

Our Vision for **COMMUNITY IDENTITY and LEADERSHIP**

WE ENVISION strong community identity and leadership in the Coastal Bend, where citizens are engaged in -- and proud of -- their communities. Greater unity and harmony exists among Coastal Bend governments and other entities who work together to achieve our common vision and cooperate to share resources and promote community development. Our elected officials listen to the voices of residents and make decisions for the common good, delivering effective, efficient, well-managed urban services. Coastal Bend citizens actively participate in government and are engaged in civic life. Community service and volunteerism has increased and is highly valued and supported. We recognize our growing diversity as a valuable community asset and celebrate our differences while remaining a unified community with a common vision. Together, forward-thinking government, citizens, business and community leaders work for the best interests of our region.

- GOVERNANCE
- LEADERSHIP
- CIVIC ENGAGEMENT AND COMMUNITY INVOLVEMENT
- COOPERATION
- DIVERSITY
- LOCAL CULTURE

Community Identity and Leadership

Community Identity and Leadership: Governance

Strategy CIL 1	Enhanced Coastal Bend Governance. Enhance the governance process across the Coastal Bend region, promoting more effective program and service delivery, greater transparency, accountability and responsiveness to constituent needs, and increased public-private collaboration and sharing of resources for the common good.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 1.1	Strategic Plan Sharing. Utilize BoldFuture for the Coastal Bend (BFCB) website to serve as repository of planning documents for all public and non-profit organizations in Nueces and San Patricio counties. BFCB should issue a letter to all entities inviting them to submit their strategic plan to the website.	Texas A&M University-Corpus Christi, Del Mar College	Public and non-profit entities			X	
Action CIL 1.2	Local Taxing Authorities Conference. Convene a conference of all local and regional governmental taxing authorities in the Coastal Bend to share best practices, identify areas of duplication, and identify opportunities for improved communication and collaboration.	Nueces and San Patricio County Judges	Corporate underwriter for forum			X	
Action CIL 1.3	Regional Grants Clearinghouse. Establish a consortium of existing resource development professionals to identify and coordinate grant opportunities for BoldFuture initiatives.	Association of Fundraising Professionals Coastal Bend Chapter	Del Mar College, Texas A&M University-Corpus Christi, City of Corpus Christi, Nueces County, San Patricio County		X		

Strategy CIL 2	Forward-Thinking Governance. Promote unity through a common vision to facilitate positive innovation, progress and inclusivity.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 2.1	BoldFuture Vision Marketing. Develop and implement a comprehensive marketing and ad campaign to promote the BoldFuture vision and keep BoldFuture activities and accomplishments in the public eye.	Texas A&M University-Corpus Christi, Del Mar College	Local American Institute of Architects, Corporate partners		X		

Community Identity and Leadership: Leadership

Strategy CIL 3	Citizen Leadership. Encourage and support Coastal Bend citizens in developing their interest in, knowledge of and participation in public affairs, taking on greater leadership roles in their communities.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 3.1	Successful Volunteer Recognition. Develop a campaign recognizing citizen service contributions and recruiting additional individuals to become involved in volunteer services. <ul style="list-style-type: none"> • Volunteer Rewards Program. Identify and coordinate non-monetary volunteer rewards opportunities such as free/reduced admission to community attractions, events, performances and classes. 	Volunteer Center of the Coastal Bend	Media outlets Local recreational businesses and attractions		X		

Strategy CIL 4	Developing Youth Leaders. Educate and prepare Coastal Bend youth to assume greater leadership roles in community affairs, eventually “taking the reins” in moving the community forward.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 4.1	Early “Character First” Program Integration. Work with local school districts to integrate appropriate elements of the Character First program (strengthening relationships, improving communication, building teamwork) into an educational strategy to engage the future workforce at the earliest possible opportunities.	City of Corpus Christi Mayor’s Office	Area independent school districts, Character First Committee, American Red Cross Youth Leadership Program		X		
Action CIL 4.2	Youth Leadership Program. Re-initiate the Youth Leadership program utilizing donated space in governmental, educational or civic facilities, interfacing with the Mayor Emeritus Luther Jones Leadership Center, incorporating aspects of the Character First initiative and drawing on the talents and volunteer support from Leadership Corpus Christi and the local chapter of Leadership Texas.	Del Mar College	Texas A&M University-Corpus Christi, Leadership Corpus Christi, Leadership Texas, Nueces and San Patricio County Courts		X		

Community Identity and Leadership: Civic Engagement and Community Involvement

Strategy CIL 5	Active Citizen Participation. Promote active participation in local government, encouraging citizens to work together for the common goals and excellence of the region.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years

<i>Action CIL</i> 5.1	Improved Voter Participation. Broaden voter awareness and participation through communitywide get-out-the-vote campaigns and signage, and partnering with major employers to encourage greater turn-out.	League of Women Voters – Corpus Christi	Major employers, local city and county governments, local media		X		
<i>Action CIL</i> 5.2	Voter Behavior and Participation Study. Commission a study on voter behavior to identify opportunities and strategies to improve voter engagement and participation, including the possibility of moving voting days in specific jurisdictions to improve voter turnout.	Lead Partner Pending	Texas A&M University-Corpus Christi Social Science Research Center	X			

<i>Strategy CIL</i> 6	Citizen Involvement in Local Communities. Encourage and engage Coastal Bend citizens to become more involved in the civic life of their communities.	<i>Lead Partner</i>	<i>Suggested Supporting Partners</i>	Timeline			
				<i>Less Than 1 Year</i>	<i>1 – 2 Years</i>	<i>3 – 5 Years</i>	<i>6+ Years</i>
<i>Action CIL</i> 6.1	Civic Pride and Responsibility. Integrate community volunteerism into school activities such as athletics, band, clubs and honor societies, to build a greater sense of civic pride in and responsibility for the education of our youth.	Communities in Schools, Inc.	PTAs, families, faculty and community members			X	
<i>Action CIL</i> 6.2	Public Office Boot Camp. Develop a non-partisan leadership program that could be replicated throughout the region to encourage, support and prepare citizens for public service in elected office.	Corpus Christi Chamber of Commerce	Leadership Corpus Christi Alumni, community-based civic, service and faith-based organizations	X			

Strategy CIL 7	Enhanced Civic Involvement. Enhance civic involvement in the Coastal Bend by engaging faith-based groups, schools, non-profits and businesses to become more involved and give back to their communities.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 7.1	Sea City Work Camp. Expand the efforts of Sea City Work Camp for youth and adults to make housing repairs in low-income neighborhoods. Promote the concept to other faith-based groups.	Corpus Christi District of the United Methodist Church	Faith-based organizations		X		
Action CIL 7.2	Engagement of Faith-Based and Civic Groups. Strengthen efforts to involve faith-based groups in addressing community needs.	Volunteer Center of the Coastal Bend	Faith-based organizations, local governments		X		

Strategy CIL 8	Recognition and Unity in Diversity. Encourage people from all areas of the Coastal Bend to celebrate their cultural uniqueness, while still identifying themselves as South Texans.	Lead Partner	Suggested Supporting Partners	Timeline			
				Less Than 1 Year	1 – 2 Years	3 – 5 Years	6+ Years
Action CIL 8.1	Cultural Diversity and Community Events. Celebrate the Coastal Bend communities' cultural diversity through inclusion of broader multi-cultural offerings in existing community events and development of future community-wide activities.	Buccaneer Commission	Event organizers			X	
Action CIL 8.2	Calendar of Major Ethnic and Cultural Events. Develop a printed regional calendar of ethnic and cultural events utilizing photos of the myriad of festivals, celebrations, and cultural activities. Secure sponsor(s) to provide funding for printing.	Lead Partner Pending	Area Chambers of Commerce, Texas A&M University-Corpus Christi, Del Mar College, visitor-oriented businesses				

<p><i>Strategy CIL 9</i></p>	<p>Community-Based Role Models. Develop role modeling, mentoring, and leadership opportunities so that all Coastal Bend youth have role models and leaders from within their own communities from whom they can learn and be inspired.</p> <p><i>No supporting actions are proposed at this time.</i></p>		
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<p><i>Strategy CIL 10</i></p>	<p>Innovation, Creativity and Youth. Highlight innovation and creativity as hallmarks of the Coastal Bend, with educated and involved young people continuing to invest in their community's future.</p>	<p><i>Lead Partner</i></p>	<p><i>Suggested Supporting Partners</i></p>	<p>Timeline</p>			
				<p>Less Than 1 Year</p>	<p>1 – 2 Years</p>	<p>3 – 5 Years</p>	<p>6+ Years</p>
<p><i>Action CIL 10.1</i></p>	<p>Student Conferences. Identify, support and promote community related conferences (such as EPICC - Environmental Protection In Corpus Christi Conference) created by students.</p>	<p>Education Service Center Region 2</p>	<p>Area independent school districts</p>		<p>X</p>		
<p><i>Action CIL 10.2</i></p>	<p>Regional Student Film and Video Festival. Develop, promote and fund a festival of film and video, produced and directed by junior and senior high school students and highlighting issues that most affect and concern youth, such as “brain drain,” teen pregnancy, dropping out, drugs and their future.</p>	<p>House of Rock, Texas A&M University-Corpus Christi</p>	<p>Area independent school districts, Big Brothers/Big Sisters, Junior Achievement of the Coastal Bend</p>		<p>X</p>		
<p><i>Action CIL 10.3</i></p>	<p>Art in Open Spaces. Recruit private sector partners to donate venues and fixtures (i.e., sides of buildings, telephone boxes, light poles, etc.) for artists to create paintings, murals, and other art forms, for public display to enrich the environment and enhance civic pride. Coordinate artists and locales and promote both work-in-progress and finished art pieces.</p>	<p>City of Corpus Christi Graffiti Task Force</p>	<p>AT&T Texas, corporate sponsors, area independent school districts, Art Museum of South Texas</p>		<p>X</p>		

Community Identity and Leadership: Local Culture

<p>Strategy CIL 11</p>	<p>Progressive City, Small Town Feel. Encourage an environment of forward-thinking in the region that promotes a more progressive, vision-driven Coastal Bend while maintaining our unique identity and “small-town” feel.</p> <p><i>No supporting actions are proposed at this time.</i></p>		
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