

**FINAL DELIVERABLE**

**Title** Maquoketa Youth Engagement Policy Study

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**Date Completed** December 2021

**UI Department** School of Planning and Public Affairs

**Course Name** PBAF: 3560 Public Policy and  
Persuasion

**Instructor** Carrie Schuettpelz

**Community Partners** City of Maquoketa, Jackson County  
Economic Alliance

This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a program that partners with rural and urban communities across the state to develop projects that university students and faculty complete through research and coursework. Through supporting these projects, the IISC pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

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**Date:** December 10, 2021

**To:** Mayor of the City of Maquoketa

**From:** Caleb Smith, Selveyah Gamblin, Dimitri Maretis, Judy Siria, Reese Bobitt

**Cc:** Carrie Schuettpelz

**Re:** Maquoketa Youth Engagement Policy Study

**Appendix:** Additional Documentation

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## **SUMMARY**

Young people under the age of 21 make up 28.3% of Maquoketa's population, which is a significant proportion.<sup>i</sup> Opportunities for youth engagement in Maquoketa are limited, and community leaders are looking to find new, more effective ways to engage with the young population. Activating young people is not only vital to their individual success, but will also help build a strong, collaborative, and inclusive community in Maquoketa. The most effective way to enhance youth engagement opportunities in Maquoketa is to refine pre-existing leadership programs and make them more accessible. Further, the creation of new leadership positions that will incorporate youth into the greater community is essential to addressing the issue.

## **BACKGROUND**

In recent years, the city of Maquoketa has experienced a noticeable lack of youth civic leadership opportunities in the area, as well as engagement in those leadership opportunities that do exist. This has shown to have a significant impact on adolescents as they advance towards adulthood and enter the workforce.

Despite the sparse youth involvement in the city, Maquoketa is home to the Clinton Community College Maquoketa Center. The center offers Jackson County youth the opportunity to obtain an associate degree, college credits, and continuing education credits. Moreover, Maquoketa offers a variety of youth leadership and community engagement opportunities, such as Maquoketa High School's Talented and Gifted program. Still, Jackson County features a workforce with 28.2% of individuals who have a higher education degree of any sort.<sup>ii</sup> Maquoketa high school graduates seek higher education at a lower rate than any other community in Jackson County, the state of Iowa, and other rural communities throughout the nation.<sup>iii</sup>

A strong indication that the Maquoketa youth has limited motivation to be involved in programs and opportunities available to them are the results of a teen survey included in the Jackson County Tomorrow Plan. When presented with the question of whether adults have asked for their opinions regarding what would make the community a better place to live for teens, only 14.8% of teens responded yes. Although 60% of Maquoketa teens responded in the survey that they intend to live in the area in their future, a more significant finding is that current students do not believe they would be able to find promising careers in their hometown after graduating college. Nearly 60% of students responded that they would be met with better career opportunities and a higher income elsewhere.

As stated in the Jackson County Tomorrow Plan, "Investing in the community's current young population makes the community more attractive to the young people themselves – they may feel valued, important, and empowered." By connecting the youth to the community and engaging with them in meaningful and novel contexts, youth involvement is likely to increase as well as make Maquoketa

more appealing to them in their future. If the youth invest time, energy, and expertise into their homes, they may be more likely to return, knowing they have made a difference. In doing so, the city of Maquoketa can stave off future economic problems and supply a workforce prepared to meet current and future labor demands.

## **STAKEHOLDERS**

### **1. Youth Population in Maquoketa**

- a. Young adults across Maquoketa would agree that having a more hands-on approach to the community through involvement in the city council and easy accessibility to the programs involving internships, job opportunities, volunteering, and mentoring would foster increased engagement. Youth ages 14-24 living in Maquoketa have a stake in this issue for various reasons. According to the Jackson County Tomorrow Plan, Jackson County contains fewer college-educated workers than the state average, fewer middle-skill alumni, as well as high school graduates, attend college at a lower rate than schools across the eastern Iowa region, state, and nation. Research from the Center for Information and Research on Civic Learning and Engagement states that participating in communities and being a member of organizations working together on a problem provides several benefits for young people. Increased academic achievement and greater social-emotional well-being can result from youth participation. It assists young people in developing valuable employment skills and networks, and hence may be a source of economic mobility. It may have a dramatic and long-term influence when adolescents feel encouraged to act and see their efforts result in good change.

### **2. Maquoketa City Council**

- a. The Maquoketa city council has a stake in the issue because according to the Jackson County Tomorrow Plan, Jackson County plans to lower the county median age from its current 44.5 years old. Without young representatives serving on the city council to express ideas and concerns of the youth population, this would negatively affect fair and accurate citizen participation in democratic governance and discourage young adults to move or return to Maquoketa after college. Youth civic participation, according to the National Civic League, helps promote sentiments of empowerment, competence, and connection. They increase knowledge of their choices and rights, improve decision-making abilities, obtain a better grasp of decision-making processes, and feel more in charge of these processes. As a result, involvement may pique young people's curiosity and encourage them to participate in community service, political activism, or other types of civic engagement.

## **BEST PRACTICES**

- **Bay Cove Academy's Youth Career Development Program**  
In Bay Cove Academy, they have created a job shadow event in which students are polled about their current career interests and connected to appropriate employers through both school-wide and individualized job opportunities. Bay Cove also does outreach to local employers that match student interests and works to connect them together through traditional networking and recruiting processes.
- **The State of Iowa's Youth Advisory Council**  
SIYAC has created a liaison program for youth ages 14-20 to connect select Iowa youth to leadership positions to collaborate with the governor, state and local policymakers, and the general assembly to advocate on behalf of all Iowa youth for issues that they feel are most

crucial to their success. Through this liaison position, youth get experience with policy, advocacy, communication, leadership. Youth selected to fill these roles draft concerns and share them with policymakers during legislative sessions.

- Iowa State University Guides Communities on Engaging with Youth  
Research was conducted to better understand the low amount of youth engagement amongst youth of color. Research eventually led to the identification of multiple Des Moines neighborhoods to lead workshops that would help guide students to learn about critical thinking, leadership, and how to advocate on behalf of themselves and their peers. They would also learn how to effectively communicate their concerns and meet shared goals.

## **POLICY RECOMMENDATIONS**

### **Accessibility – Bridging the gap between existing opportunities and youth**

Currently, there is a wide variety of programs that already exist for youth in Maquoketa. Instead of focusing on creating new opportunities for the youth, we suggest shifting the focus toward crafting improved methods of engagement. These methods should first be rooted in accessibility. We have defined accessibility as, ensuring all young people in Maquoketa are able to reach or obtain said opportunity. Below are areas of improvement on accessibility to current programs or activities/opportunities.

1. All-encompassing database: Allowing students to find and review opportunities in one location.
  - a. Adding/creating a ‘Youth Opportunities and Advancement’ section on the Maquoketa Community School District website and the City of Maquoketa website. This should include categorized opportunities for leadership, volunteering, and community involvement as well as scholarship and local job opportunities for youth. In addition to web access, we suggest creating a bulletin board or other physical location to find this same information in the Maquoketa High School main office and the City of Maquoketa office. The goal of this recommendation is to create easy access and equity in these opportunities and engage with students that might otherwise choose not to take part.

### **Expansion – Refining the programs already in place**

While conducting our research, we found that current programs are not being used to their fullest potential. We recommend that the existing Youth Advisory Committee be expanded and given more community leadership responsibilities. This committee can be partners in the effort to increase youth engagement and participation in the City of Maquoketa. Rather than spending added time and resources on new opportunities, we suggest concentrating on making current programs more attractive and thought-provoking for the youth. Below are areas where we see space for expansion.

1. Youth Advisory Committee
  - a. Establishing technology leaders – Increased ownership and buy-in from youth
    - i. Recruiting a student graphic designer and student digital marketing strategist to help redesign the Maquoketa city website.
    - ii. Recruiting a student videographer to shoot, edit, and upload City Hall meetings to YouTube or other platforms for increased access by the community.
    - iii. Recruiting a student secretary to create and share information via weekly newsletters. Either to the community at large or to their peers.

- iv. Recruiting student technology advisors who could oversee the computer lab in City Hall and help answer questions and guide those who are having trouble. Or young people who can hold ‘How To’ tutorials for the community elderly population.

## 2. Maquoketa City Council

- a. Establishing City Council Student Liaisons – Increasing student involvement in Maquoketa City Council
  - i. Based on our analysis, it is recommended for the City of Maquoketa to establish and appoint two student liaisons to the Maquoketa City Council. The goal, to “promote engagement and entrepreneurship among the county’s youth, including professional development opportunities for young people,” can be achieved by creating an environment where young people can affect the city in which they live. These positions will serve to improve communication between the local government and the community’s youth. The Maquoketa City Council shall appoint one student from Clinton Community College, and one student from the Maquoketa High School Student Senate every year. These two positions will be the Student Liaison and the Junior Student Liaison, titled at your discretion. Both positions shall be non-voting ex-officio Student Liaisons to the Maquoketa City Council. Both students shall attend every Council meeting including Council work sessions. The Maquoketa City Council shall set aside time at each Council work session for the Student Liaisons to give a report on student-city relations and/or but not limited to, the input on City Council operations from the youth perspective. The Student Liaison shall supply insight to the Maquoketa City Council during its regular and special meetings on issues relating to city-student relations or on any agenda item, speaking during the time allowed for public comment. The Student Liaison shall sit with the Council at work sessions but not at formal meetings. A criterion for the choice of both positions shall be established and utilized each year when selecting student liaisons. Criteria for removal shall also be established. This student liaison model was adopted from the Iowa City City Council and added details can be found in the appendix.

## **NEXT STEPS**

### Accessibility:

- Conduct a SWAT analysis and or audit on current community programs and opportunities, that can be used to make evidence-based decisions on future programing.
- Create Youth Opportunities and Advancement section of Maquoketa Community School District website and the City of Maquoketa website.
- Begin gathering added resources, tools, and future opportunities that could be useful to students

### Expansion:

- Youth Advisory Committee:
  - Meet with the current individuals on the committee to gage interest and explain potential changes.
  - Determine additional areas that can be expanded on
- Student Liaisons:
  - Review documents on the Iowa City Council’s model for student liaisons.
  - Discover a sustainable way to find qualified students to be involved.

Conduct a Survey:

- This will allow the youth to communicate on the wants and needs of Maquoketa Youth.
- Gather questions that would result in meaningful feedback.
  - Potential questions:
    - What extracurricular activities are you involved in?
    - What careers would you like to pursue upon graduation?
    - What leadership or mentorship opportunities do you wish were available to you?

APPENDIX I

Table 1

<b>Current Youth Engagement Programs in Maquoketa Area</b>	
<b>Maquoketa Community High School Programs</b>	
Talented and Gifted Program (TAG)	
Bowman Family, Career, and Community Leaders of America	
Business Professionals of America	
Health Occupations Students of America	
Student Senate	
School Based Mentoring Services	Volunteers age 16+ are matched with a student in grades K-12 to meet and provide mentorship <a href="#">School Based Mentoring in Delaware County - Helping Services For Youth &amp; Families</a>
After-School Program	High school volunteers in grades 10-12 are matched with a child aged 7 to 13 for an hour after school to do activities together <a href="#">School Based Mentoring in Delaware County - Helping Services For Youth &amp; Families</a>
<b>Jackson County Programs</b>	
Philanthropy Board in Jackson County (PBnJ)	High school students awarding grants to meet needs in their communities <a href="#">PBnJ youth philanthropists award nearly \$2,500 to seven local projects   Community Foundation of Greater Dubuque (dbqfoundation.org)</a>
YAPPERS	Youth board members of the Community Foundation of Greater Dubuque <a href="#">YAPPERS   Community Foundation of Greater Dubuque (dbqfoundation.org)</a>
4-H Young Leaders	Teenagers are presented with several opportunities by becoming a 4-H young leader. One of these is the Iowa 4-H Conference which provides high school students with “speakers, workshops, mixers, dances, a banquet, and service-learning activities” <a href="#">Iowa 4-H Youth Conference   4-H Youth Development (iastate.edu)</a>
<b>Maquoketa Rotary Club</b>	
RYLA (Rotary Youth Leadership Awards)	Leadership training program for high school juniors and seniors to develop skills, confidence, and other leadership skills <a href="#">Rotary Youth Leadership Awards – Iowa RYLA — Districts 5970 and 6000</a>
YRYLA (Young Rotary Youth Leadership Awards)	5-day leadership camp for seventh and eighth graders to develop effective and responsible leadership methods

	<a href="#">Iowa Young RYLA – Rotary Youth Leadership Awards</a>
Interact	A club for young people ages 12-18 to “develop leadership skills while discovering the power of Service Above Self” <a href="#">Welcome   District 5970</a>
Rotaract	A club for people ages 18-30 to “exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service” <a href="#">Welcome   District 5970</a>

**Description: The City Council of Iowa City – Model for Student Liaisons Positions**

Prepared by Eleanor Dilkes, City Attorney, 410 E. Washington St., Iowa City, IA 52240 (319) 356-5030

RESOLUTION NO. 05-124

**RESOLUTION FOR APPOINTMENT OF A STUDENT LIAISON TO THE CITY COUNCIL OF THE CITY OF IOWA CITY, IOWA.**

WHEREAS, the City of Iowa City, Iowa desires to establish good communications with the Government of the Student Body and with the students of the University of Iowa in order to better identify issues of common concern to students and the City; and

WHEREAS, it is determined that the appointment of a person to serve as a designated student liaison to the City Council will serve to improve communication between the University of Iowa Student Government (“UISG”) and the City of Iowa City.

NOW, THEREFORE, BE IT RESOLVED by the City Council of Iowa City, Iowa that:

Section One. The Iowa City City Council shall each year appoint a person registered as a full-time student at the University of Iowa to the position of non-voting ex-officio Student Liaison to the Iowa City City Council.

Section Two. The Student Liaison, or designated alternate, shall attend every meeting of the Iowa City City Council including Council work sessions.

Section Three. The Iowa City City Council shall set aside time at each Council work session for the Student Liaison to give a report on student-city relations, if necessary.

Section Four. The Student Liaison shall provide insight to the Iowa City City Council during its regular and special meetings on issues relating to city-student relations or on any agenda item, speaking during the time allowed for public comment. The Student Liaison shall be in attendance at City Council work sessions. The Student Liaison shall sit with the Council at work sessions but not at formal meetings.

Section Five. The Student Liaison shall provide information to UISG as directed by its Executive Council.

Section Six. Selection of persons to be appointed by the City Council as Student Liaison and Alternate shall be by the Vice-President of UISG or his/her designee. The Alternate shall attend meetings of the Iowa City City Council in place of the Student Liaison when the Student Liaison is absent from the City, ill, or for some other reason unable to attend the City Council meeting. The Alternate shall become the Student Liaison in the event the person appointed as Student Liaison ceases to be a registered full-time student at the University of Iowa, or is removed by resolution of the City Council.

Section Seven. The Vice-President of the UISG shall be responsible for advertising for the positions of Student Liaison and Alternate, creating an application form, facilitating resumes and cover letter collection and designing the interview and selection process.

Section Eight. The criteria for selection of persons to be appointed as Student Liaison and Alternate shall be:

- a) a registered student, enrolled full-time at the University of Iowa whose address is also in the City of Iowa City, Iowa;
- b) a student with leadership, communication skills, desire to serve, and applicable experience;
- c) a student whose schedule will permit the appointee to attend every meeting of the City Council, including during the summer months of June, July, and August;
- d) a student dedicated to serving in the best interests of the relationship between the City of Iowa City, Iowa and the students of the University of Iowa who live in the City.

Section Nine. The Student Liaison shall notify the City Clerk if he or she will not be able to attend a City Council meeting, and arrange for the Alternate to attend in his or her place.

Section Ten. Upon recommendation of the Vice-President of UISG, or on initiative of the City Council, the Student Liaison may be removed by the City Council for any of the following reasons:

- a) two unexcused absences;
- b) failure to competently act as a liaison between the City and UISG;
- c) inappropriate behavior at Council meetings;
- d) inappropriate behavior outside of Council meetings that is detrimental to the interest of the students and the City.

Section Eleven. The Vice-President of the UISG shall begin interviews for the position of Student Liaison and Alternate on a schedule that allows an opportunity for the City Council to make appointments not later than May 1, 2005. The Vice-President of the UISG shall act as the interim Student Liaison, and his designee as Alternate, until May 1, 2005.

Section Twelve. The Student Liaison and Alternate shall serve a term of one year, from May 1 to May 1 of each year.

Passed and approved this 22nd day of March, 2005.



MAYOR

Approved by



City Attorney's Office

Eleanor/res/studentliaison

ATTEST: 

CITY CLERK

It was moved by Bailey and seconded by Wilburn the Resolution be adopted, and upon roll call there were:

AYES:

_____
<u>X</u>
_____
_____

NAYS:

_____
<u>X</u>
_____
_____
_____
_____
<u>X</u>
_____
<u>X</u>
_____

ABSENT:

_____	Bailey
_____	Champion
_____	Elliott
_____	Lehman
_____	O'Donnell
_____	Vanderhoef
_____	Wilburn



# CITY OF IOWA CITY MEMORANDUM

03-22-05

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Date: March 10, 2005  
To: City Council  
From: Eleanor M. Dilkes, City Attorney *Eleanor*  
Re: Resolution for Appointment of a Student Liaison to the City Council

At your direction, I have prepared a resolution for appointment of a student liaison to the City Council and placed it on your March 22, 2005 agenda. As I noted at your meeting, the resolution is patterned after the Ames resolution with some changes. I have met with University of Iowa Student Government Vice President Jason Shore to discuss a few of the specifics. He has reviewed the resolution that is on your agenda and finds it to be acceptable to Student Government. Please note the following:

1. The Ames resolution requires that the student liaison be a part-time student. The resolution on your agenda provides for the position to be filled by a full-time student.
2. The Vice President of Student Government as opposed to the President will be in charge of selecting the student liaison and alternate to be recommended to the City Council for appointment. The selection process will be left in the hands of the UISG except for the criteria which are broadly outlined in Section 8 of the resolution. The City Council has the ultimate appointing authority and removal authority. While Student Government's initial proposal provided that removal could not occur in the absence of agreement by Student Government and 2/3 of the student body, I told Jason that I thought it was necessary for Council to have the sole authority to remove if it thought removal was necessary to the functioning of the body.
3. The term of the liaison and alternate will run from May 1, 2005 to May 1, 2006 and for one year terms thereafter.
4. You had some discussion about including a sunset clause in the resolution but it was not clear to me what the majority of Council preferred. We can discuss this at the work session and revise the resolution for Tuesday night if Council wants to add a sunset clause.

Please call me if you have any questions.

cc: Steve Atkins  
Dale Helling  
Marian Karr  
Jason Shore, Vice President UISG

## References

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- i Suburbanstats.org. (n.d.). *Current Maquoketa, Iowa Population, Demographics and stats in 2020, 2019*. SuburbanStats.org. Retrieved December 10, 2021, from <https://suburbanstats.org/population/iowa/how-many-people-live-in-maquoketa>.
- ii Axness, Brooke, et al. "Jackson County Tomorrow Strategic Plan." *Iro.uiowa.edu*, The University of Iowa Office of Outreach & Engagement, May 2018, <https://iro.uiowa.edu/esploro/outputs/report/Jackson-County-Tomorrow-Strategic-Plan/9983761963402771>.
- iii "High School Benchmarks Report." National Student Clearinghouse. October 27, 2016. <https://bit.ly/2dPSL8A>