

Update: Next Gen

Initiative Title:	NextGen
City Council Sponsor(s):	Councillor A. Knack / Councillor M. Oshry
Supporting Department and Lead Staff:	Community Services, Lyall Brenneis / Elaine Betchinski

BACKGROUND:

- The vision of NextGen is to help make Edmonton a city that attracts and gives voice to the next generation in the life and growth of our community. NextGen works toward building a city that is vibrant and welcoming and shaped by next geners and those inheriting the city for the future.
- NextGen provides numerous leadership volunteer opportunities and encourages inclusiveness in its membership. NextGen also promotes civic action. The current membership of NextGen includes 17 Committee members, 3 ex-officio members and 50+ volunteers.
- NextGen provides networking and learning events and continues to create and spearhead unique projects. NextGen supports and actively promotes opportunities and events from other organizations through the NextGen database that has over 2200 subscribers, NextGen Facebook group with approximately 960 members and on Twitter where NextGen has over 8,244 followers.

DESIRED OUTCOMES:

- NextGen created a 2013-2014 Strategic Plan that is used to guide its work plan and align the work of the Committee and Working Groups to help NextGen grow in a more defined way. The following goals (which will be reviewed in March 2014 with the new NextGen Committee members including a new Civic Co-Chair) include:
 - NextGen accelerates social, community and cultural ideas.
 - NextGen consistently and proactively speaks out with credibility on issues relevant to the NextGen (based on Committee's interests).
 - NextGen builds capacity (money, resources and membership) and diversity to expand its reach.
- Specific details of how NextGen will accomplish these goals are outlined in NextGen's Strategic Plan and will be reviewed and updated in March 2014.
- The Voice Working Group is currently working on implementing the recommendations of the Connect, Care Contribute Engagement Strategy in the following ways:
 - Create a 'meeting/event in a box' that NextGen and other organizations can use to promote the engagement strategy.
 - Host 4 outreach meetings throughout 2014 with groups identified by the Voice volunteers to discuss and promote the Engagement strategy.
 - Create a pilot event focused on developing an opportunity for next geners to engage with city hall and civic issues on a policy level.

- NextGen will be conducting a governance review with the assistance of Community Initiatives and an external consultant. The review will be completed by the summer with recommendations provided in the fall.

ALIGNMENT WITH STRATEGIC DIRECTION:

- The Way Ahead: City of Edmonton Strategic Plan
 - The work of NextGen aligns closely within The Way Ahead's 10 year Strategic Goal of Improve Edmonton's Liveability. All of the projects, events and work of NextGen, the Coordinator, NextGen Committee members and volunteers are carried out with the desire to make a difference in the City of Edmonton and in the community and continue building on the great sense of pride that exists among this demographic.
- NextGen members were consulted on The Way We Live Plan. The following goals in The Way We Live align with the work of NextGen.
 - **Goal One:** Edmonton is a Vibrant, Connected, Engaged and Welcoming City
 - **Goal Two:** Edmonton Celebrates Life
 - **Goal Three:** Edmonton is a Caring, Inclusive, Affordable Community
 - **Goal Five:** Edmonton is an Attractive City

START-UP BUDGET REQUIREMENTS:

- NextGen requires a greater operating budget. NextGen has grown and is working on larger projects that require a greater budget. The current budget of NextGen has been an ongoing topic of discussion among Committee and ex-officio members who wish to advocate for a larger budget and more resources to support of the projects of NextGen.

TARGET DATE FOR COMPLETION OF PROJECT PLAN:

- NextGen is currently implementing its 2013-2014 Strategic Plan. A number of projects are underway for 2014 including: Pecha Kucha Night 18 on March 6, MEAET ("meet" is an event that brings people together and collectively funds home-grown projects) on April 3, discussions and activities to implement the Connect, Care Contribute Engagement Strategy recommendations, internal team building among the committee and volunteers, a review of the Strategic Plan and the creation of an Annual Report to present to Corporate Leadership Team and City Council.