


Mosaic Partnerships Program



MOSAIC


- Genesis of the Mosaic Partnerships™ Program
- What is Mosaic Partnerships? (including Video)
- Societal Trends
- Mosaic Partnerships' Impact on Social Capital
- Program Outcomes (including Ripple Effect Video)
- How Mosaic Partnerships Works to Create Change
- Measurement
- Where we are now
- Questions?

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History of Mayor Johnson's Commission on Race & Ethnicity

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Goal

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Genesis of a Prejudice-free Community by 2010

BHAG! Big Hairy Audacious Goal!

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Mosaic Partnerships Program

Mosaic Partnerships™ are...




FELLOWSHIP

TRUST



COMMUNITY

ACTION

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Mosaic Process

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How Do Leaders Impact Change?



Change evolves through these six groups:

- > Innovators 2% (*not opinion leaders*)
- > Early Adopters 13% (*natural opinion leaders*)
- > Early Majority 35%
- > Late Majority 35%
- > Late Adopters 13%
- > CAVE people 2%

TRUST




Adapted from: *The Balancing Act*

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Pathway for Partnering



- Partners meet with each other 4 times quarterly
- ◆ Partner pairs (cluster group) meet 7 times throughout the year
- * All Participants (large group) meet twice, at the Orientation and Final Celebration

1st Quarter 2nd Quarter 3rd Quarter 4th Quarter




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Cluster Group Meetings



<p>Cluster Meeting No. 1</p> <ul style="list-style-type: none"> ➤ Friendship <p>Cluster Meeting No. 2</p> <ul style="list-style-type: none"> ➤ Open Discussion <p>Cluster Meeting No. 3</p> <ul style="list-style-type: none"> ➤ Culture <p>Cluster Meeting No. 4</p> <ul style="list-style-type: none"> ➤ Open Discussion 	<p>Cluster Meeting No. 5</p> <ul style="list-style-type: none"> ➤ The Other / Monumental Ideals, Part I <p>Cluster Meeting No. 6</p> <ul style="list-style-type: none"> ➤ Open Discussion <p>Cluster Meeting No. 7</p> <ul style="list-style-type: none"> ➤ The Other / Monumental Ideals, Part II
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Participant Testimonials



Video clips provided courtesy of 13 WHAM TV [13 WHAM.com](http://13WHAM.com)

 <p>Al Simone, President—Rochester Institute of Technology Gladys Santiago, Sr. Vice President—Iberio-American Action League</p>	 <p>Mayor William A. Johnson—City of Rochester Peter Jamison, Ganondagan State Historic Site</p>	 <p>Danny Wogman, President—Wogmans Food Markets Wade Norwood, Rochester City Councilman</p>
 <p>Robert Miller, President—Nazareth College Jean G. Howard, President—Wilson Commencement Park</p>	 <p>Brenda D. Lee, Assistant Dean—University of Rochester, School of Medicine & Dentistry Sandra L. Frankei, Supervisor—Town of Brighton</p>	



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Biracial Partnerships for Community Progress



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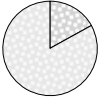
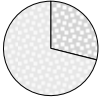
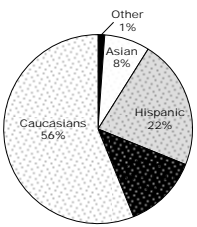





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U.S. Demographic Trend



 <p>1982: Less than 20% Minorities</p>	 <p>2002: 29% Minorities</p>	 <p>By 2042: Almost 50% of Americans will be what we now call Minorities</p>
<p>  Caucasians  Multi-Ethnic </p>		



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Rochester's Demographic Shift **MOSAIC**

<p>1990 CENSUS: Total population 231,636</p> <ul style="list-style-type: none"> • 39% of the population were People of Color: <ul style="list-style-type: none"> ➢ 32% African American ➢ 8% Hispanic ➢ 1.6% Asian • 16% speak a second language at home • 22.6% of individuals are below the poverty level 	<p>2000 CENSUS: Total population 219,773 (↓5%)</p> <ul style="list-style-type: none"> • 51% of the population were People of Color: <ul style="list-style-type: none"> ➢ 39% African American ➢ 13% Hispanic ➢ 2.2% Asian • 17.8% speak a second language at home • 25.9% of individuals are below the poverty level
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(Source: U.S. Census Bureau 2000)

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Greensboro's Demographic Shift **MOSAIC**

<p>1990 CENSUS: Total population 183,521</p> <ul style="list-style-type: none"> • 36% of the population were People of Color: <ul style="list-style-type: none"> ➢ 34% African American ➢ 1% Hispanic ➢ 1.4% Asian • 4.2% spoke a second language at home 	<p>2000 CENSUS: Total population 223,891 (↑22%)</p> <ul style="list-style-type: none"> • 44% of the population were People of Color: <ul style="list-style-type: none"> ➢ 37% African American ➢ 4.4% Hispanic ➢ 2.8% Asian 11.2% spoke a second language at home
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(Source: U.S. Census Bureau 2000)

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Milwaukee's Demographic Shift **MOSAIC**

<p>1990 CENSUS: Total population 628,088</p> <ul style="list-style-type: none"> • 36.6% of the population were People of Color: <ul style="list-style-type: none"> ➢ 30.5% African American ➢ 1.8% Asian ➢ 7.9% Hispanic (any race) ➢ 4.3% other* • 10.0% speak a second language at home • 21.6% live below poverty level 	<p>2003 CENSUS (Estimated): Total population 559,843 (↓ 10.9%)</p> <ul style="list-style-type: none"> • 54.1% of the population were People of Color: <ul style="list-style-type: none"> ➢ 40.4% African American ➢ 2.7% Asian ➢ 14.1% Hispanic (any race) ➢ 8.7% other* • 17.8% speak a second language at home • 21.3% live below poverty level
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(Source: U.S. Census Bureau 2000)

* American Indian, Eskimo or Aleut, Asian or Pacific Islander, Native Hawaiian, some other race, two or more races.

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Philadelphia's Demographic Shift **MOSAIC**

<p>1990 CENSUS: Total population 1,585,577</p> <ul style="list-style-type: none"> • 52.1% of the population were People of Color: <ul style="list-style-type: none"> ➢ 39.3% African American ➢ 2.7% Asian ➢ 5.6% Hispanic (any race) ➢ 5.9% other* • 13.7% speak a second language at home • 20.3% live below poverty level 	<p>2003 CENSUS (Estimated): Total population 1,423,538 (↓ 10.2%)</p> <ul style="list-style-type: none"> • 57.8% of the population were People of Color: <ul style="list-style-type: none"> ➢ 44.1% African American ➢ 5.1% Asian ➢ 9.3% Hispanic (any race) ➢ 7.0% other* • 18.9% speak a second language at home • 22.3% live below poverty level
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(Source: U.S. Census Bureau 2000)

* American Indian, Eskimo or Aleut, Asian or Pacific Islander, Native Hawaiian, some other race, two or more races.

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Eroding Social Capital **MOSAIC**

- Community involvement
- Trust
- Civic participation
- Voluntary organizations
- Informal social connections




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What is Social Capital? **MOSAIC**

Community Connectedness:

- Connection between individuals and networks of individuals
- Level of Social Trust
- Norms of reciprocity
- Mutual cooperation
- Flow of Information

“Social capital is the glue that holds societies together and without which there can be no economic growth or human well-being.”

*- Social Capital: The Missing Link?
- a paper by The World Bank -*







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Social Capital: The Invisible Capital **MOSAIC**

- Financial Capital
- Human Capital
- Social Capital






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Why Does It Matter? **MOSAIC**

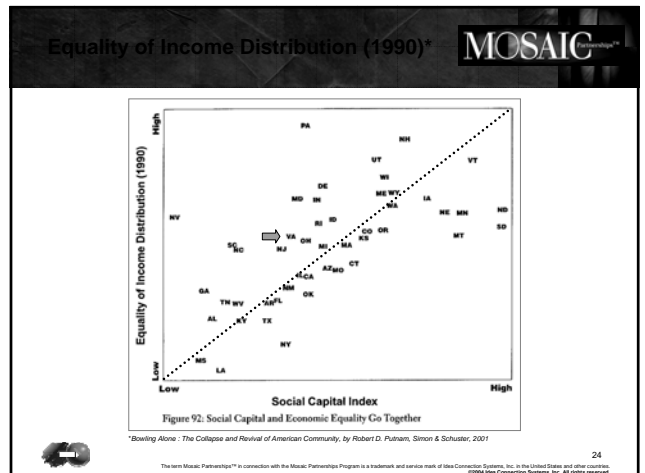
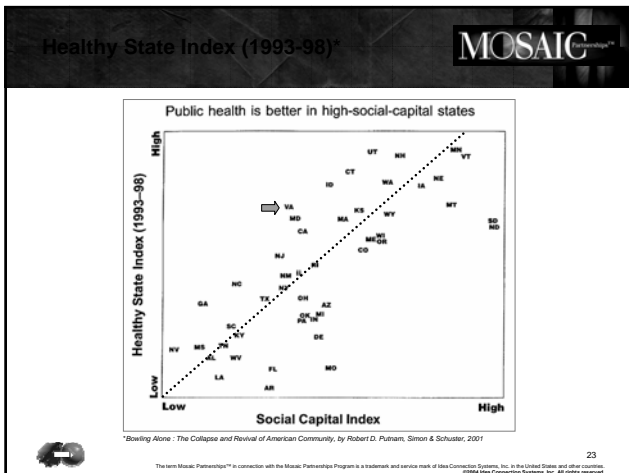
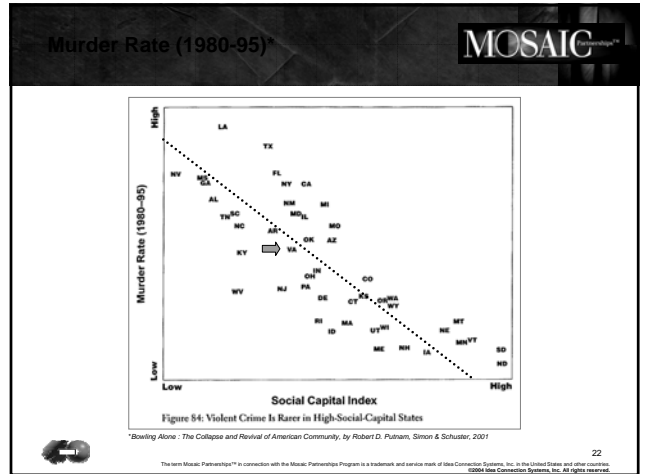
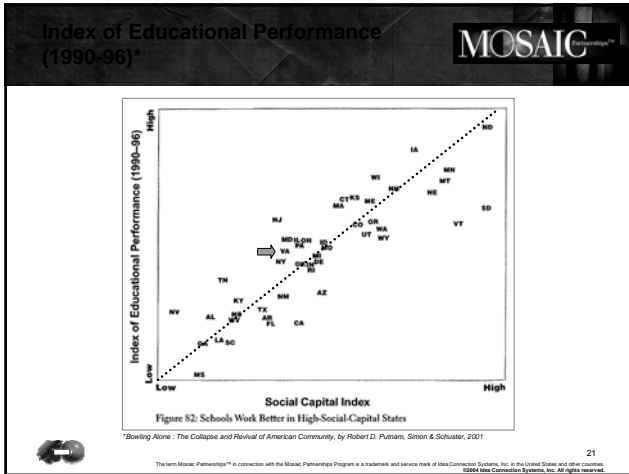
- Education and Child Development
- Reduced Crime
- Economic Prosperity
- Government
- Health
- Happiness




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Broadening Our Comfort Zones **MOSAIG**

"To build social capital requires that we transcend our social and professional identities to connect with people unlike ourselves."
 (Robert Putnam, Bowling Alone)

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Why does Mosaic Partnerships work? **MOSAIG**

Human beings change based on three levels of experience.

Least to Most effective:

Level 1 Direct Personal Experience

Level 2 Direct Observation (*vicarious experience*)

Level 3 Indirect Verbal Persuasion

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Integrating Social Networks **MOSAIG**

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Reaching the Community **MOSAIG**

PARTNERS' ORGANIZATIONS

DEEPER INTO THE COMMUNITY

Partners Al Simone & Gladys Santiago roll out diversity initiative at Rochester Institute of Technology, involving faculty, staff, and students.

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Mosaic Journey: Restoring Community Connectedness **MOSAIG**

Fosters:

- Informal social interaction
- Trust
- Integration of social networks

Leads to:

- Volunteerism
- Community activity
- Mutual cooperation

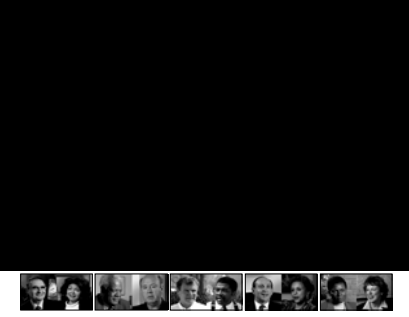


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The Ripple Effect **MOSAIG**


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Wegmans Student Mentoring Project **MOSAIG**




- Wegmans “America’s Best Employer” to work for (Ranked #1 by *Fortune* magazine and the *Great Places to Work Institute*)
- Danny initiated a community-wide initiative to improve graduation rates in the city schools for children of various racial, ethnic, social and economic backgrounds
- Students have achieved better academic success and much higher graduation rates.
- Danny and Wade have garnered support of their Mosaic cluster group, which has continued to work on this project over the past four years and has turned to an increasing number of Mosaic participants to help this project touch the lives of thousands of “at-risk” students in Rochester.

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Danny joins Wade on Campaign Trail **MOSAIG**

The “We Are One” Campaign



“We wanted to show that from diversity we have become one community and we all have the same problems and needs.”


– Honorary campaign co-chair Danny Wegman –

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Bob Duffy and Dennis Basset **MOSAIG**




"What I have valued is the fact that we really know and trust each other."

"Dennis played a major role in my mayoral campaign and his support was invaluable."

"What really touched me was the number of people who approached me and told me that they were going to support me based upon their conversation with Dennis."





– Bob Duffy, Rochester Mayoral Candidate –



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Clean Schools Project **MOSAIG**

- Rich Notargiacomo, an executive at Eastman Kodak, living in a suburb of Rochester, initiated a service project within the Rochester City School District
- Contacted his Mosaic partner, Malik Evans, who is a member of the school board
- School in an economically disadvantaged neighborhood where absenteeism due to illness was very high
- He and a group of friends cleaned the classroom completely and reorganized its contents
- Absenteeism has dropped dramatically; planning another project with the school
- A school principal in the volunteer group and the principal of the cleaned school have decided to maintain a connection between their two schools (one suburban; one city)

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Home Library Project **MOSAIG**








- Jackie Campbell and her Mosaic partner, Jana Skewes, initiated a project to encourage city students to read
- Goal to provide a home library for every student in the Rochester City School District.
- Begun this endeavor with one second grade class.
- Each home library includes starter books, a book shelf, a reading lamp, and an area rug
- Solicited volunteers, starting with her Mosaic Partnerships cluster group
- Mentor a student, offer to support the child's efforts at home, or be a guest reader to the class



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Maplewood Neighborhood **MOSAIG**

- Mike Coniff, an administrator for a Neighborhood Empowerment Team office in the Maplewood neighborhood of Rochester
- Maplewood is experiencing an influx of people of color, which has resulted in increased racial tension in the community
- 20 neighborhood residents paired across race and/or ethnicity (October 2005)
- 42 high school students paired (21 from a predominately white high school and 21 students from a predominately African-American high school)



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Measurement **MOSAIC**

How are results measured?

- Relationship Inventory (2 months and 1 year)
- Pathway to Partnership Survey (1 year)
- Enhanced Relationship Study (Longitudinal – several partner-pairs interviewed twice/year for 3 years)

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Greensboro: Trust Level **MOSAIC**

What personal information would I trust this person with?
All Respondents



Relationship	Before (Disclosure Level)	After (Disclosure Level)
Partner	~2.3	~3.0
Friends	~2.8	~3.3

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Working To Increase Social Capital **MOSAIC**

1. Relationships enhanced among community leaders
2. Trust was built
3. Social networks were expanded
4. Increased community involvement in social change

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What's Happening now with Mosaic? **MOSAIC**

Biracial Partnerships for Community Progress

2000 to present:

- Phase 1: 2001 - 2002
- Phase 2: 2002 - 2003
- Phase 3: 2003 - 2004
- Phase 4: 2006 - 2007


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MOSAIC

GREENSBORO

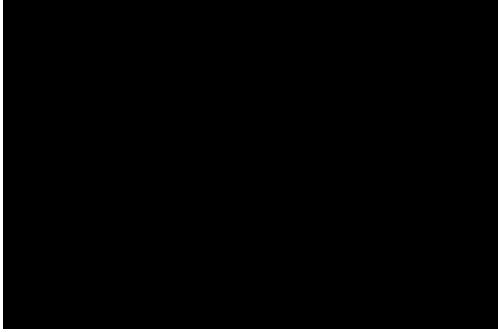


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Greensboro, NC implements
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Greensboro: Increasing Social Capital

- 87% of the Mosaic participants feel they completed the Program with their partnership intact
- 91% of the Mosaic participants believe they will continue their relationship with their Mosaic partner after the Program
- Mosaic participants reach a level of trust with their Mosaic Partner comparable to the level of trust that their Mosaic Partner has with his/her four closest friends
- 60% of the Mosaic participants shared their professional networks with their Mosaic partner
- 65% shared their networks of friends
- 55% shared their families













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Next Steps for Mosaic

<p>ROCHESTER</p>  <p>PHASE IV</p>	<p>GREENSBORO</p>  <p>PHASE III</p>	<p>MAPLEWOOD</p>  <p>PHASE I</p>
<p>MILWAUKEE</p> 	<p>MILWAUKEE DELTA</p> 	<p>NORFOLK REGION</p> 
<p>BOSTON</p> 	<p>SOUTH AFRICA</p> 	

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Questions/Comments? **MOSAIG**



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