

Class of 2019 Leadership Action Project Summaries

Brevard Achievement Center

<https://bacbrevard.com/>

“Creative Solutions to Improve Recruiting of Potential Employees with Qualified Disabilities”

This project will create a dependable method of reaching and recruiting a robust pool of individuals with disabilities (IWD) to fill all current open positions in a timely manner. One of Brevard Achievement Center’s key strategic growth goals is to double employment outcomes for IWD from 2017-2021; which means employment for 1,702 persons with disabilities (900 more than current).

Brevard County Emergency Management

www.embrevard.com

“Business & Industry Emergency Support Function Coordination”

Brevard County Emergency Management uses the Emergency Support Function (ESF) model as the primary mechanism for organizing preparedness for, response to, and recovery from the various threats and hazards that may affect our community. The purpose of ESF-18 (Business & Industry) is to coordinate actions that will provide assistance to the needs of business, industry and economic stabilization, and enhance the community’s ability to restore business operations as quickly as possible. This project will create a coalition of business networks, develop connectivity among those networks and the Emergency Management department, and provide a conduit for information-sharing in both daily and emergency situations.

Brevard Family Partnership

www.brevardfp.org

“Foster a Future for Brevard’s Youth”

This project will assist Brevard Family Partnership (BFP) in helping to increase the number of quality foster homes by raising awareness of the need for foster families within the community by creating and executing a marketing and outreach campaign designed to educate the public and create solutions to aid in filling this need. The team will work in conjunction with BFP staff to identify specific targeted audiences, create an outreach plan to effectively communicate the need to the intended audiences, and execute the plan.

Brevard Schools Foundation

www.brevardschoolsfoundation.org

“Mentoring Hope in Tomorrow’s Leaders”

Project participants will assist Brevard Schools Foundation in creating a mentor recruitment campaign to increase community awareness of this program, and grow the number of mentors to pair with low-income, at-risk middle and high school students and help keep them on the path to graduation and post-secondary education. This campaign will consist of shooting, editing and producing a video (emotional, testimonial style) with speakers who are already selected that gives viewers an overview of the type of impact having a consistent and supporting mentor has on the lives of these youth.

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Cocoa Beach Main Street Inc.

www.mainstreetcocoabeach.com

“Creating an Environmentally Sustainable Downtown”

Cocoa Beach Main Street is part of a statewide and national network of revitalization programs. This project will help to improve negative environmental impacts and support conservation and cooperation within our community. The project team will create a strategic plan and implement a conservation program centered on downtown businesses. The goal will be two-fold: encouraging the use of reusable serve ware and packaging as well as begin a downtown business recycling program. This project will require communication and cooperation of downtown business owners, local city government, and community.

Family Promise of Brevard

www.familypromiseofbrevard.org

“The Face of Family Homelessness”

This project will create and launch an awareness campaign aimed at inspiring a call to action to end family homelessness in Brevard. This campaign may consist of a video, billboard, television, radio and other collateral materials for public advertising and awareness to move our community to action. The project team will build on the data created by two prior Leadership Brevard classes to guide the development of a marketing campaign. Project participants will meet with families who are experiencing homelessness, and major stakeholders like service providers, landlords, healthcare providers, law enforcement and educators to create the concept and narrative for the campaign.

Habitat for Humanity of Brevard County

www.brevardhabitat.com

“Women Build: Coming Together to Build Stronger, Safer Communities in Brevard County”

The project team will write, shoot, produce, and edit a 2 minute video highlighting the opportunity in Brevard County to volunteer with Woman Build and Habitat for Humanity. The video is intended for Habitat for Humanity to use on their website, social media, and as part of community presentations.

LEAD Brevard with the Board Doctor, LLC

www.LEADBrevard.org www.theboarddoctor.info/

“Leadership IMPACT: Matching Leadership Brevard Alumni with Nonprofit Organizations Needing Skilled Board Members” Phase II

This is Phase 2 of a concept to develop a way to match nonprofit organizations in Brevard County with Leadership Brevard alumni and others who are willing and ready to serve on a board of directors. A Leadership Action Project team of the Leadership Brevard Class of 2018 initiated Phase I and completed many of the deliverables outlined in the initial project. Phase 2 includes recruiting potential board members among the ranks of alumni as well as the Class of 2019 and gathering and entering their interests and skills related to board service into the system ‘database’; offering additional board governance training to interested alumni (marketing of the existing workshop offered in January 2019); and facilitating some initial matches and introducing nonprofit organizations to potential board members.