The Hub

Stakeholder Analysis + Mapping
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IDENTIFY

DEGREES OF INFLUENCE + CONNECTIONS

OBJECTIVES

PLAN TO ENGAGE

Framework

- Business Organizations
- Faith Based Organizations
- Representative Organizations
- School + Youth Organizations
Community Engagement - Future Business Tenants

Identifying Actors in the Community

- Progress Center for Black Women
  - Urban Triage
  - MABEE
- Latino Chamber of Commerce
- Madison Black Chamber of Commerce
The Ecosystem

- Networking Events
- Showcasing Events
- Leadership Training
- Business Directories
- Needs Assessments
- Funding Opportunities
- Resource Services
Recommendation & Reflection

Work with existing community organizations to:

**Short Term**

- Assess needs of black and minority owned businesses in Madison
  - Identify likely business tenants
- Incorporate these targeted businesses and organizations in the planning process

**Long Term**

- The Hub becomes the center for entrepreneurial development in Madison, working with aligned organizations on programming and the central location for related events and conferences
Support our youth by **creating a foundation** for youth leadership and excellence by fueling youth entrepreneurial and innovative spirit.

The Hub functions as a **central node connecting** our community’s youth with opportunities throughout Madison, **strengthening their pathway to success**.

Youth defined as those that are currently high school students or recently graduated high school.
School + Youth Organizations

Community Engagement

Urban League Young Professionals
Nehemiah Center
100 Black Men
Freedom Inc Youth (x6)
Boys & Girls Club
Kujichagulia Madison Center for Self Determination
MAYDM (Made by them)
Impact Demand
United Asian Consortium
Centro Hispano Re{generacion}
MERLIN Mentors
UW Weinert Center
West High
La Follette High
UW Odyssey Project
AND SO MANY MORE
Local Economy: A site which enriches the South Madison Community by serving as an economic anchor that draws social and economic resources to the area, to create business development, employment and social enrichment opportunities for local residents.
RADICAL REVOLUTION YOUTH FEST

Objective: Entrepreneurial Promotional Market, Internship Fair

HEAR / SEE / BE SOUTH MADISON

Objective: Engage Hub Scholars in associating place, people, past and future
This will be a primer to the holistic internship experience
Faith-Based Organizations serve as hubs for nurturing community well-being. Faith-Based Organizations have programs and resources that focus on racial justice work, leadership development, community support conferences, re-entry services, housing, and health. The goals of the churches in the neighborhood run parallel with the goals of The Hub.
Faith-Based Organizations

Promotes neighborhood connections with other organizations and are great catalysts for community engagement.

Resources:

- Nehemiah
- CARES Rent Assistance
- FOSTER
Faith-Based Organizations

How to involve

- Events
  - Online Trivia
  - Online Karaoke
  - Potluck/food drive for congregants
  - Support community projects like the Angel Tree Project
We could reach out to church leaders to get congregants involved in Community Tactical Urbanism.

Projects / events due to a general interest in the improvement and uplifting of their community.
Shelia Stubbs  WI. State Assembly District 77
Sheri Carter  District 14 Alderwoman
Dr. Alexander Gee  Nehemiah Corp. / Pastor Fountain of Life
Eric Upchurch  Founder of MABEE / Visionary for Opp. Inc.
Floyd S. Rose  President 100 Black Men / Madison
Brandi Grayson  Founder & CEO of Urban Triage
Aaron Perry  JP Hair Design
Joe Maldonado  Proprietor of Luna Grocery
Dr. Alfonso Morales  UW Professor / Odyssey Project
● Dr. Marcus Allen           Mt. Zion Head Pastor
● Dr. Devon LaRosa         Principal Robert M. La Follette High School
● Dr. Karen Boran          Principal of Madison West High School
● Camille Carter           President Black Chamber of Commerce (2017)
● Jessica Cavazos          President & CEO Latino Chamber of Commerce
● Sabrina Madison          Progress Center for Black Women
● Taylor Jackson           Director of Career Ldrshp.& Development (B&G club)
● Jen Wegner               Director P.P., Career & Technical Education (MMSD)
Methods of Current Outreach

- Engage these people 1:1 initially to answer questions or concerns about ‘The Hub’
- Identify potential issues that need resident engagement or involvement.
- Utilize outdoor / large indoor spaces for larger in-person community events.
Methods of Current Outreach

- Use Zoom, 6Connex or Accelevents for virtual outreach.
- Identify those in the community who are most engaged / moderately engaged / not engaged at all.
- Create rewards / benefits for those most engaged.
- Rewards / benefits may encourage less engaged to become more engaged.
Digital Marketing & Future Outreach

- Digital Marketing can improve outreach to a wide audience of new supporters, tenants and those who would utilize services ‘The Hub’ has to offer.

- Software such as Google Analytics and Hotjar can measure website performance and offer insight into how users are interacting with the site.

- FB Business is one of the more user friendly methods of public outreach/marketing that can be done by business.
Thank You!

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Point People