Our mission is to open doors of opportunity through innovative approaches that strengthen and build ladders to help African American boys and young men on a path to success.

The mechanism by which the City will achieve its mission is a program called Crossroads. Crossroads is a City of St. Petersburg initiative that creates positive intersections for young boys and men as they mature by providing positive role models, academic enrichment, and job readiness skills.

**Contact Us & Apply**

Carlos Daniels, Crossroads Youth Coordinator
Provides assistance to the program director with daily planning and monitoring of the 100 cohort members. Works with service providers to ensure that the scope of work is implemented in an effective and timely manner from program launch and throughout the inaugural year.
Carlos.Daniels@stpete.org

Richard Prince, Jr.
Part-Time Crossroads Data Coordinator
Provides assistance with assessments, research needs, tracking of goals and success matrix throughout the initial launch year.
Richard.Prince@stpete.org

**Metrics & Outcomes**

- Build an onboarding process for student engagement and involvement.
- Keep youth in school and out of criminal activity.
- Create a scoring system for incentives
- Get youth into positive employment and training activities
- Generate ideas for Volunteer/Mentoring recruiting
- Identify opportunities for MBSK Subcommittees to interact with Cohort
- Build positive relationships with St. Petersburg Police Department

**MBSK Community Subcommittees**

- **Education:** Dr. Tashika Griffith, Associate Provost, St. Petersburg College, Allstate Campus
- **Entrepreneurship:** Ms. Gypsy Gallardo, CEO/Publisher, The Power Broker Media Group
- **Enrichment & Mentoring:** Mr. Erik Smith, Managing Member, Carlton Consulting

ST. PETERSBURG COHORT OF CHAMPIONS GUIDE

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stpete.org/MBSK

Aug. 2017
Too often, African American male youth growing up in impoverished communities have a propensity to cycle in and out of the criminal justice system, as well as struggle with substance abuse and mental illness. In our crossroads intervention, we will redirect and engineer hope through intentional mentoring, academic enrichment, job readiness training, trauma counseling, and entrepreneurial exploration.

The signature element of St. Petersburg’s My Brother’s & Sister’s Keeper Initiative, is the inaugural Cohort of Champions (COC) – a youth training program which offers wraparound support by way of educational, entrepreneurial, workforce, and enrichment training opportunities.

The COC Training Initiative is a key step to prepare this targeted population of African American boys and young men for the future, as well as to develop a trained, qualified and ready workforce. Targeted initiatives under the MBSK program address specific needs of St. Pete’s youth population.

Wrap Around Services & Model
Provides wrap around assessments and services for the families of all members in the inaugural cohort.

Entrepreneurship Training
Provides a quarterly four-week entrepreneurship training track, focusing on: developing an entrepreneurial mindset; personal branding, acquiring the proper business licenses, and developing a business plan.

After School Employment Training
Provides paid after-school career training and character development curriculum, with structured employment shadowing and basic certification credentials.

Athletic Team Building
Provides a weekly unique sports team-building curriculum to expose young men to healthy activities: tennis, golf, yoga, swimming, cross-fit, and more familiar activities like basketball and football, in addition to a focus on healthy eating and cooking.