

POLICE CONDUCT OVERSIGHT COMMISSION
May 13, 2014
Outreach Committee Chair Report

Chair Brown and Commissioners,

The Outreach Committee held its third meeting on April 24, 2014. Commissioners Rude and Singleton were present, as well as OPCR Legal Analyst Patrick, Committee Clerk Leda Schuster, and Department of Civil Rights Outreach and Engagement Intern Isaac Ricard.

The Committee revisited five issues of old business: (1) outreach opportunities; (2) planning the PCOC's first community listening session; (3) the Committee's liaison duties with the Civil Rights Commission; (4) the Civil Rights Department 50th Anniversary Celebration of the Civil Rights Act; and (5) the City of Minneapolis Transgender Work Group. In addition, the Committee discussed two new items of business: (1) reaching out to Minneapolis Police Department Community Engagement Coordinator Sherman Patterson; and (2) potential engagement opportunities with the Somali community.

I. OLD BUSINESS

A. Outreach Opportunities

Isaac Ricard, the Civil Rights Department Outreach and Engagement Intern presented an overview and discussion of outreach and engagement opportunities available to the PCOC. Mr. Ricard suggested viewing outreach as a "mechanism for delivering value added content" and engagement as "collaboratively addressing community concerns." Where possible, we should combine these two modalities.

Mr. Ricard suggested that PCOC's current outreach tools, including bookmarks, wristbands, and pamphlets could be redesigned to ensure we maximize their potential to convey information. Mr. Ricard also suggested that PCOC could engage with the community by collaborating with city events, hosting ward dialogues, and sitting on discussion panels for target demographics. Mr. Ricard highlighted the following upcoming outreach and engagement opportunities:

- Empowerment Through Black Men Healing (June 2014)
- Juneteenth Festival (June 14, 2014)
- Hmong Freedom Celebration (June 27, 2014)
- Ward Talks (monthly)

Mr. Ricard's full presentation is enclosed as Attachment A.

B. June Listening Session

The Committee discussed at length the format of the upcoming listening session as well as the questions and topics to provide community members, and recommended the following:

When: June 14, 2014, at 10:00 a.m.

Where: Minneapolis Urban League
2100 Plymouth Avenue North
Minneapolis, Minnesota 55411

Format:

- 1) PowerPoint presentation introducing PCOC presented by Chair Brown.
- 2) Brief introduction by each Commissioner, including why we have chosen to serve on the Commission.
- 3) Open the floor to community members to speak (or submit written comments) on the following:
 - a. Please share an experience you or someone you know has had with the police.
 - b. What should the police **stop** doing?
 - c. What should the police **continue** doing?
 - d. What should the police **start** doing?
- 4) Begin wrapping up the listening session by 12:30, by posing the following questions:
 - a. Was this meeting helpful?
 - b. What did you like?
 - c. What would you like to see changed?
- 5) End listening session by inviting attendees to participate in PCOC and Outreach meetings and projecting upcoming meeting dates and times.

C. Civil Rights Commission Liaison

Commissioner Singleton attended the April 21, 2014, Civil Rights Commission meeting and introduced the PCOC. The Civil Rights Commission began forming committees at this meeting, and Committee Chair Singleton will coordinate with the appropriate committee about future joint outreach efforts.

D. Civil Rights Act 50th Anniversary Celebration Event

Commissioners Giraud-Isaacson and Rude are in contact with Civil Rights Interim Assistant Director Toni Newborn regarding involvement with planning conferences for the Celebration Event and will report back as more information is known.

E. Minneapolis Transgender Work Group

Commissioner Singleton reached out to Andrea Jenkins regarding PCOC's involvement in the Transgender Work Group and will be included in future meeting dates and communications regarding the work group. She will report back as more information is known.

II. NEW BUSINESS

A. Minneapolis Police Department Community Engagement Coordinator Sherman Patterson

The Committee discussed a recent MPR article regarding the efforts of Sherman Patterson, who is the Minneapolis Police Department Community Engagement Coordinator. The Committee discussed reaching out to Mr. Patterson with an invitation to attend the next Outreach Committee meeting and working with Mr. Patterson to publicize the upcoming listening session. The article is enclosed as Attachment B.

B. Engagement Opportunities with the Somali Community

The Committee discussed a recent MPR article regarding the relationship between the Somali community and the Minneapolis Police Department. The Committee discussed planning a future engagement event within the Cedar-Riverside Somali community to facilitate improving this relationship. The article is enclosed as Attachment C.

The Committee invites the PCOC's input into any and all of the items discussed above, and will continue to inform commissioners of outreach opportunities as they arise.

Sincerely,

/s/ Jennifer L. Singleton

Jennifer L. Singleton
PCOC Outreach Committee Chair

Attachment A

Office of Police Conduct Review Outreach And Engagement

Police Conduct Oversight Commission
Plan Development Updates

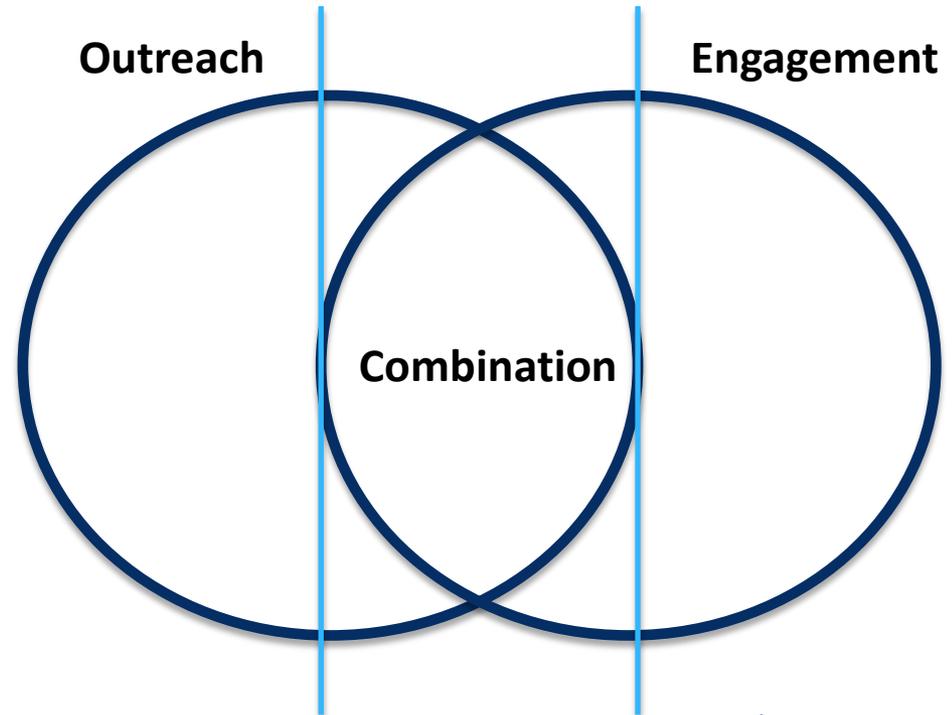


Prepared by: Isaac K. Ricard



Presentation Agenda

- Overview
- Suggestions
 - Outreach
 - Engagement
 - Combination
- Next Steps
- Discussion



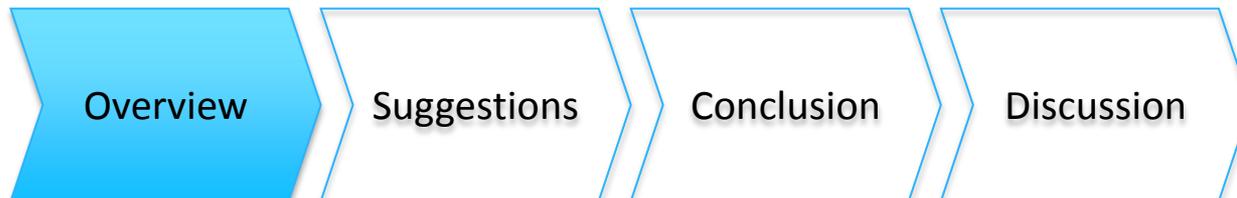


Overview: Outreach and Engagement

"Community engagement requires deep and sustained conversations about goals, working methods, resources, and artistic / editorial control."

Jesikah Maria Ross

UC Davis Art of Regional Change Founder





Overview: Outreach and Engagement

Outreach Definition

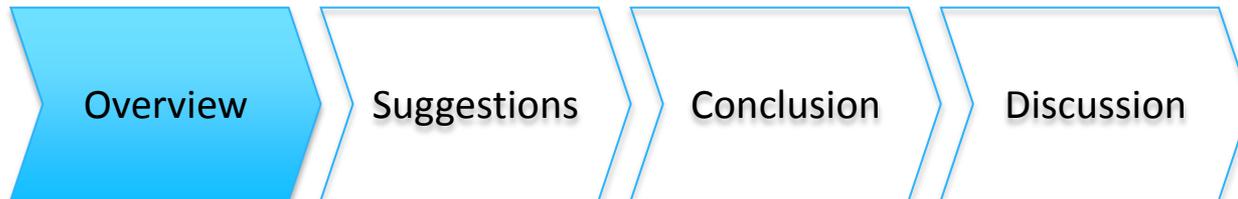
A mechanism for delivering value added content.

Engagement Definition

Collaboratively addressing community concerns.



national center for
MEDIA ENGAGEMENT



Suggestions: Outreach and Engagement

Overview

Suggestions

Conclusion

Discussion





Suggestions: Outreach

Current Outreach Items	Outreach Development
<ul style="list-style-type: none">• OPCR Bookmarks• PCOC Wristbands• Trifold Pamphlets<ul style="list-style-type: none">➤ Complaint Process➤ Commission Description	<ul style="list-style-type: none">• Redesign Bookmarks• Redesign Wristband• Redesign Pamphlets• Tabling events• Blog & Social Media Updates

Definition Note: Outreach is a mechanism for delivering value added content.





Suggestions: Engagement

Current Engagement Activities	Engagement Development
<ul style="list-style-type: none">• Staffing Conferences & Events	<ul style="list-style-type: none">• Collaborating with city events.• Host dialogues in wards throughout the city on challenges they face.• Sit on discussion panels for the target demographic.

Definition Note: Engagement is collaboratively addressing community concerns.





Suggestions: Combinations

- Combination: Outreach AND Engagement
 - Providing value added information & material
 - Collaborating to host community discussions





Suggestions: Events

Event/ Potential Partner Name	Tentative Date	Outreach, Engagement, or Both
Empowerment Through Black men Healing	June 2014	Both
Juneteenth Festival	June 14 th , 2014	Outreach
Hmong Freedom Celebration	June 27 th , 2014	Outreach
Ward Talks	Monthly event (1 ward per month)	Engagement





Next Steps

- Partner with Wards to get on meeting agendas
- Register for table space at upcoming conferences
- Have initial meetings with potential partners





Discussion

Overview

Suggestions

Conclusion

Discussion



Attachment B

For Minneapolis police liaison, community trust built one handshake at a time

Brandt Williams · St. Paul, Minn. · Apr 16, 2014

People & Places

Sherman Patterson, left, greets Cub Foods manager Ed Anderson before a meeting at the north Minneapolis, Minn. store Tuesday, April 1, 2014. Sherman Patterson was hired as the Minneapolis Police Department's community engagement coordinator, building relationships with minority populations and youth in the community. *Jeffrey Thompson/MPR News*

LISTEN Story audio

Apr 17, 2014

(http://minnesota.publicradio.org/radio/services/nis/listen/?name=/minnesota/news/features/2014/04/17/liaison_20140417)

Follow Sherman Patterson around Minneapolis and it doesn't take long to see why the police department chose him as its community engagement coordinator.

Stepping from a recent meeting with his boss, Minneapolis Police Chief Janeé Harteau, Patterson found Larry McKenzie, coach of the North High School boys basketball team. After some quick introductions and a photo, they were off again to the next meeting. The brief exchange, though, built a small bridge between a community leader and the chief.

It's one of the reasons Harteau created the position for Patterson this year. He knows a lot of people — especially people who don't normally interact comfortably with police officers.

Harteau is trying to improve relations between the department and the city's many ethnic and racial minorities, which have historically been contentious. Besides creating the new coordinator position, Harteau also meets with a citizen advisory group, made up of city residents, community activists, clergy and high ranking MPD officers.

• **Related: [Harteau pledges to rebuild trust](#)**

(<http://www.mprnews.org/story/2013/08/05/news/police-harteau-rebuild-trust>)

Patterson, though, brings a unique background to the work of building relationships. He's a retired soldier, a mentor to kids on the north side, and nephew of a heavyweight boxing champion. Patterson is also the recipient of a \$100,000 Bush Foundation Fellowship, which he says he'll use to help keep kids away from guns.

"He's almost like a reference," Harteau said. "People are initially hesitant to work with police officers. It's this unknown. It's scary to folks. I mean, that's the whole thing about fear is it's about the unknown. Sherman can say, 'look, I work for the chief.'"

Before he worked for the chief, Patterson worked for former Mayor R.T. Rybak for eight years as a public safety aide. As a part of the job, Patterson sometimes had to wake the mayor early in the morning to tell him about the violent deaths of Minneapolis children. Patterson often accompanied the mayor to meet with the grieving parents.

Patterson, 49, said he was inspired to pursue public service many years ago in Savannah, Ga., where he was born and raised.

"I grew up in a tough environment. However, I was surrounded by a lot of mentors," Patterson said. "I came from a broken home. My dad wasn't there."

Some young people carry guns for protection, others for show; others grew up around family members who illegally possessed guns, he added.

"If you look at where the guns — as far as our community — where the guns are coming from, they see it from a small age," he said. "How do we break that cycle?"

Patterson is still developing his program. So far, his plans are to recruit between 10 and 20 African-American and Somali kids who are at least 13 years old. He hopes to immerse them in existing youth programs and mentor and track their progress.

The work has become particularly important now at this stage of his life. A married father of two, Patterson will soon become a grandfather.

Broadcast dates

Morning Edition

7:25 AM · Apr 17, 2014

About the author



Brandt Williams • Reporter

bwilliams@mpr.org

Brandt Williams is a reporter with MPR News' Metro Unit.