

A Place to Be Happy:

Building Social capital in the Virgin Islands through the lens of healing

A presentation for Community Development Theory

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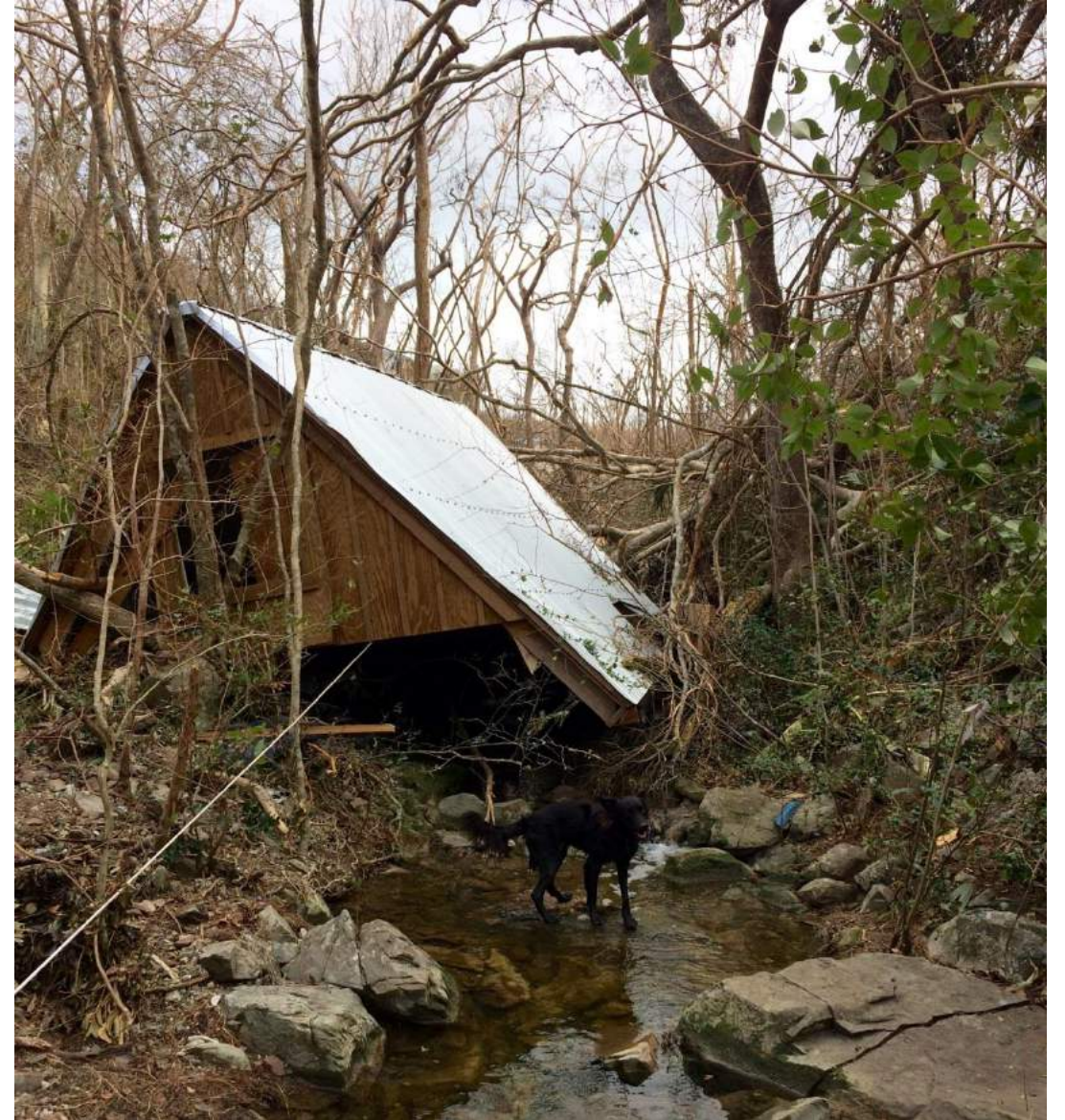
By: Katie Zaytoun
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Who is Katie
Zaytoun?

A little bit about me and what inspired me in this project.

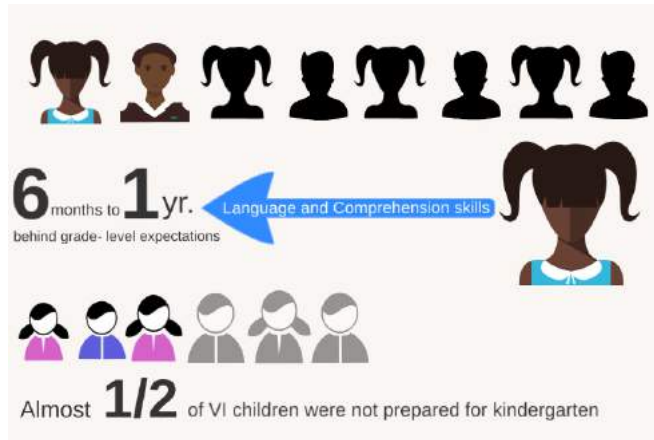




ANALYSIS #1

MOTIVATIONS

Academic Achievement



67.6%



7th graders scored below proficiency levels in reading

62.2%



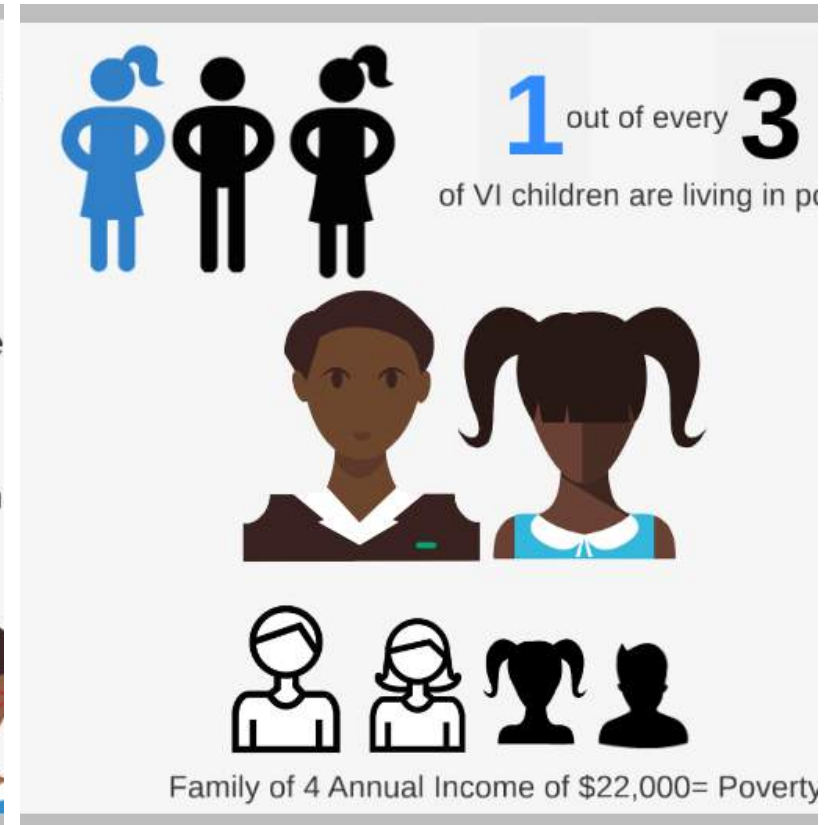
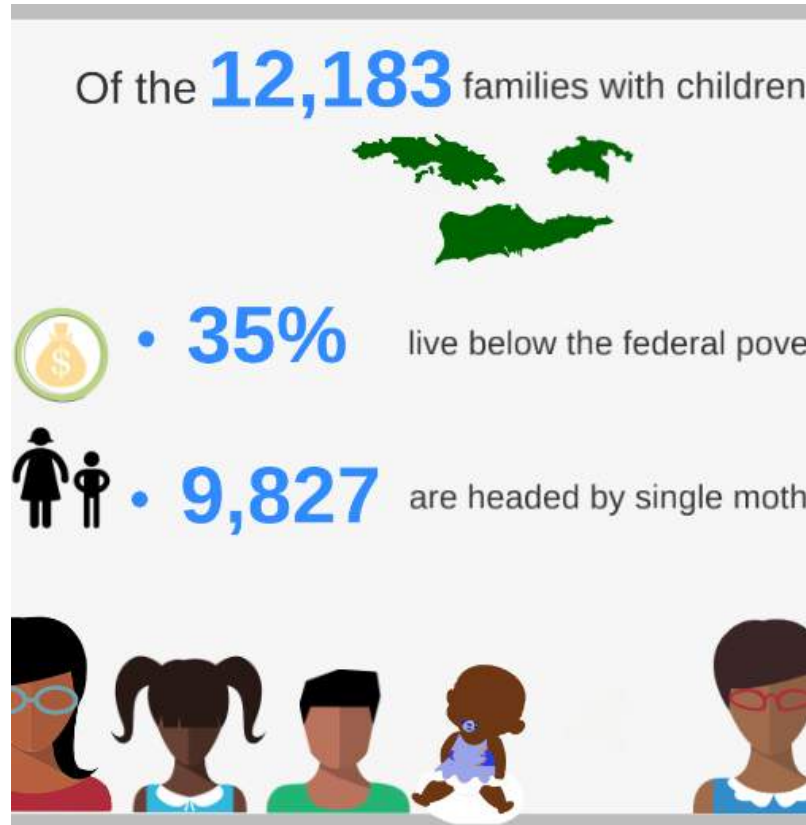
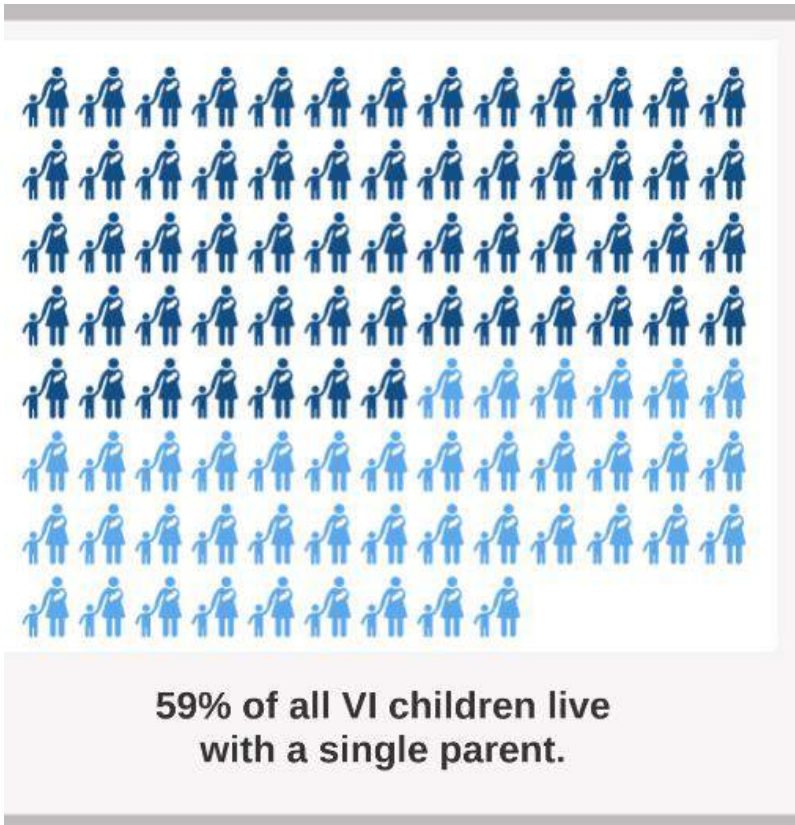
of 11th graders also scored below proficiency levels in reading that year.

43.3%

of public school 3rd graders documented as not able to read proficiently.

(Kids Count VI – 2015)

Poverty in the US Virgin Islands



Total population of the US Virgin Islands: 110,000
(Kids Count VI – 2015)

- The Virgin Islands has the highest murder rate in the country — higher per capita than any other state, commonwealth or territory in the country (FBI.gov).
- 39 homicides in 2017 with 4 in one week (VI Source).

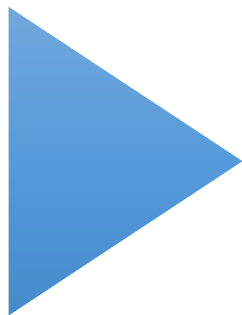








Our one community performance venue is far away,
and now – unavailable for the next 5 years



Trailer

A Place To Be
Happy

Show 13:18-
18:18

ANALYSIS #2

PROBLEM IDENTIFICATION

The problem
is...
STRESS
...especially after
two Cat - 5
Hurricanes.



Oct 17 at 6:45am • 

Yesterday, Dr. Olaf 'Bronco' Hendricks spoke about the mental stressors of surviving two hurricanes. What he said impacted me deeply. I even got emotional. **Sandra Canning** and others have been talking about stress and it's impact.

We really need to focus on friends and family and ourselves as we go thru this recovery. Workplaces need to have periodic stress relief and venting sessions in order to aid folks in coping with Hurricane-related PTSD.

Stress and unhappiness triggers

-Dr. Shawn Ginwright

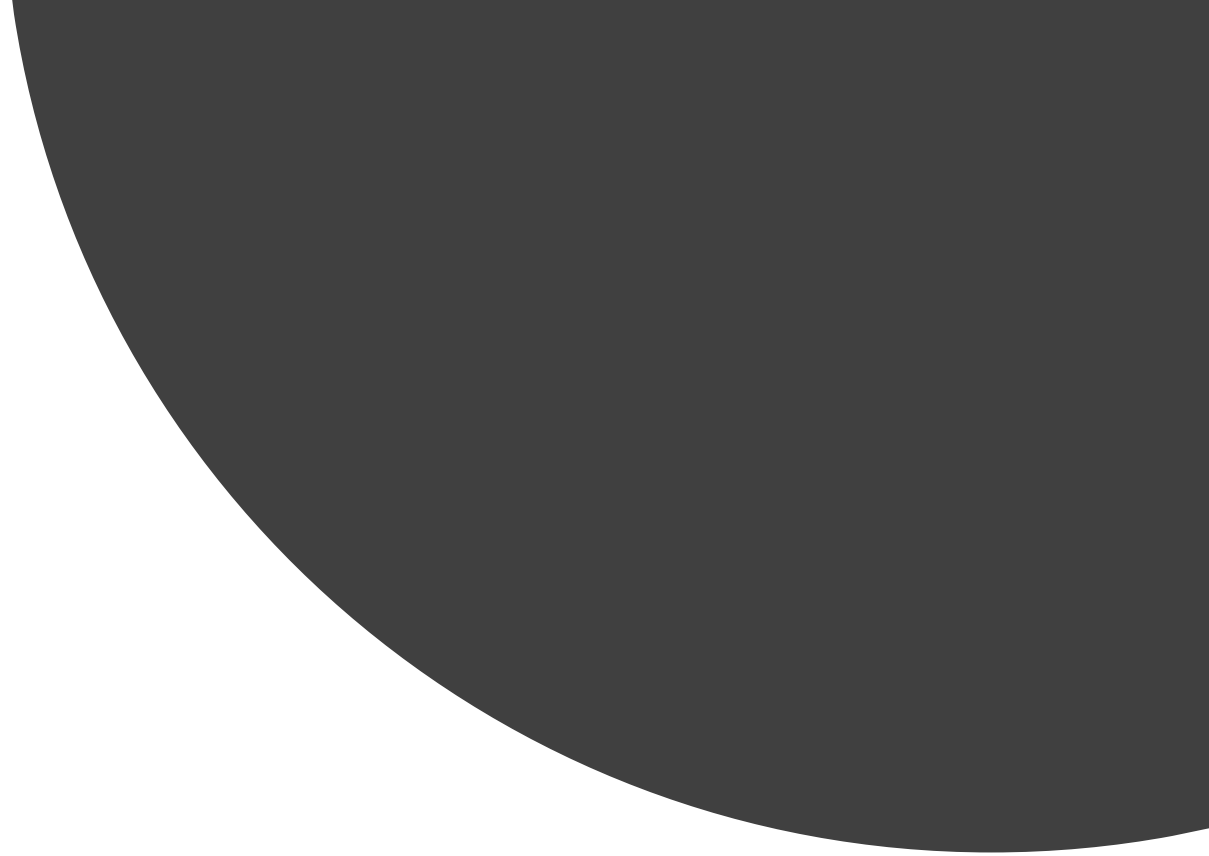
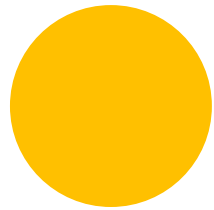
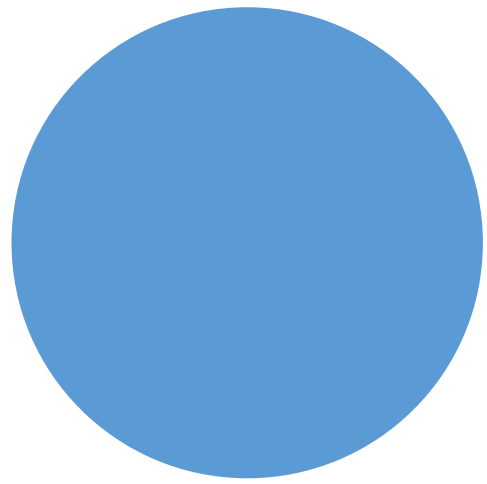
Low academic achievement

Low civic engagement

Poverty

Violence

Hopelessness



The Goal =
A Place to Be Happy

- Arts as part of community development
- Change the demographics – encourage millennials to come back
- Improved quality of life – pride for place - people want to be there
- Provide places of healing in our community

How do we measure happiness?

—World Happiness Report

Evaluative happiness measures very different dimensions of life, those that lead to overall satisfaction or frustration with one's place in society.

High Life Satisfaction contributors:

- Higher income
- better health of mind and body,
- high degree of trust in one's community ("social capital")

Low life satisfaction contributors:

- poverty
- ill health
- deep divisions in the community

The Big Question:

How do we create a place to be happy if we don't have PLACES to be happy?



The Challenge

To realize that the quest for happiness and the quest for sustainable development are intimately linked. How do we address this?

World Happiness Report



Crafting interventions

What solutions will help solve the problem at hand, given the nature of the community?

How do we plan our activities around accomplishing those solutions?

Identifying the strategies

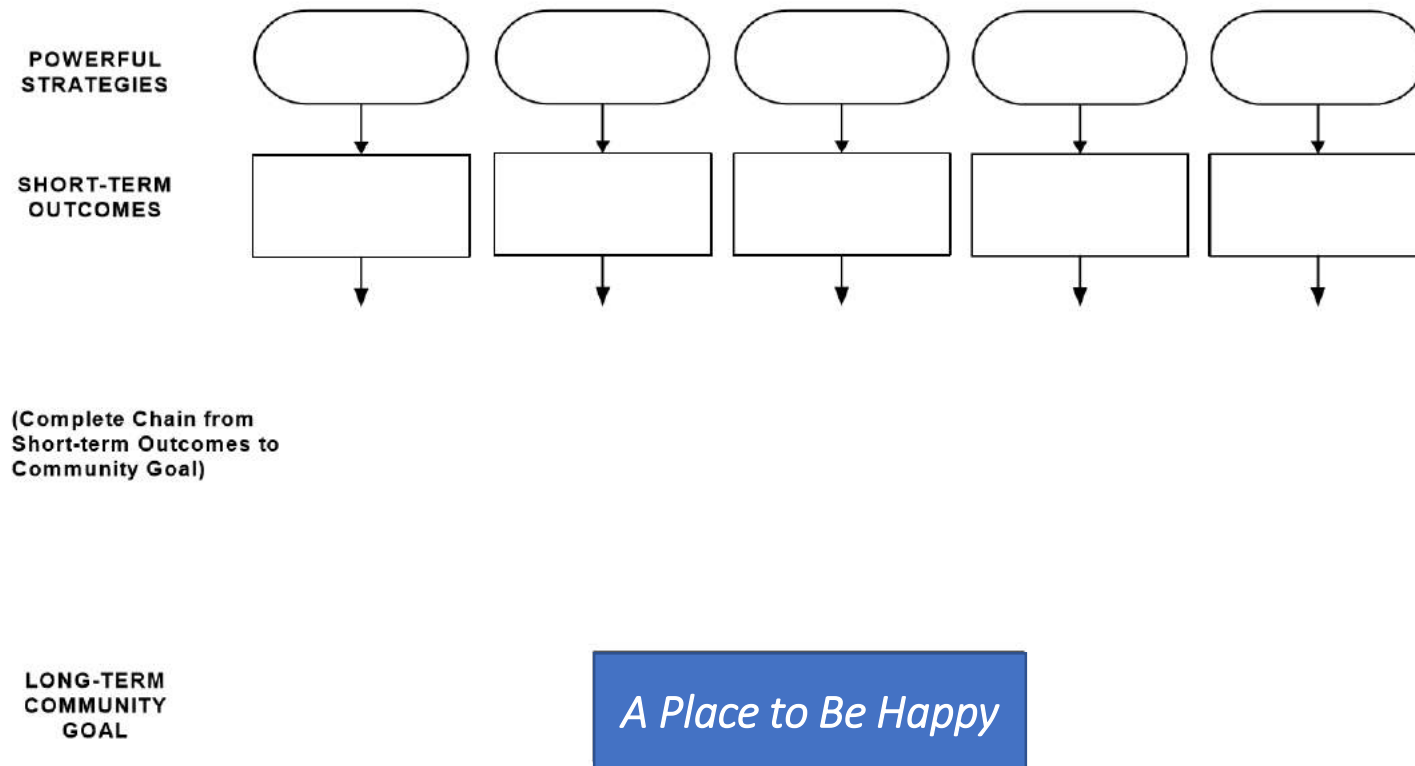
Place-Based

- So many successful people have left the island
- Development in an existing downtown neighborhood
- Improving the downtown environment – bringing value to the surrounding neighborhoods
- In the meantime – use public school auditoriums and facilities as assets

People-Based

- Quality instruction to students, and a place to give them a voice/empowerment
- Opportunities for families to bond
- Job opportunities for residents of Downtown neighborhoods Savan, Fireburn Hill, Synagogue Hill, Long Path, Garden Street and Government Hill.

The outcome map



Outcome Map

Implement DCVI Academy & Family Dance Series

Children and families from different schools and communities interact – Bridging Capital

Young people are engaged in constructive activities after school hours

Increased self esteem and confidence through mastering a skill

Sharing the joy, happiness, pride with greater community members through performances

Renovate an abandoned building downtown – instruction, rehearsal and performance space

Multipurpose use for music, dance, drama, art, rehearsals - gatherings for performances.

Collaborations between different organizations, artists – Bridging Capital

Proximity to downtown neighborhoods – central location

Beautify the downtown area and entice nightlife to come back downtown

Community space for healing, joy and celebration

Community Development Theories

Social Capital Theory

Blumer's Theory of
Symbolic
Interactionism

Social Capital Theory

Bridging Capital

- Youth Dance Academy and Family Dance Series brings different schools and communities together

Economic Development Opportunities

- With a performance venue and arts school locate in the town center, families will need to do while children are in class, and also places to celebrate (dinner, ice cream, etc.) after performances and after “cruise-ship hours.

Symbolic interactionism

Based on the “Town’s Blueprint”

- The community wants a vibrant downtown
- They want old buildings occupied and restored
- The history and culture means something to them

This project would add another layer to building unity

- Social dancing is intergenerational, brings joy
- The project will use a language that communicates Joy and Healing

Show 1 minute clip from VICA

Strengths

Smaller Communities are easier to organize
Existing Partnerships and relationships
Virgin Islanders are Proud

Weaknesses

Low social capital, financial capital
Low inclusion
No history of CD in the VI – always relied on government

SWOT

Opportunities

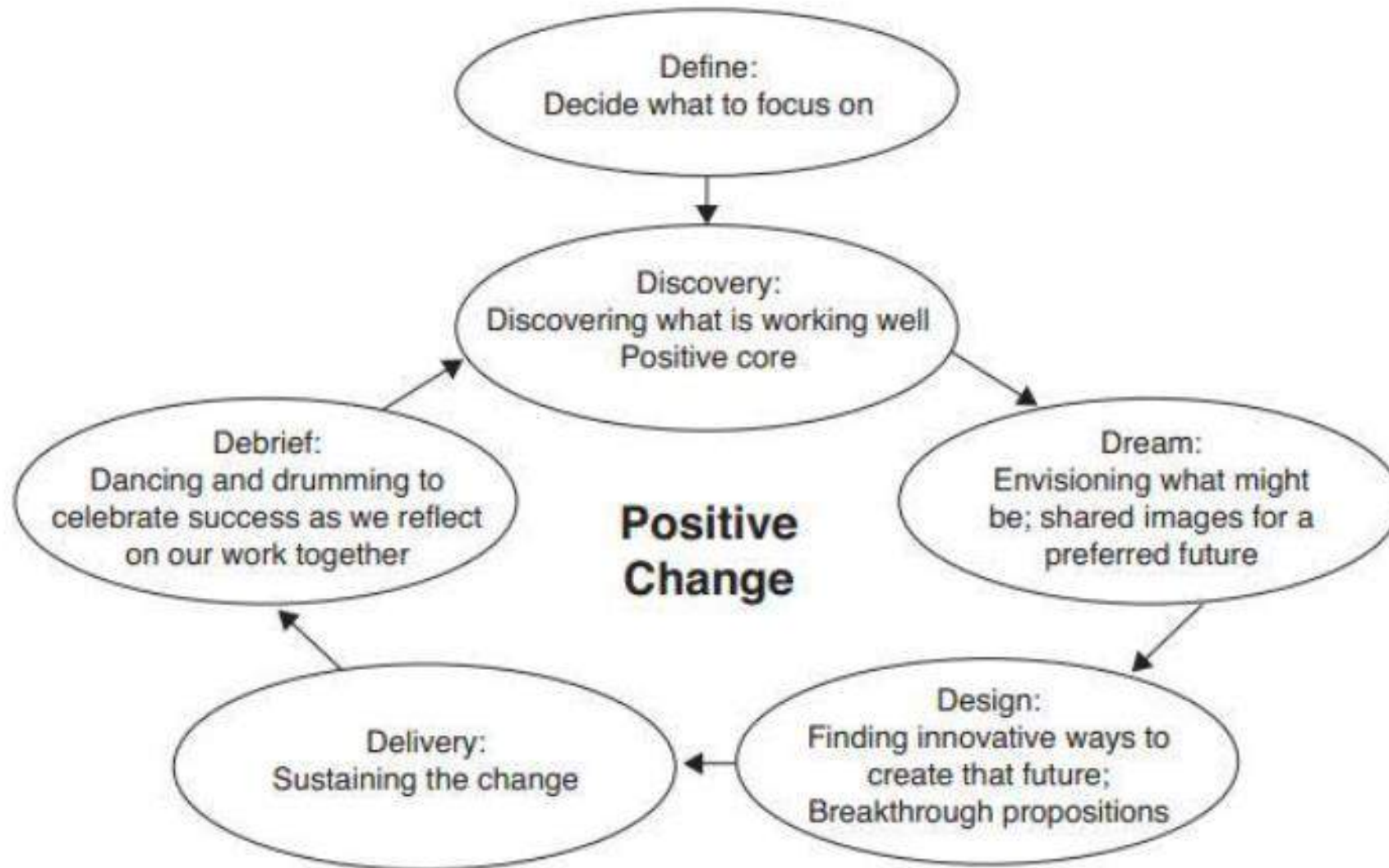
Public Schools as a resource (BCB, CAHS)
EDA Enterprise Zone – we must change the paradigm on how the EDA chooses businesses
Leverage UVI/Reichhold Resources for central downtown performing arts center
Arts can positively influence Economic Development

Threats

Government working against instead of with
Young people leaving the territory and not returning

SWOT Analysis – with input from
Justin Moorhead, VI Capital Resources

The Process of Appreciative Inquiry



Area of focus:

Sustainable Development

What I would like to see in my community is for the political and education system to address the need for healing spaces and support the projects and practices.

1. Define

2. Discover

What worked : Interview with Christine Jowers

- Deep appreciation for the history, culture of the Virgin Islands. From local Virgin Islanders and others who had relocated.
- Neighbors supported each other and did what they had to do to get the job done.
- There was a lot of support from the National Endowment for the Arts to support arts exchanges and initiatives
- Leadership at the core (VICA)

What I learned:

Readiness factors

- Government support or other reliable funding stream, Financial Stability
- Leadership
- Diversity

Success Factors

- Social Capital



3. Dream

Who?

- Orgs: My Brothers Workshop, United Jazz, DCVI, CFVI
- Gov't of VI, Public Schools, UVI/Reichhold, EDA
- Young People

3 Wishes:

- A place for music and dance initiatives to coexist
- A financially sustainable program
- A healing space for all children and families



4. Design:

Strategies for moving things forward

- Look at this through the lens of Sustainability and weave this work into existing plans for downtown (“The Town’s Blueprint” – 2010)
- Design a communication Platform
- Have a clear path to engage the community

Evaluation to successfully measure change

- Safe places for families to gather downtown emerge
- Annual performances for the community
- Graduation rates increase for high school and college, teen pregnancy decreases
- Stronger and healthier relationships within the community – individuals, schools and organizations

5. Deliver

Strategies for implementation:

- What needs to happen to be successful? (Theory and a Plan of Action)
- Who will do what to make it happen?
- What can be done immediately to take a step closer to that desired future?

6. Dancing and Drumming:




- Celebrate Success



- Reflection



- Group learning



- Go back to Step TWO
DISCOVER what is working
well



ANALYSIS #3

**PARTNERSHIP ANALYSIS
(IDEAS FOR THE FUTURE)**

The
| questions,
when I return
to the VI...

What is the status of the Town's Blueprint (2010)?

What is available through the EDA Enterprize zone commission?

Gather the stakeholders and share the appreciative inquiry process

Focus on sustainable development, and adopt a Theory of Change (either Annie E. Casey or Blumer Social Problem Process)

Interviews and Resources

Interviews

- Christine Jowers, Native St. Thomian
- Justin Moorhead, VI Capital Resources (Philadelphia and St. Thomas-Based)
- Daryl Wade, Native St. Johnian
- A Place to Be Happy Interviews, Senator Tregenza Roach, Ronnie Lockhart, Pressure Busspipe, Lee Vanterpool and more

Resources

- World Happiness Report, Edited by John Helliwell, Richard Layard and Jeffrey Sachs
- Theory of Change: A Practical Tool For Action, Results and Learning, PREPARED FOR: ANNIE É. CASEY FOUNDATION www.aecf.org, PREPARED BY: ORGANIZATIONAL RESEARCH SERVICES www.organizationalresearch.com, 2004
- Kids Count VI Data Book, CFVI
- www.fbi.gov, VI Source
- An Introduction to Community Development, Phillips and Pittman, 2015
- From assets to agents of change: Social justice, organizing, and youth development, Shawn Ginwright and Taj James