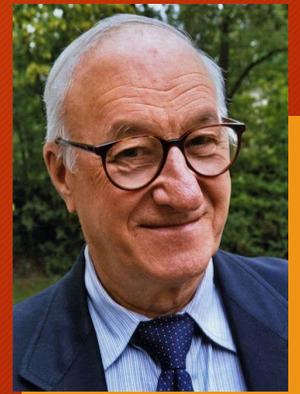


# The People's Academy: Jonesboro, GA

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# Research on Civic Engagement



- Bandura, a social cognitive theorist (1989) believed that the most significant influence on a person's behavior is his or her sense of self-efficacy. Self-efficacy is the confidence in one's ability to control and execute the actions required to deal with current and future situations (Bandura, 1995, 1997).

There are four principal sources serving as the basis for self-efficacy judgements

1. Performance mastery experiences
2. Judgements of capabilities in comparison with the social model
3. Social influences and Persuasion
4. Physiological and Emotional states

Wilkenfeld, Britt, James Lauckhardt, and Judith Torney-Purta. "The relation between developmental theory and measures of civic engagement in research on adolescents." *Handbook of research on civic engagement in youth* (2010): 193-219.

# Significance and Importance of The Citizens Academy

- Population in 2014: 4,624 (100% urban, 0% rural)
- Median Age is 30.4
- Majority of the population in Jonesboro, GA is African American (58.6%)
- However local government make up in Jonesboro, GA is 91.2% Caucasian, meaning that the city government is not representative of the community living there.
- Implementing a citizens academy may engage citizens who aren't represented which could then lead to the city government being an actual representation of the demographics of the city

Read more: <http://www.city-data.com/city/Jonesboro-Georgia.html>

# The People's Academy Overview

- A program that will engage the citizens of Jonesboro, GA to get them involved in local government “The goal is that we want people to feel empowered...”
- The Peoples Academy will be an 6-session course that will provide the following tools and knowledge to the citizens of Jonesboro to get them civically engaged
- Topics covered will be: Property Taxes, How City Government Operates, Community Development, Public Safety, Infrastructure and Public Works, Ethics & Public Safety
- Our program will be modeled after other cities who have implemented programs to get citizens more engaged

# The People's Academy (Cont'd)

- Must take 5 of 6 sessions to graduate The People's Academy
- No Cost to participate
- During the course of an hour, those in attendance will hear lectures from city officials and community leaders; participate in a hands-on activity of some sort; and end with a discussion about how to apply what was learned to being civically engaged
- Graduation will have a ceremony with city council and police chief in addition to family and friends, in which participants will be presented with certificates of completion

# Prospective Outcomes & Conclusion

- Introduce more citizens of Jonesboro to become civically engaged
- Provide a secure space for citizens to meet other people living in Jonesboro
- Recruit more citizens to run for council and other public office positions in hopes of diversifying the local government make-up
- Grow and expand the city of Jonesboro to attract more people to visit and move to the area