



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** May 16, 2016
SUBJECT: Youth Advisory Committee 2016 Project Presentation
PRESENTER: Kristin James, Assistant to the City Manager

SUMMARY:

Members of the Youth Advisory Committee will be presenting their 2016 project in which they analyzed the City's use of social media and have generated some suggestions for moving forward.

GENERAL DESCRIPTION:

The City is fortunate to have the opportunity to use the Youth Advisory Committee to better understand the needs of the youth within the community, as well as educate them about municipal government. One way the committee achieves this is by developing a project that will affect the youth of North Richland Hills.

The goal in having YAC complete this project was to allow members the opportunity to learn and be involved in the decision making process of local governments. It started with their ideas, and then they were required to do the necessary research, prepare the presentation and now bring it before City Council as an idea that may be pursued in the future.

In January the Youth Advisory Committee met to discuss various ideas for the project proposal. After much discussion and debate they decided to present to Council information regarding the City's use of social media. The Committee analyzed the City's current social media presence, and from that analysis generated ideas to enhance the use of social media in order to attract followers from younger generations (Millennials and Generation Z).

As mentioned above, the primary purpose of this item is to help educate YAC members in the decision making process of local governments and to receive input from the potential future leaders of the community. This agenda item is for informational purposes and no action is being requested from Council at this time.