



**2014 COMMUNITY CONNECTIONS CONFERENCE:
A CITY THAT WORKS FOR ALL**

**MINNEAPOLIS CONVENTION CENTER
SATURDAY MARCH 22, 2014**

Conference Evaluation

Health, Environment and Community Engagement Committee

Monday June 2, 2014

Conference Audience and Purpose

Audience

1. Neighborhood Organizations
2. Cultural and Community-Based Organizations
3. City Departments

Purpose

1. Help attendees hone their organizational and communication skills
2. Learn how to better work with and influence city government
3. Build broad-based efforts that involve all segments of our increasingly diverse spectrum of neighborhoods and community



Conference Planning Committee & Sponsors

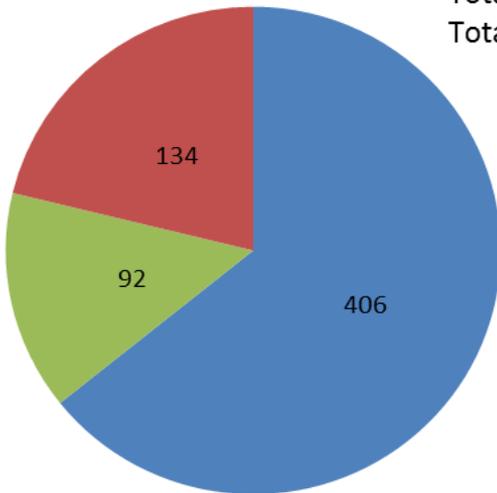
- Brittany Lewis Neighborhood and Community Engagement Commission, Shingle Creek Neighborhood Association
- Kirk Roggensack - Neighborhood and Community Engagement Commission
- David Rubedor - Neighborhood and Community Relations
- Greg Simbeck - Community Planning and Economic Development
- Cathy Spann- Jordan Area Community Council
- Rita Ulrich - Nokomis East Neighborhood Association
- Jack Whitehurst - Neighborhood and Community Relations Department
- Cheyenne Brodeen - Neighborhood and Community Relations Department
- Christina Kendrick - Neighborhood and Community Relations Department



Conference Attendance: 498

Attendance

Total Reach - 632
Total Attendance - 498



■ Pre Registered - Attendees ■ Walk ins ■ Pre Registered - No shows

Neighborhoods with high levels of representation

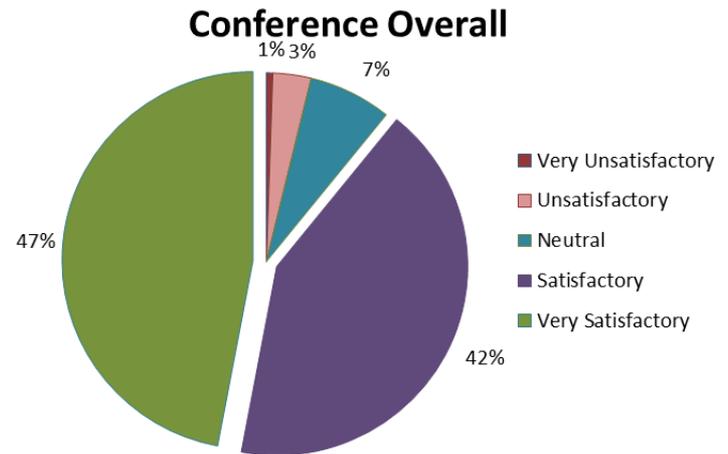
<u>Neighborhood</u>	<u># of Attendees</u>
Phillips Neighborhoods	26
Seward	15
Whittier	12
Longfellow	10
Loring Park	8
Waite Park	8
Central	7
Downtown (East and West)	7
Elliot Park	7
Lind Bohanon	7

City of Minneapolis Participation

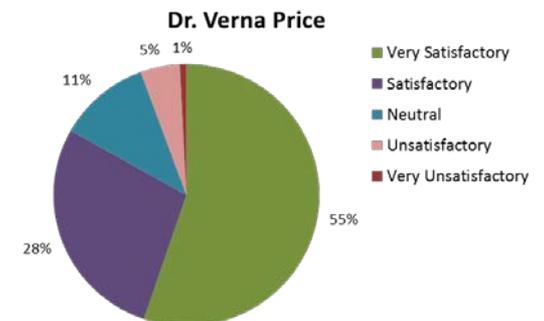
- 21 Workshops run by City departments
- 11 City Department exhibit booths
- More than 80 City employees attended the event

Conference Highlights and Feedback

- 89% of survey respondents felt the conference was Very Satisfactory or Satisfactory
- 83% of survey respondents felt the keynote speaker was Very Satisfactory or Satisfactory



"I thought the keynote speaker was fabulous and should be given many more opportunities to engage our neighborhoods and our cultural groups!" Conference Participant

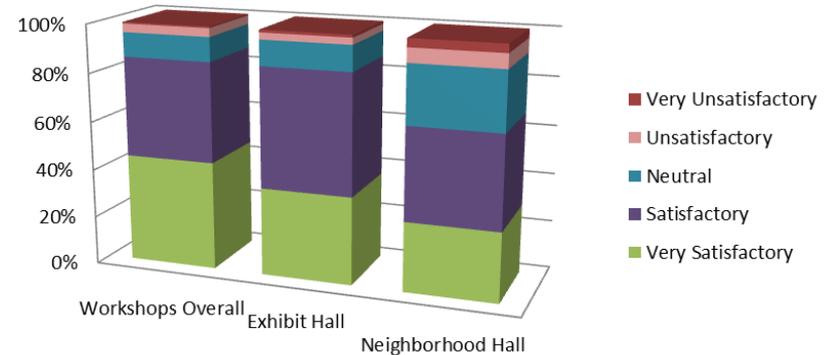


Conference Highlights and Feedback

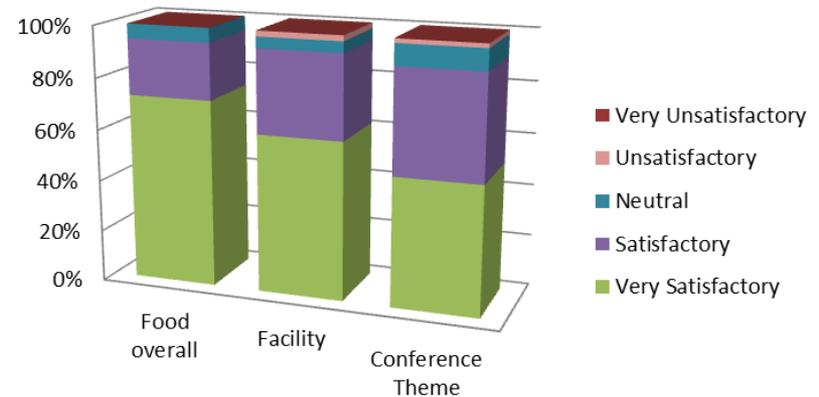
Conference Workshop Tracks

- **Making the City Work for Me:**
Helping Residents Better Understand and Influence City Government
- **Thinking Bigger:**
Collaborations Will Get You There
- **Finding Common Ground:**
Gathering Diverse Communities around the Table to Share Common Goals
- **Running an Effective Organization:** *Managing Your Work, Finances and Communications*

Conference Elements



Conference Elements



Lessons Learned and Recommendations

On Wednesday April 2, 2014 The Conference Planning Committee met to review the survey responses and discuss their experiences at this year's event. Based on feedback from participants, the Planning Committee identified the following recommendations to make the 2015 event even more impactful.

General Conference Suggestions:

- Incorporate creative placemaking in the event, possibly including social activities during the conference
- Recruit a multi-lingual person on the conference committee to help create a more multi-lingual environment
- Consider replacing or subsidizing the Keynote speaker with an activity the brings the group together and/or showcases the work of the attendees

Outreach:

- Actively engage businesses and business associations to attend, possibly through the Great Streets program
- Engage elected officials more in conference activities

Workshops:

- Suggest that presenters be proactive in recruiting participants for their workshops and the conference
- Reduce the overall number of workshops
- Add "speed" workshops for a faster pace and more active participation
- Make presentation material available electronically prior to the start of the event

Food:

- Provide compostable plates and utensils for attendees during lunch
- Re-evaluate the set up of the vendor tables to better facilitate crowd flow
- Ask food vendors to walk through the site ahead of time so they know where to park and where to go once they arrive

Questions?

**Save the Date for the 2015 Community Connections
Conference — Saturday March 21, 2015
Minneapolis Convention Center**