



CBC INSTITUTE 21ST CENTURY COUNCIL

Working Group Overview

May 16, 2009

Context Setting

The purpose of the May 16, 2009 CBC Institute 21st Century Council meeting was to (1) provide an overview of the approach, guidelines, and schedule for developing the recommendations for the 2010 Annual Report; (2) identify the positive aspects of the 2009 Annual Report, as well as, identify improvements to incorporate into this year's process; and (3) discuss strategies to ensure member engagement and involvement throughout the process. This document summarizes the key discussion points and decisions made during the meeting.

Chair's Comments

Art Collins, Vice Chairman for the CBC Institute 21st Century Council, opened the session and highlighted a few points. He encouraged members to:

- Remain fully engaged throughout the discussions and process.
- Develop an annual report that provides the Council's "voice" in the Obama administration deliberations of new policies, legislation and regulations.
- Be inclusive of and support Disadvantaged Business Enterprises (DBE's) by hiring minority businesses.
- Create an open environment for communication and discussions about the critical issues affecting our nation.

Success

Participants were asked to define success for the 2010 Annual Report. Below are the key points from the discussion.

- Include a legislative summary and regulatory context for each of the issues and/or recommendations identified in the final report
 - Identify/specify potential resources and funding sources for policy recommendations
 - Develop specific legislative/policy recommendations for the CBC to present to the various appropriation committees
 - Develop a process to track the progress and status of the Council's recommendations
- Ensure the 2010 Annual Report is a living document that represents the current context/environment
- Ensure the 2010 Annual Report recommendations are responsive and specific to the issues and concerns of African-Americans and other minority constituents

- Develop and implement a comprehensive communications strategy that is targeted to specific audiences. The objective of the communication strategy/plan is to create visibility for the Council and ensure its recommendations have significant impact. The communication plan/strategy should:
 - Specify who delivers the message and to what audience
 - Define and articulate the differences between the CBC and the 21st Century Council
 - Emphasize the strength and effectiveness of the Council as a public-private partnership
 - Clarify the fact that the Council is comprised of a diverse group of stakeholders (e.g., business, community-based organizations, political representatives, labor unions, etc.) and the recommendations were developed in a collaborative fashion (i.e., the views represented are broader than those of the CBC members)
- Clarify the purpose of the CBC Institute 21st Century Council. It was agreed that the Council is striving to become a:
 - Relevant “think-tank” comprised of Council members with diverse perspectives who develop consensus recommendations on critical issues affecting the nation and people of color
 - A “go to”, visible resource for the CBC, Congress, Obama administration and others
 - A organization that demonstrates the power of a successful and effective public-private partnership
 - The Council is **not** an advocacy organization, but a group of member organizations who come together to develop recommendations to address key issues
 - The Council’s Annual Report provides information to its members to support their advocacy efforts and provides an avenue for members to interact with and understand the specific viewpoints of CBC members

Engagement

Participants were asked to discuss strategies/ideas that would ensure a high level of engagement throughout the process. Below are the key points from the discussion:

- Create the working group agendas in advance so that Council members can better prepare for working group sessions
- Use the issues and recommendations from the 2009 Annual Report as a starting point for this year’s discussions
 - Track and report on the status of the 2009 issues and recommendations (i.e., status related to current and pending legislation)
 - Consider sub-topics/issues areas that new Council members can support (i.e., issues that are relevant and important to member organizations)
 - Identify and include research professionals in the working group meetings who can provide statistical data and other relevant information to support the recommendations
- Leverage technology to encourage engagement and create a “virtual dialogue” opportunity for members between meetings (i.e., emails, conference calls, WEBEX, etc.)

Working Group Areas

Participants were asked to review the 2010 working group areas and identify new areas for consideration. Below are the key points from that discussion.

Potential Additions:

- Housing is a critical element of the current national discussion
 - It was suggested that Housing be included in the discussion/context of the Financial Services and Economy Working Group
 - Identify new Council members who can adequately address the housing issue
- It was suggested that Criminal Justice and Crime are also important issues and should be included in the discussion/context of the Education Working Group (because these issues are related to how the nation addresses Education)
- Employment was also identified as a critical issue that can either be addressed as a separate working group or incorporated into a number of working group discussions

It was agreed that the 2010 working group topics will be finalized in the September meeting.

Other Considerations:

- Concerns were expressed about creating too many working groups and/or focusing on too many issues. Lack of focus would dilute the potential effectiveness, relevance and impact of the Council
- Council should maintain flexibility each year in developing the working group topics to ensure the Council addresses the most relevant issues
- The Council must communicate in easily understood and agreed upon terms/language to ensure and maintain relevancy to target audience(s)

Action Items

Action items	Responsible Party(ies)	Date
Send May 16, 2009 meeting summary to Kimberlin Love	Michelle Matthews	May 19, 2009
Develop a communication plan to address the role, visibility, and audience of the CBC Institute 21 st Century Council	Kimberlin Love	June-July 2009
Identify how to address the research component of the 2010 Annual Report	Kimberlin Love	Prior to September 2009 meeting
Develop process to track and report on status of 2009 recommendations	Kimberlin Love Michelle Matthews	June-July 2009
Define and develop “virtual dialogue” capabilities	Michelle Matthews	June-July 2009

Dates to Remember	
Develop and Prioritize Issues and Recommendations	September 18-20, 2009 Location: Washington, DC
Finalize Recommendations and Develop Report Key Points	November 6-7, 2009 Location: TBD
Develop Legislative Summary to Support Recommendations	November 2009 – January 2010
Final Report	February 2010 Location: Myrtle Beach, SC