



City of Northfield, MN

Community Development Department Internship (CCCE)

By Shaheer Jaffar
Class of 2024

About the City's Econ Department

The City of Northfield's Community Development Department launched new initiatives in 2021 to support minority-owned business development within the City of Northfield. City of Northfield Mission: "The City of Northfield is dedicated to providing effective and responsive public services to develop and enhance a livable and vibrant community." This internship was solely remote.

Some interesting facts/background info about me and the internship

- My name is Shaheer Jaffar and I am a rising sophomore. I plan on majoring in Econ, with minors in Mathematics and Public Policy.
- I am an International Student.
- Coming from a marginalized group myself, I have always been passionate about working with minority communities for equity, diversity and inclusion, and this internship was the perfect opportunity for me.
- This internship was funded by Career Center at Carleton as a part of CCCE program.
- I was able to travel back to my home country Pakistan and for a certain stretch of this internship (which was remote) I was able to visit Himaliyas!!!

Objectives

The purpose of this internship was to engage more diversity of businesses in Northfield and to attract more minorities to the City. Here are some of the aims:

- ✓ Work with the City to research and craft new communication tools to increase accessibility of City grant and loan programs for minority-owned businesses.
- ✓ Support initiatives that remove barriers and increase access to City grant & loan programs.
- ✓ Providing Support or Direction to Minority-owned and Immigrant-owned Businesses with Complaints

The outcomes

- I researched resources available for business owners and used the connections spreadsheet to draft a comprehensive list of resources for small business owners.
- I created a toolkit that included drafted engagement emails, scripts detailing opportunities for support and funding, and contact information for people and resources.
- I assisted in creating a list of Northfield minority-owned businesses through researching existing Census data; government certification programs and City of Northfield lists.
- I further assisted in engaging all businesses listed as Northfield minority-owned businesses through e-mails; phone calls; letters and/or meetings to update them on City resources.
- I researched resources available to small and minority-owned businesses who may be seeking to file a discrimination complaint and created an FAQ handout listing resources available.

A Snapshot of my Internship/Summer



This is Nate Carlson, my amazing supervisor. He is City of Northfield's Economic Development Coordinator.



The picture on the left is of me, visiting the Himaliyas. As this internship was remote, I had the amazing opportunity to travel around Pakistan. I was working on something I was truly passionate about while visiting some incredible places.



This snap on the left shows the website that provided me with most of the resources I needed for this incredible internship. The site provides guidance in a number of languages and has a lot of tools that any one living in Northfield can use. If you are someone who lives in Northfield, I would highly recommend you go and check it out!

References: - City of Northfield's Website: <https://www.ci.northfield.mn.us/159/Economic-Development>
- PosterMyWall.com
(where i got the inspiration for my poster design)