

Community Action
New Mexico



"Strengthening the economy and building tomorrow's workforce by developing the assets of New Mexico's children, families and communities"

Transformational Leadership

Organizational Development

Strategic Communication

NM Assets Consortium

Assets are resources and capacities that enable us to achieve social mobility and economic security

- The Consortium will
- Match ambition with money
 - Engage communities & organizations in effective collaboration
 - Create enduring public-private partnerships
 - Change public policy
 - Bridge race and class chasms

Create a learning organization that inspires and equips member agencies as they:

- Define poverty & set goals for its elimination
- Develop and test high impact strategies
- Refocus their resources
- Engage their communities

Create a statewide blueprint to end poverty

Build a powerful and agile network of agencies that are competitive, able to see seize opportunities, create new paradigms, and address the impacts of a rapidly changing economy.

Understand ourselves as social entrepreneurs, who apply innovative solutions to pressing social problems, empowering communities and partners to mobilize resources and develop opportunities for improvement and change.

Become the model of "self sufficiency" that we expect of the people we serve.

The complexities of poverty and the cost of America's tolerance for it must be understood in order to open the public policy space that will validate the sweeping changes the we propose.

Elements of Communication include

- Poverty film
- Annual Report
- NM Editorial Board
- NM News Service
- Mainstream Media project
- Web Site

Energy Advocacy

The energy burden that low income people bear, combined with the massive economic change that will result from the depletion of fossil fuels compel us to lead in this arena.

- NM Energy Trust Fund
- Leadership for a new energy economy
- REACh Demonstration

Clean and renewable energy development creates investments, businesses and jobs in rural New Mexico

Case For Change	New Mexico the Family State: The best place in the nation in which one can be
<p>Economic and social trends in our state show a decline in the quality of life for New Mexicans. Rapid and massive economic change has been the source of dis-integration of communities, families and individuals. With this dis-integration, we are experiencing disturbing trends in drug and alcohol use, child abuse, domestic violence, suicide, and generational and cyclical poverty. Additionally, the middle class is shrinking, and social connectedness is declining in all social classes as people are required to spend more and more time working to meet basic needs, hold on to jobs, and secure a financial future for themselves and their loved ones.</p>	<p>Born</p> <ul style="list-style-type: none"> • Prenatal care is available to all women, and accessed within the first trimester • The unborn are not exposed to drugs, alcohol or tobacco • Women have control over their sexuality, and pregnancies are the purview of adults who want and plan to have children <p>Reared</p> <ul style="list-style-type: none"> • Families are so well integrated as community members that if they are burdened with the loss of a job, illness, a death or divorce, assistance and support will be readily available. • Communities are committed to the healthy development of all children as evidenced in their social and financial priorities • Quality health care is available to everyone <p>Educated</p> <ul style="list-style-type: none"> • Quality child development programs are available to all parents of preschoolers • K-12 schools develop the whole person, have 99% graduation rates and every student leaving the system is prepared to succeed in higher education or in a job that pays a living wage, holds potential for growth and advancement, and provides benefits • Higher education and training programs are available and accessible to everyone who needs or wants them, and are known for their ability to meet intrinsic and practical goals of students. <p>Work</p> <ul style="list-style-type: none"> • Employers pride themselves in their family friendly policies and practices that support people's needs to nurture • Business leaders see their success as inextricably tied to that of the community and its families, and are committed to the values of fair profits, clean and sustainable practices, and community and family wealth formation • Resource centers that are designed to help people solve problems before they are a crisis are supported by employers because they are viewed as critical to employee and company wellbeing. <p>Live</p> <ul style="list-style-type: none"> • Decent, affordable, energy efficient homes will house all New Mexicans. • The natural environment, cultures, art and history of communities and the state will provide the context for a vibrant social, spiritual and civic life to which all citizens feel connected, and able to influence. <p>Grow Old</p> <ul style="list-style-type: none"> • Elders enjoy a position of respect and support in their families and communities • The physical, financial and social needs of elders are met thru formal and informal family and community networks

High Impact Strategies

Transformational Leadership

- Create a learning organization that can
 - Inspire and equip member agencies with the skills and values of critical self evaluation and leadership that can provide the context for them to:
 1. Define poverty, establish goals for its elimination, and regularly measure progress toward goals
 2. Develop and test high impact strategies for ending poverty
 3. Eliminate or transfer low impact programs
 4. Express a strong commitment to community engagement thru the development of effective strategies
 5. Lead a broad cross section of their communities to develop a blueprint to end poverty
- Engage representatives of business, government, social services, health care, education, juvenile justice to develop specific poverty reduction goals and a statewide blueprint to make New Mexico the Family State.

Organizational Development

- Build a powerful, agile network of agencies that are competitive, able to see and seize opportunities, create new paradigms, and address the impacts of a rapidly changing economy. To do so we must:
 - Develop an understanding of ourselves and our organizations as social entrepreneurs who apply innovative solutions to social problems, empowering communities and partners to mobilize resources and develop opportunities for improvement and change, and
 - Have a broad, stable and adequate funding base. Achieve the self sufficiency that we expect of the people we serve.

Strategic Communication

- Poverty is a labor issue, a civil rights issue, a health issue, a women's issue, a children's and elder's issue, a disability issue, and an education issue. It has many dimensions but four broad areas that are "causes": Behaviors of individuals, inadequate levels of social and human capital in communities, exploitation, and political and economic structures. These complexities and the cost of America's tolerance for poverty must be understood to motivate the kind of change that we are proposing. Our initial steps in the development of that understanding are:
 - Poverty Film – Target audience: TV Viewers statewide (55% watch regularly)
 - Annual Report – Target audience: Funders, policy makers, business, government
 - NM Editorial Board – Target audience: Newspaper readers statewide (41% read daily)
 - NM New Service – Target audience: Radio listeners statewide (41% listen daily)
 - Web Site – Target audience: partners, low income people needing services, donors
 - Face Time – Individual meetings and group presentations

Initiatives That Exemplify the Values and Intent of the Strategies

New Mexico Assets Consortium

- Assets are resources and capacities that enable us to achieve social mobility and economic security. Based on the belief that public policy should invest in the assets of all households, we have combined two Federal Grants, EITC and IDA to form a statewide consortium that includes all other IDA providers in the state in a community of practice, and two statewide partners, Tax Help New Mexico and the New Mexico Financial Literacy Project.
- The Consortium will be structured, funded and operated to:
 - help low income people realize their dreams and ambitions by assisting them with
 1. the development of financial skills
 2. building or rebuilding their credit
 3. the development of an effective plan to purchase and maintain an asset
 - serve as a model for effective community engagement, and organizational collaboration
 - create effective public – private partnerships
 - change public policy, and
 - bridge the chasm of race and class in communities

Energy Advocacy

- The energy burden that low income people bear, combined with the massive economic change that will result from the depletion of fossil fuels compel us to lead in this arena. Thus, it is our intention to:
 - Develop the New Mexico Energy Trust Fund which will provide the values and financial framework for;
 1. Leadership for a new energy economy that will at once provide New Mexico with clean, reliable, new sources of energy, with business and community development opportunities, and good paying jobs in rural New Mexico where they are most needed.
 2. Planning, demonstrations and policies that make energy efficiency in low income housing (rehab and new builds) a requirement.
 3. Research and development that demonstrate the effectiveness of using renewables in our state
 4. Advocacy with energy providers, the PRC and legislators that secures an affordable, sustainable commodity to low income consumers