

MAYO CLINIC COMMUNITY CONVERSATION REPORT 2017

Mayo Clinic Report to the Olmsted County, MN Community



On April 22, 2017 Mayo Clinic Public Affairs – Community hosted an event to thank the Rochester community and to support the following strategic goals:

THE GOALS

- Develop relationships to address health disparities in communities.
- Develop and maintain strong working relationships with business and community leaders.
- Promote dialogue among community members, groups from diverse backgrounds.
- Promote and enable collaborative outreach, targeted toward key constituencies and key underserved groups.

These goals align and support Mayo Clinic mission and values

THE PROCESS

Each of the 400 attendees self-selected to sit in one of four conversation areas: Nurturing Neighborhoods, Economic Opportunity, Lifelong Learning and Social Connections. Tables were hosted by trained facilitators who helped participants share and prioritize their ideas. The findings are captured in this report.

We hope you find this report useful, interesting and helpful as an individual community member, business person or as someone serving with a local non-profit. Mayo Clinic is committed to actively participating in the public dialogue about how to foster mutual respect, safety and inclusivity in our community.

Mayo Clinic Public Affairs – Community
Summer 2017



“

Mayo Clinic’s legacy and values inspire us to advance medicine and serve humanity. Community service is deeply embedded in this mission. Together with local partners, we create vibrant communities where everyone can thrive.”

*John H. Noseworthy, M.D.
President and CEO*

**HOW CAN OUR
NEIGHBORHOODS
INSPIRE INCLUSIVE
ENGAGEMENT?**



NURTURING NEIGHBORHOODS

1

Develop affordable, diverse housing for all

Attendees felt strongly about having affordable housing for all, especially elderly, so that neighborhoods can thrive within a diverse community of ages and socioeconomic status. Within these neighborhoods would be resources to care for families (childcare, elder care, special needs). This can also include a variety of mixed income housing options within a neighborhood (rentals, smaller “basic” homes, townhomes, etc).

2

Cultivate meaningful interactions

Attendees expressed a sincere effort to bring communities and people together to learn more about one another in a safe, engaging environment. Popular suggestions include community picnics, Neighborhood Night Out events, storytelling forums, cultural festivals, Adopt-a-Neighbor programs, service boards, welcoming committee, etc.

3

Create welcoming, natural physical environments

Attendees suggested that open, natural environments consisting of greenspace and walkability promoted neighborhoods capable of “nurturing” one another. This includes parks, public art, benches for conversations, shared space (community gardens), access to the trail system and transit options.

ATTENDEES AGREED THAT A SENSE OF COMMUNITY PRIDE CONTRIBUTED TO AN OVERALL FEELING OF NEIGHBORHOOD PRIDE AND COMMUNITY.

4

Enhance community pride

Attendees agreed that a sense of community pride contributed to an overall feeling of neighborhood pride and community. Suggestions included a “rehab program” for existing rundown housing, low-interest home renovation loans/mini grants, neighborhood associations to help those who need extra assistance with their property, etc.



**HOW DO
WE DEFINE
AN INCLUSIVE
ECONOMIC
COMMUNITY?**



ECONOMIC OPPORTUNITY

1

Increase education and training efforts

Attendees expressed education and training ideas ranging from pre-k through adult vocational training that tailor efforts to specific workforce needs in our community. Ideas include more educational outreach, mentoring, job shadowing from local employers to schools and diverse community populations (immigrants, at-risk youth).

2

Address financial stress and housing needs

Attendees feel that the lack of affordable housing, challenge of earning a living wage, and access to other basic needs (health care, shelter, food, child care, etc.) prevent economic opportunity for many local residents. Suggestions include policy changes (mixed use planning in new construction, increasing the minimum wage) and more outreach efforts to assist struggling families, adults with job readiness and ability.

3

Celebrate diversity, practice inclusion

Attendees talked about supporting economic growth by welcoming and celebrating diversity through stronger cultural and arts offerings, and social justice efforts of fair and inclusive hiring and recruitment practices. They recommended removing eligibility barriers (personality tests, traditional interviews) that create a disadvantage for some residents of more underrepresented cultures.

ATTENDEES FEEL THAT THE LACK OF AFFORDABLE HOUSING AND ACCESS TO OTHER BASIC NEEDS PREVENT ECONOMIC OPPORTUNITY FOR MANY LOCAL RESIDENTS.

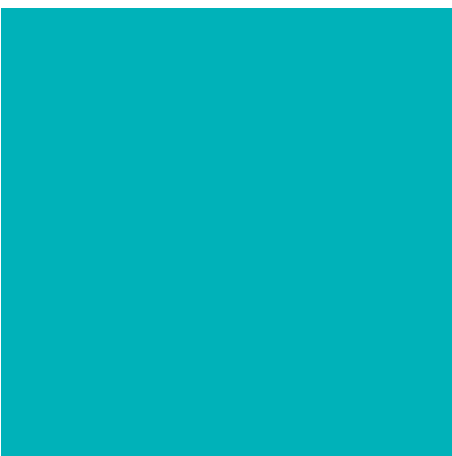
4

Improve workforce recruitment strategies

Attendees suggest that employers reach out more to regional communities to recruit workers and consider more unconventional hiring practices (consider immigrants whose credentials are not as widely recognized or accepted, focus on older workers nearing retirement, cater to workers who prefer to work part-time).

Learn more about Community Engagement at Mayo Clinic.

communityengagement.mayoclinic.org



HOW CAN LIFE-LONG LEARNING CONTRIBUTE TO AN INCLUSIVE COMMUNITY?



LIFELONG LEARNING

1

Make education more accessible

Attendees mentioned that accessibility to education is very important whether that be financial access or physical (i.e. transportation). Access includes learners from early childhood to adult. An example to help with the physical accessibility is to utilize other available spaces (library, community centers) that are easily accessible to different segments of the population. To help with affordability, they suggested more free and/or reduced cost learning opportunities to help the underserved population.

2

Increase diversity efforts within education programs

Attendees noted there needs to be a focus on diversity and inclusion education in the school curriculum. Attendees thought our education system should raise awareness of issues, warning signs and help promote an understanding of what it means to be inclusive. A multicultural and multigenerational event could promote inclusivity at a young age.

3

Grow mentorship opportunities

Many attendees expressed the need to increase mentorships and apprenticeships among young adults. Many comments included learning opportunities for students and young adults who are at risk and in need of more support through tutoring with after-school programs or at-home tutoring.

ATTENDEES NOTED THERE NEEDS TO BE A FOCUS ON DIVERSITY AND INCLUSION EDUCATION IN THE SCHOOL CURRICULUM.

4

Strengthen workforce preparation

Attendees voiced the need for training and re-training opportunities for incumbent workforce in the community. The attendees noted the community needs a job resource tool that helps match skills to specific jobs in the area. The attendees also stated that it's important to offer learning opportunities surrounding technological changes and advancements to help prepare all ages for the current and future workforce demands.

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communityengagement.mayoclinic.org



**HOW CAN
OUR SOCIAL
CONNECTIONS
INSPIRE AN
INCLUSIVE
COMMUNITY?**



SOCIAL CONNECTIONS

1

Create a community forum

Attendees suggested establishing an open forum of diverse individuals in a safe, neutral place to listen, mentor, share stories and connect families with community resources. The event would help participants learn about each other and through regular meetings, would help develop unique services or programs to meet the needs of the community. Such a forum would provide outreach to diverse populations, learn about diverse cultures and recruit participation.

2

Host pop-Up community events

Attendees expressed interest in hosting spontaneous art fairs, food festivals, block parties, entertainment, singing, dancing to encourage non-organized community gathering.

3

Develop a marketing campaign

Multiple attendees requested development of a marketing campaign, roughly themed “All are Welcome Here.” The campaign would include multiple communication venues such as radio, TV, billboards, newspaper, social media and yard signs.

MULTIPLE ATTENDEES REQUESTED
DEVELOPMENT OF A MARKETING CAMPAIGN,
ROUGHLY THEMED “ALL ARE WELCOME HERE.”

4

Consider a cross-cultural welcome center

Attendees suggested a community welcome center; some suggested a physical location while others liked the idea of using an existing location. The welcome center would provide cultural awareness and appreciation for various segments of the community (cross-generational, multi-cultural) so all would feel welcome and included.

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