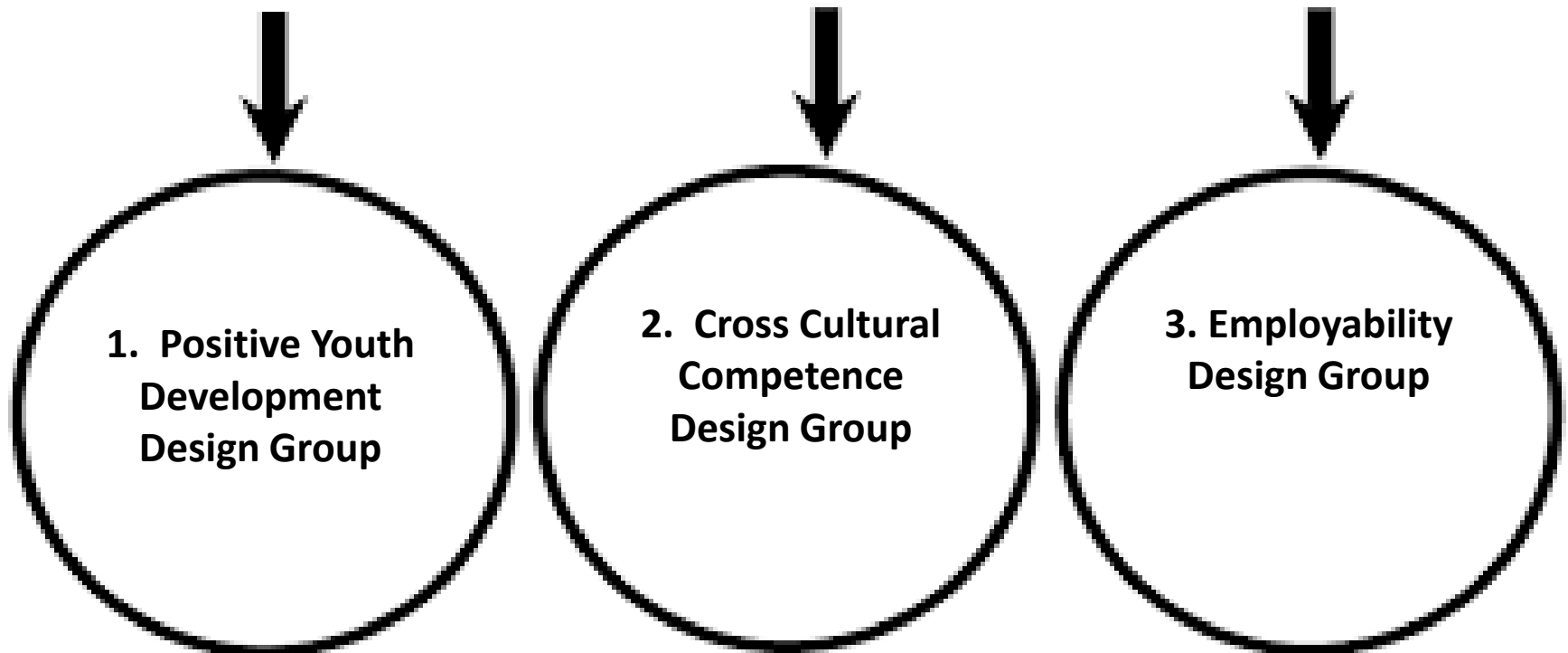
Week 5

Test and Refine the Solutions

Three design groups rotate to give each other feedback; refine solutions; make final pitches and map ideas for implementation.

The Three Innovation Lab Work Groups

Participants self-selected into one of the three design groups shown below. The slides that follow summarize how each group: 1). defined the opportunities and needs of Somali youth in their focus area, and 2). Identified creative ideas for addressing those issues.



1. The Positive Youth Development Group



Priority Design Challenge: How might we strengthen Somali families?

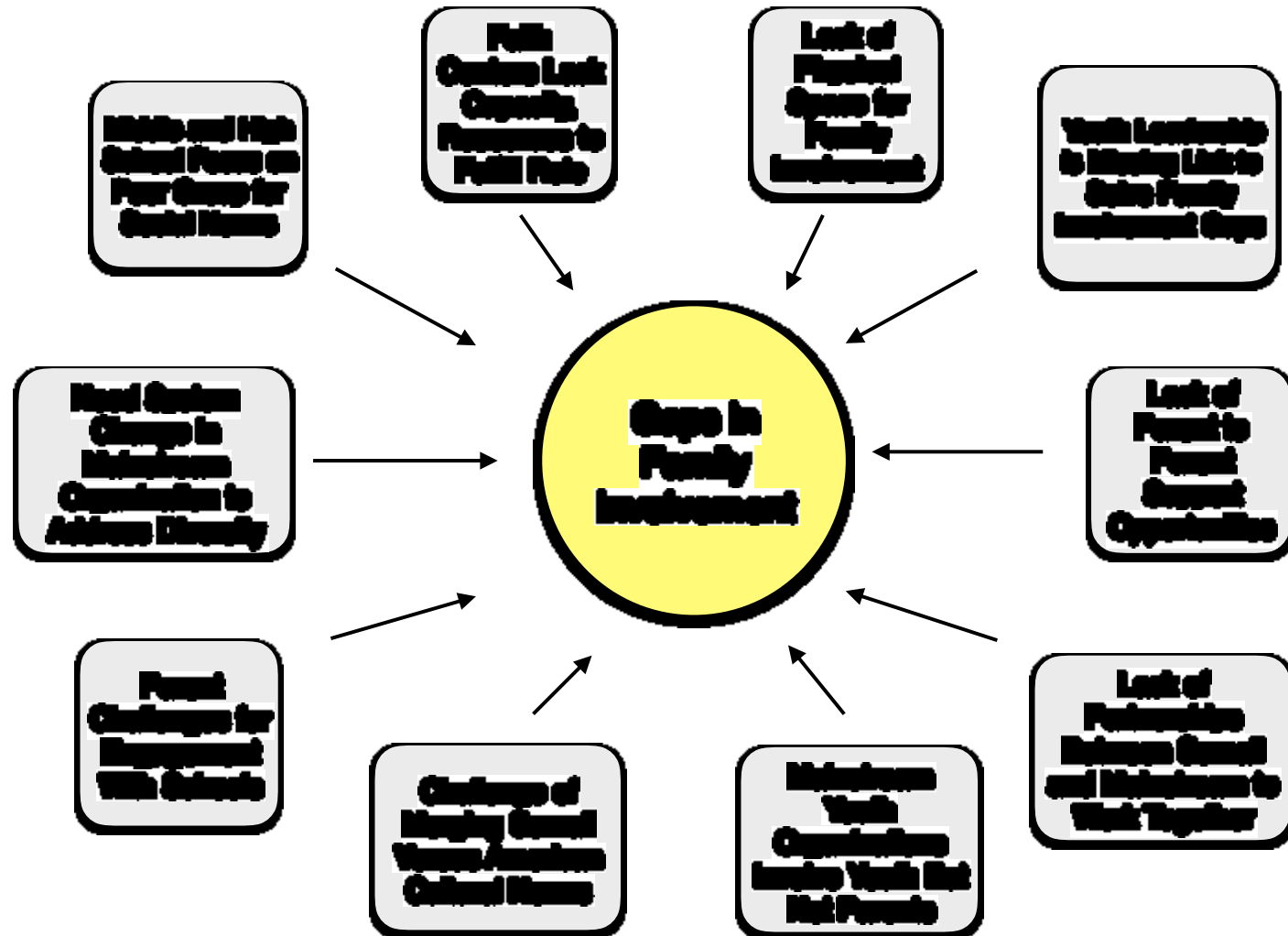
Opportunity/ Need Statements

- Need to strengthen Intergenerational ties and cultural understanding *within* Somali families.
- Need to build strong relationships *with systems and organizations* to respect, respond to, and build the capacity of Somali families.

Because.....

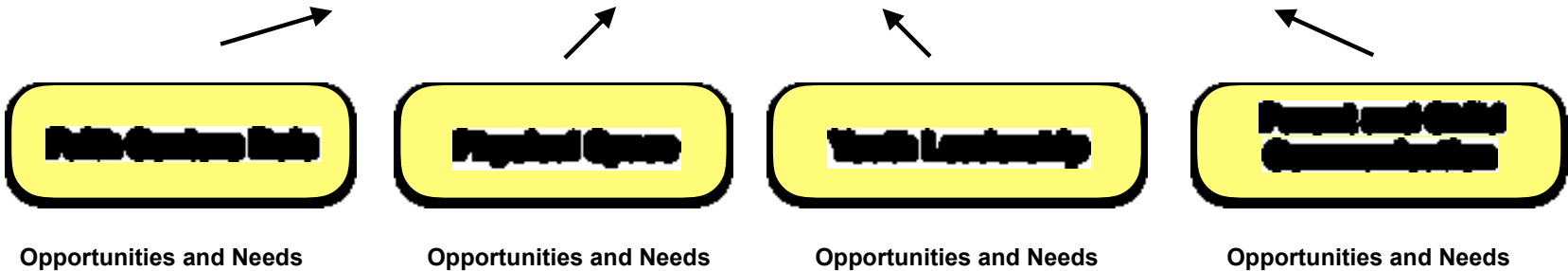
Strong families are the key to strong youth and a strong community.

Systems Analysis of Gaps in Family Involvement



Identifying Somali Youth Development Opportunities & Needs

Design Challenge: How Might We Build Stronger Family Involvement?



Faith Centers to be more involved in family development

Involve the mosques to help but don't overwhelm them

Create a relationship between faith centers and funding from philanthropies (Faith Centers not have the capacity to do all they could)

Systems change—Resources to Somali-led organizations + faith centers

Unite the mosques

Lack of a dedicated physical place where East Africans can gather for community-building, classes, sports, family events and more.

Physical space for families and youth involvement

Create East African Community Center

Safe, enriching spaces to learn and play

Provide cultural space for all Somali-East African people.

School district should create space in neighborhoods that serves youth and parents.

Youth leadership, talent & insights needed to be part of the solution to family involvement

Need to involve the youth in this convo!

Youth leadership and voice to design/ improve family involvement

Use young Somali professionals to fill need in Human Capital

In order for family engagement to work, youth have to be involved in the process or discussion

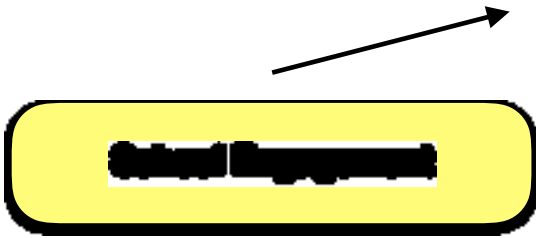
Somali families biggest challenge is when youth enter middle and high school — power of peer group and social norms are challenging.

Youth feel split—live life in two worlds –home cultural norms and peer group at school (“one foot in two different worlds”).

Need family engagement options where parents and youth both involved

Parents need to understand American cultural norms while not giving up their own cultural norms

Focus: Family Involvement



Opportunities and Needs

Less need for parents to get involved in Somalia (parents and schools knew each other, shared faith, and worked together)

Need improved connection & relationships between parents— schools –students

School need to be better connecting with local faith-based centers

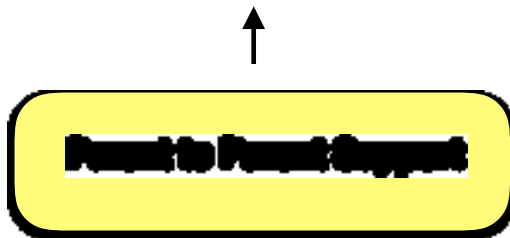
Need more diverse teachers, counselors, and youth workers to match youth (encourage college students to learn this Qeld/ have access to these opportunities)

Need Somali Counselor or Mentors that give guidance to the youth in schools

Some parents not involved with children and their education (working two jobs and not know the system)

Faith Center + School Districts + Families need a relationship

Mosques and schools need to work together (like churches & schools align)



Opportunities and Needs

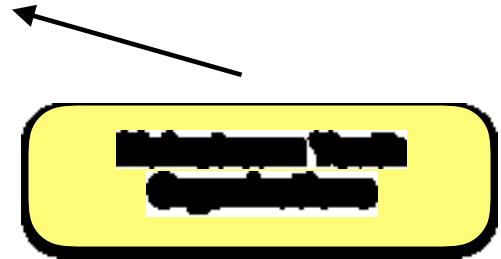
Need opportunities or programs where parents learn from and support other parents

Opportunities for Somali parents to network and learn from one another

Somali parent involvement in parent education design and delivery

Have people with experience be part of the solution and share their own stories/ lead by example

Want to Qnd ways for Somali parents to be united.



Opportunities and Needs

Mainstream Twin Cities youth development organizations need to Qnd more ways to involve families as well as youth.

Need systems change –question mainstream prioritization of facility use, resources, and employee’s cultural competence

Programs serving youth not understand Somali culture

Parents sometimes not understand role and importance of out-of-school time.

Need more partnerships between East African community and mainstream organizations to work together for youth

Can experience stereotypes and racism

2. The Cross-Cultural Competence Group



Priority Design Challenge: How might we build greater intergenerational and cultural understanding?

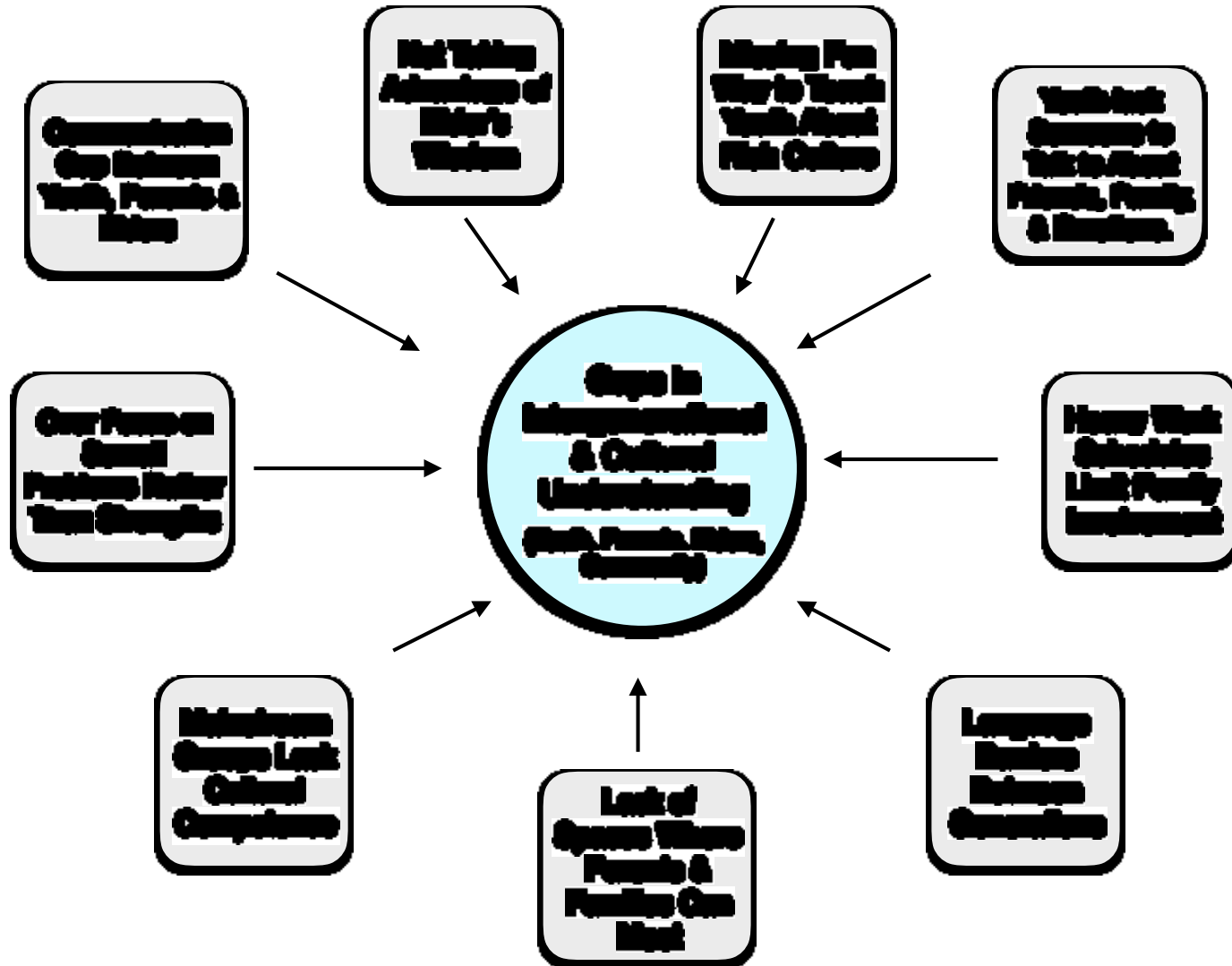


Opportunity/ Need Statement: Need to build/find a Somali culturally specific space to provide a place to learn, meet, exercise, improve communication, and learn about our culture.

So as to.....

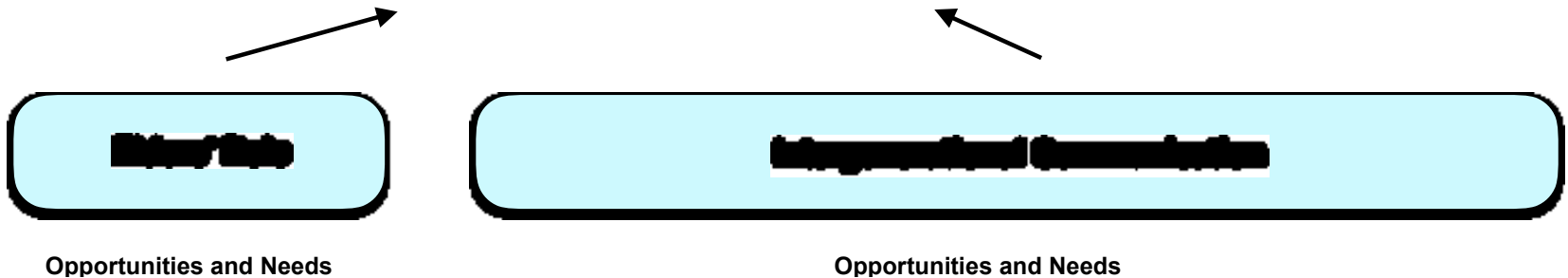
help close the intergenerational gap and build strong family relationships while keeping our youths out of trouble.

Systems Analysis of Gaps in Intergenerational and Cultural Understanding



Somali Youth Cultural Competence Opportunities and Gaps

Design Challenge: How Might We Build Intergenerational and Cultural Understanding?



Need Elders as teachers of culture. Elders are walking books (history). Learn from them.

We are throwing the elders/parents away. How do we build the capacity of Elders to lead?

Parents & Elders often at work and that creates absence (no one to talk to youth)

Our leaders get syphoned off into mainstream boards and institutions rather than helping us to build from within

Generational gap causes serious problems and stress among families

Generational gaps exist between youth to parents to elders, and between genders. Need to address differences and similarities between groups

Lack of communication -need someone to talk to about problems in daily life

Express emotions. Someone to talk to about school friends, family issues, and emotions.

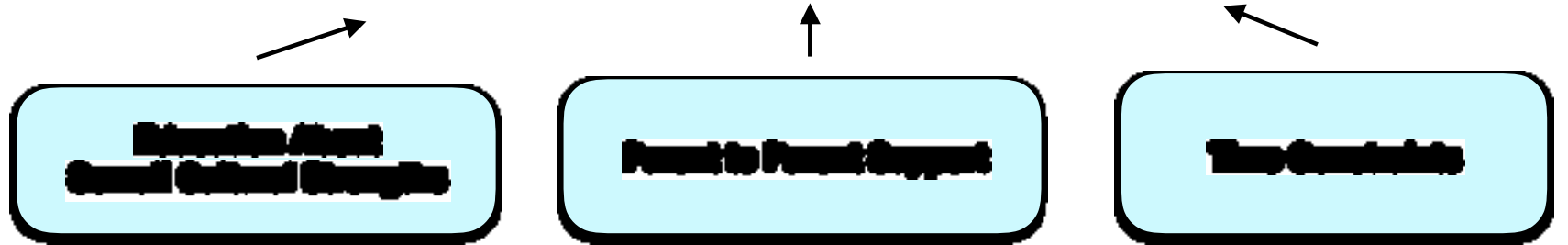
Need collaboration among all groups. How can communities have a space to collaborate on similar issues together (Native, Hmong, black, Latino).

Youth and Elderly communication gap from language barrier/ dress codes/ religious issues.

Youth report that many get in trouble because feeling disconnected from parents because of language issues and therefore parents not aware of what happening in school (so youth think parents don't care).

Nobody at home so they drift with their friends who listen to them and eventually get in trouble.

Focus: Intergenerational and Cultural Understanding



Opportunities and Needs

Opportunities and Needs

Opportunities and Needs

Global Muslim geopolitical issues can color how everyone is seen.

Struggle to be seen by our strengths (sole focus on problems)

Need to focus on the positive and internal capacity

Need a fun way to reach out to youth and educate them about our rich culture

Long list of those that need cultural competence to avoid “cultural collisions” (business, youth organizations, school teachers, health and mental health organizations)

Overcome language and gender barriers

Competence should become awareness

Need programs where parents learn from and support other parents

Need opportunities for Somali parents to network and learn from one another

Need more Somali parent involvement in parent education design and delivery

Need opportunities for people with experience to be part of the solution and share their own stories/ lead by example

Want to find new ways for Somali parents to be united

No time for family involvement

- Mom/dad = work
- Youth/kids = go to school
- Elders = stay home ALONE

Parents work two-three jobs. Support multiple families back in Somalia.

We cannot find the time to do what we most value; we are overwhelmed

Fathers absent as role model for the youth because they are busy with work and when they get home they are tired (they work multiple jobs)

Mothers carry big load to maintain home and care for children.

Resource constraints limit family involvement

Prototyping a Potential Somali Space

1. **Central Hub:** A central hub will be a dedicated space for Somali Cultural Specific activities. However, not all services to Somalis will be delivered at the hub.
2. **Hub & Spoke Model-** Like a bicycle wheel, the hub would have connections to satellite spaces that could fulfill diverse needs and reaches the entire metro areas (7-8 counties). In other words, the hub will be connected to many satellites spaces that will provide the different kinds of services described in the design challenges.
3. **Alternative Spaces:** The space for the satellites could be where an existing organization is already providing the desired services to the Somali community. But, it could also be a school that the Somali community could access after hours, or a partnership with the YMCA, a college or university. The mosques could also acts as an extension of the hub and continue to provide the services they already provide.
4. **Multiple Locations:** In other words, many of the services and programs would be provided in various locations to reach a geographically dispersed population. The stakeholders choose where they want to go to receive the services.
5. **Piloting the Idea:** The first hub could be a small prototype that would be easily tested. After successful tests more hubs could be built around the four corners of the metro area.
6. **Partnerships:** One of the keys is having successful partnerships that might help reduce cost of operation.
7. **Revenue-Generating:** The hub could also be a place where revenues could be generated to support the Somali Cultural Specific Space (.e.g. entrepreneurs, business, etc.)

CAMDEN SOMALI CULTURAL CENTRE LIVE 2015

MARYAM MURSAL
PLUS SPECIAL GUESTS
WEDNESDAY 28 OCTOBER
TICKETS: £6.00
DOORS OPEN: 7:00PM
IRISH CENTRE
CAMDEN SQ NW1 9XB
















An example of a Somali cultural-specific space in London (it is possible!)

Camden Somali Cultural Centre

Camden Somali Cultural Centre

We are a Somali run community charity based in Kilburn, North West London. Our mission is to create opportunity, education and support to the Somali diaspora in London U.K

-  Home
-  Dementia Aware
-  Mother & Toddler
-  Parent's First
-  School
-  Advice
-  Elders Group
-  Social Care
-  Somali Carers
-  Arts & Culture
-  Tweets
-  Facebook
-  Location Map

3. The Employability Design Group Challenge

Key Insights

- **GEOGRAPHICAL CHALLENGE:** Somali youth live in different places spread throughout the Twin Cities and region.
- **ROLE MODEL CHALLENGE:** It is not culturally “normal” to focus on these professional role models such as engineers, lawyers, etc. Historically the two types of role models have been only teachers and parents.
- **SOCIAL NORM CHALLENGE:** Social volunteerism is also not the “norm” – the professional role models don’t necessarily have the mindset to “give back” or to volunteer for anything other than activities related to their faith

Priority Design Challenge: “How might we grow Somali youth employability?”

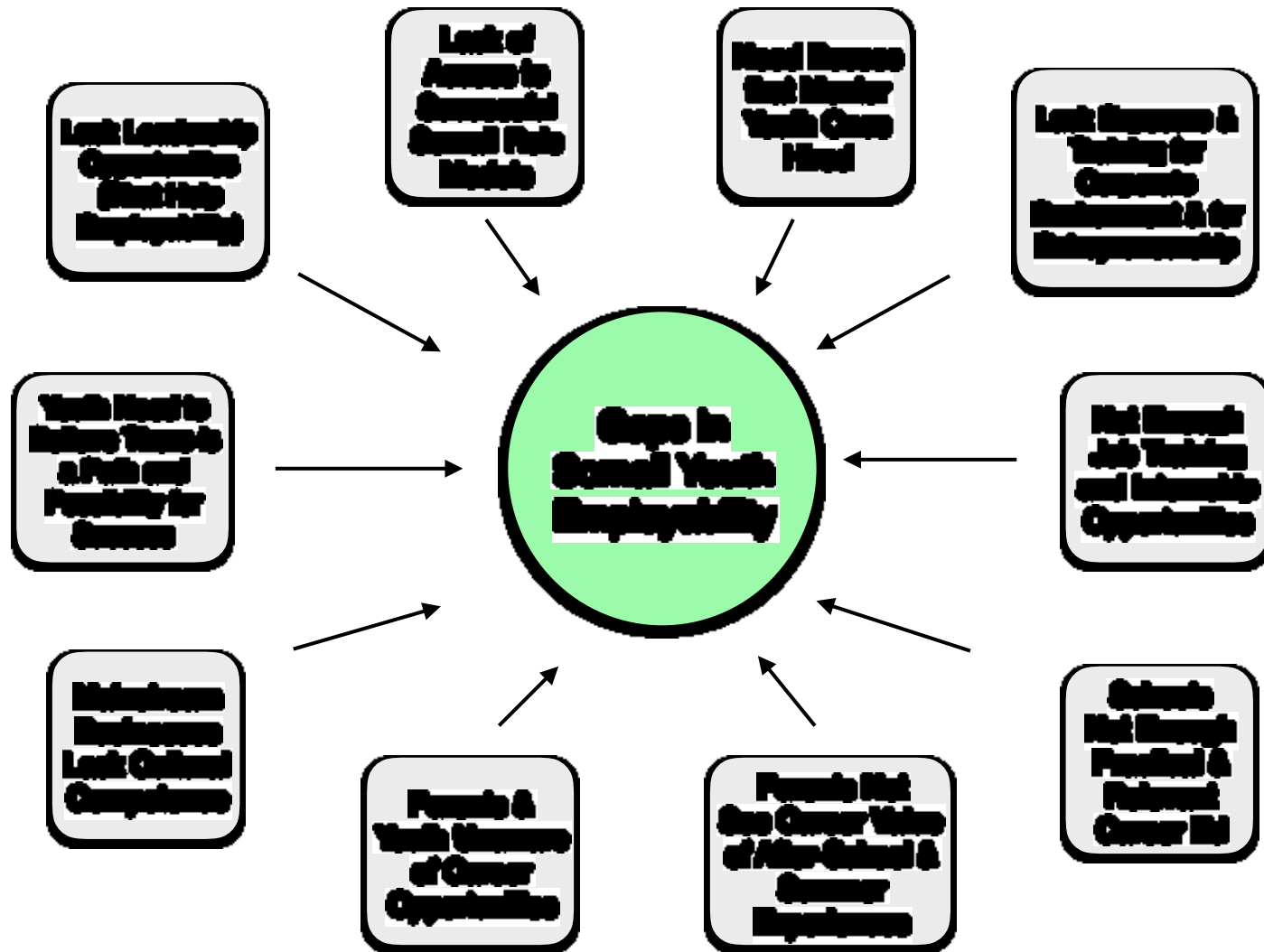


Opportunity/ Need Statement: Need to increase accessibility to professional Somali professional role models to Twin Cities Somali youth

So as to....

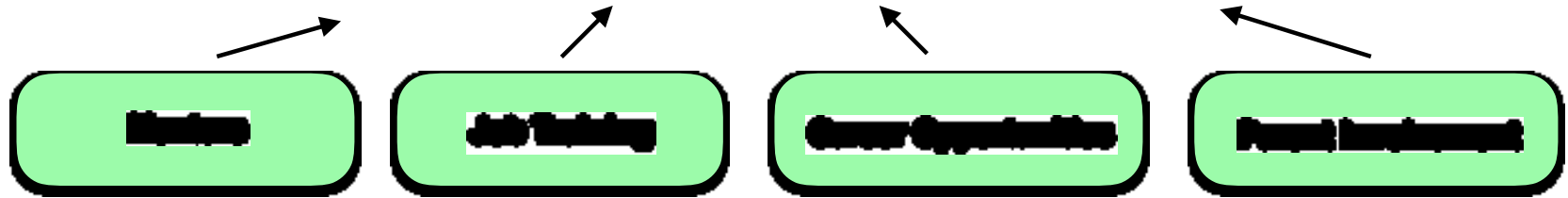
- See a path to employment possibility and success
- Have potential access to career paths, internships, and training
- Give hope about longer-term opportunities
- Create relationships for potential mentors
- Set a new “norm” or expectation

Systems Analysis of Gaps in Somali Youth Employability



Somali Youth Employability Opportunities and Gaps

Design Challenge: How Might We Grow Somali Youth Employability?



Opportunities and Needs

Opportunities and Needs

Opportunities and Needs

Opportunities and Needs

Youth lack exposure to successful Somali adults from diverse professions and how they became successful.

Need to better connect youth to city youth work programs (e.g. Right Track).

Lack of employer “bosses” to be mentors to youth that are hired.

Need more bosses (employers) willing to teach and mentor.

Need more dads and males being role models.

Need opportunities for Somali adults to start as school “paras” and become teachers.

Lack support when you find a job to know the “rules”

Lack training opportunities to prepare youth to be successful in corporate environment.

Need more viable opportunities for job training. Lack enough funding for youth jobs.

Employability starts early and youth need more work experiences to understand careers.

Schools don’t provide enough practical and relevant career education for job preparation.

Need more youth internship opportunities.

Youth don’t have knowledge of what jobs are out there.

Need education for and exposure to entrepreneurship (good option for people that find obstacles to accessing job market).

Transportation is a big obstacle for some to get into the job market

Adults are often unaware of career options

Support parent knowledge and access to technology so they can help their children’s future (many have no or limited access to technology that is critical for job search and understanding)

Showing love with the kids!

Need to stabilize family environment particularly for young men to succeed

Need more support for busy moms.

Focus: Youth Employability



Opportunities and Needs

Youth need to believe there is a path and a possibility for success.

Need to believe they can overcome poverty and economic oppression.

Youth need to identify, grow and apply their unique strengths and passions to become career ready.

Need a program and path for students that have not finished high school and possess few skills.

Adults often don't understand the big career value youth receive from strong after-school and summer programs.

Need more leadership training (including building problem-solving and self-confidence) that would help them succeed in the job market (see leadership programs as career development opportunities).



Opportunities and Needs

Need more organized safe places for youth to hang out.

Help the Mosque (trusted place) help the youth with employment.

Connect Eng boys to each other.

Strong Faith Centers.

Create Community Center where can learn skills.

Community togetherness to build identity and confidence.



Opportunities and Needs

Human Resources people need cultural competence.

Educate people and businesses about Somali culture.

Share examples of companies that do a good job hiring and employing Somali workers.

Businesses need to understand strengths and accomplishments of Somali Community.

Challenge others' embedded prejudices.

Brainstorming How to Access Professional Role Models

HOW MIGHT WE *increase accessibility to professional Somali role models for the Twin Cities Somali youth?*

Core Brainstorming Ideas	Yes, and.....
Develop internships. leadership opportunities using professional associations.	<ul style="list-style-type: none"> • Use these same connections to help the youth find specific internships at companies. • Hold workshops and forums; develop leadership and professional skills in the youth
Have a Career Camp where the youth go to the businesses of the professional Somali adults and get some hands-on experiences. .	<ul style="list-style-type: none"> • Include overnight stays and a few days of time to see the Somali models “whole life” • Provide job readiness training during the camp • Provide job shadowing during the camp
Create 1:1 mentorships, similar to Big Brothers/ Big Sisters	<ul style="list-style-type: none"> • Connect them through the internet and social media • Try to have gender-specific matches
Develop SPRMconnect.com which would be a match system where the professionals & youth would each have a portfolio	<ul style="list-style-type: none"> • Link to instagram or snapchat in order to follow the person • Try to make it culturally relevant
Develop a storytelling platform to change the narrative of Somali youth.	<ul style="list-style-type: none"> • Include Somali professional role models in the stories • Allow for interaction
Use social media to develop a professional network (Facebook, blogs)	<ul style="list-style-type: none"> • Youth could hold workshops and forums for the professionals. • Make sure there is an exchange of information • Create business cards for the youth
Create a professional listing or database of professionals.	Partner with corporations to provide cultural understanding to
Integrate corporations, educational systems and youth programs	support intern opportunities and job shadow for future jobs
Start early with the young kids so they can see people in professional positions that look like them.	
Educate parents that there are lucrative careers beyond just being engineers and lawyers.	
Teach professionals to “give back,” work on changing the values and attitudes toward “cultural volunteerism.”	

INSPIRING YOUTH

An example
of a similar
effort
elsewhere.

Awakening: Young Somali Professionals Come Together to Revive the Spirit of the Somali Youth



By [All Things Somali](#) 

Posted on August 11, 2015



The Outcomes

ideas into

- Using the lead idea of a culturally-specific Somali space, each group determined how to best use that space to meet the needs identified by the design challenges.
- After two carousel rounds to learn about each other's ideas and prototypes, the group created the following a draft recommendation.

3

ideas into

1

The Three Design Groups

Strengthen
Families

Create a
Somali
Cultural-
Specific Space

Engage Somali
Professionals
with Youth



Final Recommendation

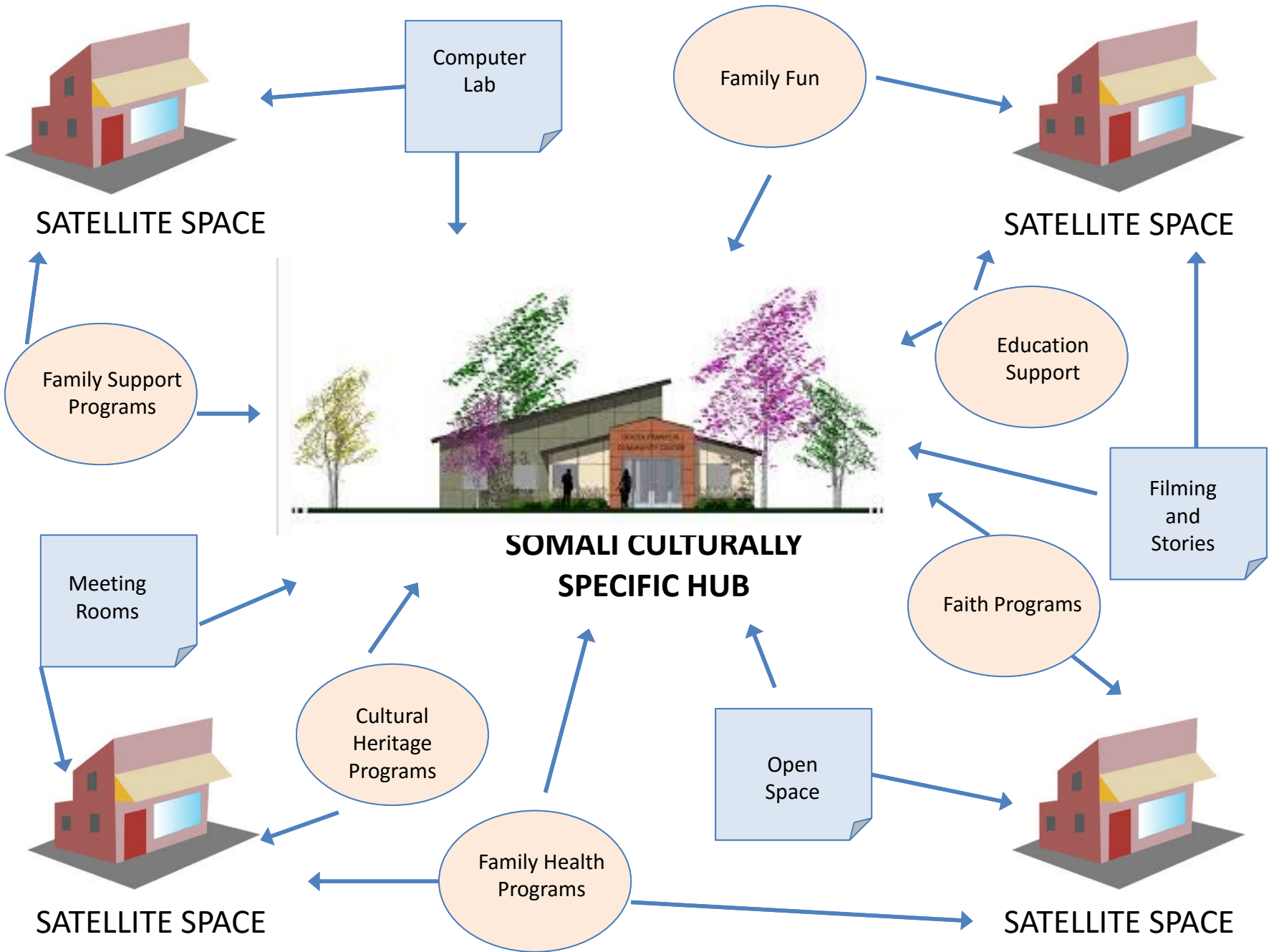
Create or find a dedicated, Somali-specific building that would house staff and dedicated programs to benefit Somali youth and families; and to hold these same programs at various satellite spaces throughout the Twin Cities. Program examples might include:

- Strengthening intergenerational ties and cultural understanding within Somali families;
- Building strong relationships with systems and organizations to respect, respond to, and build the capacity of Somali families;
- Connecting Somali professional role models and Somali youth to increase employability;
- Offering appropriate exercise opportunities;
- Support Cultural heritage

The Idea of Hubs Throughout the Twin Cities

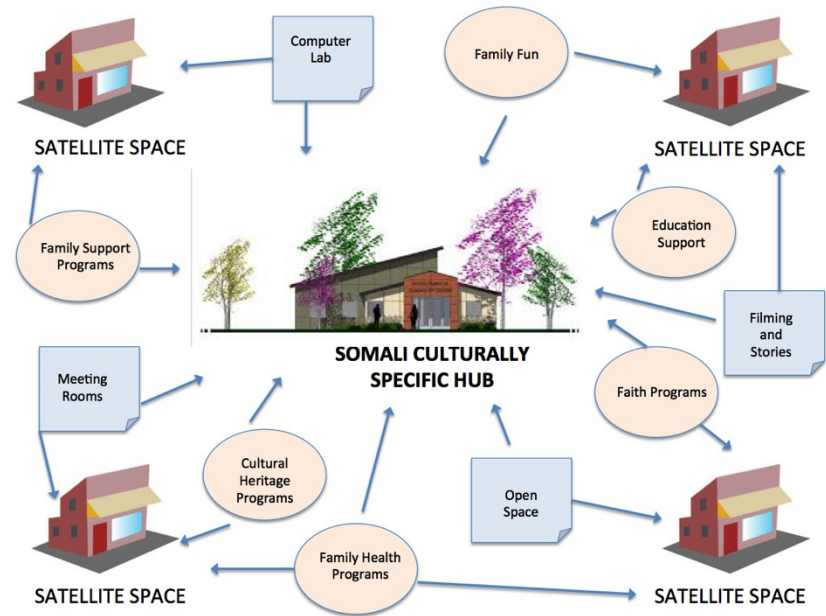


Key: These may be spaces owned and operated by other organizations that are available to the Somali community (e.g. the Streefland YMCA Day Camp was used for an Eid celebration)



Beginning Fundraising Ideas

1. Fundraising at local mosque and local churches
2. Connect with businesses and government
3. Find a non-profit organization that would like the idea and help us find the space
4. Grants
5. Convene key stakeholders, clarify the need and enlist support
6. Dream big: Build the 5-story space that Nasra designed
7. Seek support from wealthy families.



How to Use the Hub to Strengthen Family Relationships

Design Challenge #1: How Might We Use a Somali Cultural Hub to Strengthen Family Capacity and Connections to Name, Act on, and Solve Intergenerational Challenges?



Services



Needs	Innovations
<p>Need #1: There is not enough physical space to support Somali family and youth programs.</p>	<p>Innovation (New Space): Create needed physical space in two ways: 1). provide a central hub for activities; and 2). partner with organizations that could provide satellite activity spaces.</p>
<p>Need #2: Somali families need local services where they live but are spread throughout the Twin Cities.</p>	<p>Innovation (Geographic Reach): The Hub links “satellite” spaces from multiple partners (e.g. mosques, NGOs, YMCA) that provide ongoing gathering places for different types of programs.</p>
<p>Need #3: There is a need for additional support for families to strengthen intergenerational ties and capacity.</p>	<p>Innovation (New Family Program Models): The Hub develops, tests and shares program models that can be used and further developed in “satellite” partners throughout the metro area.</p>
<p>Need #4: To be successful, Somali families need to create a space that that is not “owned” by one group and others feel like outsiders.</p>	<p>Innovation (A Cooperative): The Hub would be a collective effort of many groups and ages (including youth) rather than led by a single lead organization. It would seek to strengthen communication, coordination and capacity among organizations, not to replace existing efforts.</p>

Sample Family-Centered Hub Activity Ideas

ACTIVITIES TO ENCOURAGE EDUCATION

Family Homework Night
Family Leadership Development
Family Travel, PTA,

ACTIVITIES TO BRING FAMILIES TOGETHER FOR FUN

Camping, Culture Night, Sports Games, Dinners, Storytelling, Arts, Father-Son, Mother-Daughter Activities

ACTIVITIES TO PROVIDE FAMILY SUPPORT

Interfamily Support,
Mothers Support,
Peer to Peer Support,
Parent Youth Interaction Nights

ACTIVITIES TO LEARN ABOUT CULTURAL HERITAGE

Library (Know our History), Poetry, Storytelling, Dancing

ACTIVITIES TO PROMOTE FAMILY HEALTH



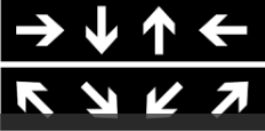



Swimming,
Mind-Body Activities, Single Gender Recreational Options

ACTIVITIES TO ENCOURAGE FAITH

Islamic Lecture for Family,
Storytelling,
Story Gathering (Oral History)

How to Use the Hub to Strengthen Relationships With External Systems

Design Challenge: How Might We Use a Somali Cultural Hub to Strengthen Families' Capacity to Navigate and Engage the Systems that Impact Their Families and Youth?

Needs	Innovations
 <p>Need #1: There is a common lack of trust and cultural understanding in systems that serve Somali families.</p>	<p>Innovation (Cultural Interconnections): Use the Hub to bring together mainstream organizations/ people and the Somali community in a grounded and culturally safe space to build understanding.</p>
 <p>Need #2: Some families lack understanding about the external systems that affect them and their children.</p>	<p>Innovation (System Education): The Somali Cultural Hub and Satellites develop and deliver an introductory orientation and coaching on how to navigate and advocate in schools, health and other systems that affect them.</p>
 <p>Need #3: There is a great deal of useful information for Somali families but it is spread around and difficult to find.</p>	<p>Innovation (Information Center): Use the Hub as a one-stop place to go for information needed by families.</p>
 <p>Need #4: There is a lack of transportation for some Somalis to access needed services.</p>	<p>Innovation (A Mobile Hub): Create a mobile Somali Cultural Hub on wheels that would visit areas to provide services and check up on people.</p>
 <p>Need #5: Some in the Somali community have a language barrier to accessing needed services.</p>	<p>Innovation (A Translation Hub): Create a Hub Translation Service that provides interpersonal and document translations in person and through technology.</p>
 <p>Need #6: Some successful programs that do exist to serve the Somali community don't reach people spread throughout the metro area.</p>	<p>Innovation (Program Duplication): The Hub would use its satellite sites to duplicate individual successful programs and reach more people.</p>

Five Other Ideas

WHAT WORKS? POLICE

Support police community involvement initiatives like PAL and Blaine Police Explorers.

WHAT WORKS? ADVOCACY

Support and expand Parent Advocacy Program (YMCA/Minneapolis)

WHAT WORKS? COLLABORATION

An organic farm where people of different generations and cultures work the farm together to produce healthy food and foster friendship and relationship with a diverse group of people.

WHAT WORKS? PARENTS

Support PIQE (Parent Institute for Quality Education)

WHAT WORKS? JOBS

Family Business Development,
Family Goal Setting,
Entrepreneurship Training

Next Steps

Moving Forward

- The Innovation Lab participants concluded that having a dedicated, full-time space would be a longer term vision.
- Shorter term steps would be to develop and implement the program ideas in existing spaces of partners who align with our ideas and are willing to partner.



See Next Slides for Implementation Ideas

Easy Wins: Next 6 Months

August 2016 through January 2017

- Identify and map spaces that may already be available to meet and house Somali activities.
- Involve youth in “virtual spaces” that are already happening
- Experiment with a parent support (peer-to-peer learning) night at one of the mosques.
- Take time to refine these ideas, including vetting and extending them through the community (especially with youth)
- Marry this work with faith centers trying out some of the ideas.
- Identify service and program providers that align with the idea of a Somali specific cultural space.
- Find and use existing spaces for program ideas: mosques, YMCA, schools, Bryan Coyle Center, community centers, Wilder, Somali Museum, parks, YMCA camps.
- Link with existing partners already doing this work.
- Use YMCA 360 Collaborative -Pilot programs at Burnsville and Midway YMCA.
- Start with a virtual hub concept and share best practices.
- Spend more discussion time finding out what is possible.
- Start a newsletter with resources for youth on where to go.
- Start filming and telling stories of Somali professional role models.
- Host a career day.
- Set up a computer lab.
- Rent studio space from SPN or MTN.



Moderately Hard: 6-12 Months

February, 2016 through July, 2017

- Create more pilot and satellite sites
- Host a trial conference and career fair with presentations on networking, skill building, Linked In and other workshops.
- Put a leadership team into place to carry out the best ideas.
- Identify and duplicate programs (best practices)
- Document body of practices and standards
- Set up mentoring
- Set up internships
- Partner with Junior Achievement, DECA, Boy Scouts, Learning for Life, Multi-Cultural Achievers (YMCA)



Longer Term Efforts: 12-24 Months

August, 2017 to August 2018

- Find or Design and Build a dedicated location that would be the Somali- specific cultural center and main hub
- Fundraise for new space
- Put together a collaborative proposal to potential funders.
- Create a dedicated studio
- Collaborate with Independence Day and other Somali-specific celebrations.



What You Can Do Now!

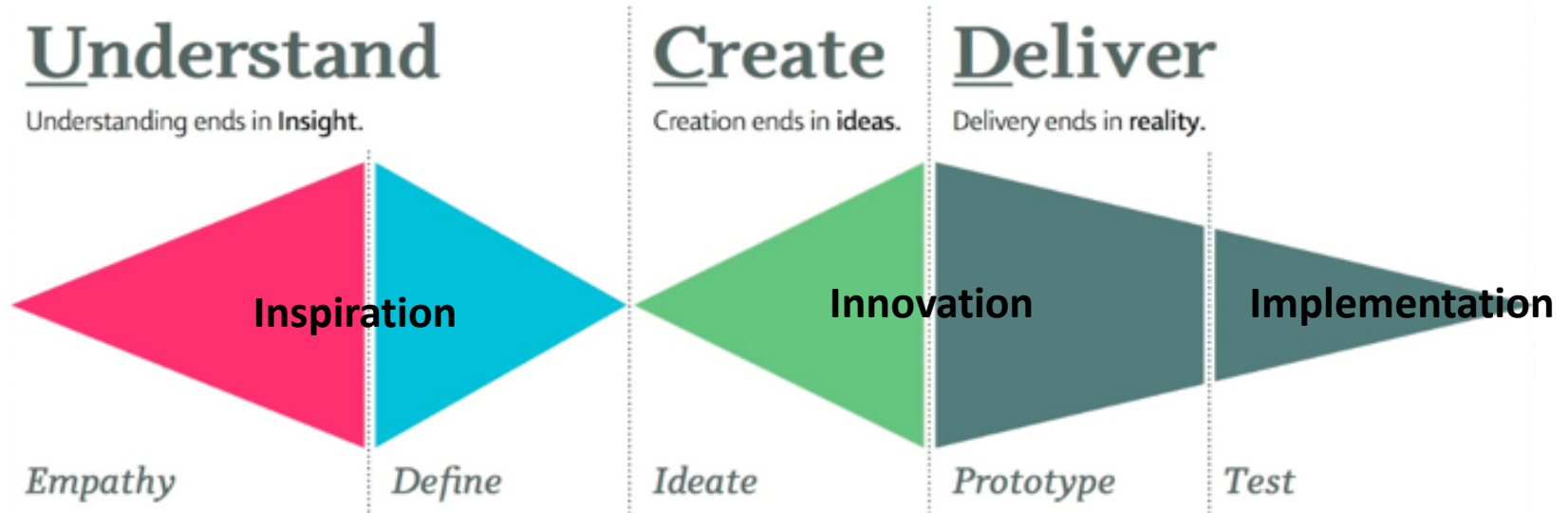
- Pilot Innovation Lab ideas within your own organization.
- Use the design innovation process and tools back in your respective groups
- Join an existing collaborative to pursue Innovation Lab outcomes.
- Form a new collaborative to pursue Lab outcomes
- Start a new non-profit to accomplish Lab outcomes
- Share Innovation Lab ideas with some of your partners for possible action.
- Share this PowerPoint presentation and the ideas with others interested in increasing opportunity and equity for Somali youth.



The Tools

The Innovation Lab Design Process

One of the goals of the Innovation Lab is to introduce people to creative tools that they might use in their own organization. Here are a sampling of some of the key ideas and tools used in the Lab.



Empathy: Deep dive into the strengths, opportunities and gaps for Somali youth.

Define: Make sure we are defining and solving the right problems.

Brainstorm: Create a large number of innovative ideas.

Prototype: Make a model of how our solutions will work.

Test: Create small trials to see if our ideas are viable.

Sample Design Thinking/ Innovation Tools

Innovation Tool	Description
Empathy	Do I understand your users' point of view and context. The first innovation key is to understand the point of view of your beneficiaries. Foster deep conversations and then ask everyone to write each of the opportunities and needs they hear on individual post-it notes. Place those on the wall and ask the participants to organize them into groups to identify themes and possible action.
Reframing	Am I solving the right problem? How you frame a problem will determine how innovative your solution can be. Most importantly, always frame the issue around a <i>need</i> , not a <i>product or solution</i> . For example, if you ask: "How do we secure bus passes for youth to attend our program?" you have already decided that bus passes are the answer. If instead you ask: "How do we help youth to get transportation?" you might explore multiple ways.
Prototyping	What will a solution look like? Rather than invest huge amounts of time and resources before testing a new program or service, quickly put together some type of model for what you want and test it with others. This is called "rapid prototyping."
Brainstorming	Have I thought of all the possible solutions? Three keys to great brainstorming: 1). Have people brainstorm individually on paper first; 2). Ask people to create at least one "wild" idea (people need permission to think out of the box); and 3). Take turns sharing ideas and don't proceed until at least two people have added "Yes, and...." to build on the first idea.
System Analysis	Do I understand the forces that created and sustain the problem? Draw a system map (see examples in this presentation) to illustrate the complex web of factors that are creating and perpetuating the problem you want to solve. This will allow you to visually see and address the problem's many dimensions.

Thank You

Thank You

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