



City of Cedar Rapids
Civil Rights Commission
Outreach & Education Committee Meeting Agenda
Monday, September 14, 2015
4:00 pm – 5:00 pm

Outreach & Education Committee Members:

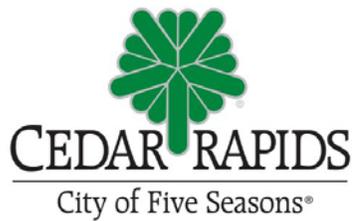
Emily Bowman, Chair
Leland Freie
Ashley Reynolds

Agenda:

- I. Call to Order
- II. Approval of Minutes
- III. Old Business
 - 1. Outreach Report Bernie Walther
*Civil Rights Commission
Investigator* 10 Minutes
- V. New Business
 - 1. Review of State of Equity One Sheeter LaSheila Yates
*Civil Rights Commission
Executive Director* 30 Minutes

Notice:

Any person needing visual/audio assistance or language interpretation should contact Civil Rights at 319-286-5036 at least 48 hours prior to the meeting.



City of Cedar Rapids
Civil Rights Commission
Outreach & Education Committee Meeting Minutes
Monday, July 27, 2015
4:00 pm – 5:00 pm

Commissioners Present: Mr. Leland Freie
Ms. Ashley Reynolds

Commissioners Absent: Dr. Emily Bowman, Chair

Staff Present: Ms. LaSheila Yates, Executive Director
Mr. Bernie Walther, Investigator
Ms. Alicia Abernathey, Administrative Assistant

Call to Order – Leland Freie, acting Chair, called the meeting to order at 4:13 p.m.

Approval of Minutes – Ashley Reynolds moved to approve the minutes from the May meeting. Leland Freie seconded the motion, which was unanimously approved.

Old Business -

1. Outreach Report

LaSheila Yates, Executive Director, stated Bernie will serve as the outreach contact for the Commission now that Johnny Alcivar is no longer with the Commission. Ms. Yates stated Bernie has experience in outreach as he led trainings in the Police Department. Ms. Yates stated Bernie will have support with outreach from staff and will receive more support when the AmeriCorp Vista position starts in October.

Bernie Walther, Investigator, presented the monthly outreach report showing events and trainings that were held in July. Mr. Walther explained outreach activities have started slowing down for the Commission so numbers aren't as high as previous months. Some of the outreach events for July included Festival Latino, Asian Culture Festival and the ADA Celebration.

Ms. Yates pointed out the performance standard for increased knowledge or understanding of the Civil Rights local ordinance was set for 15% and the score is currently at 14%. Commissioner Freie asked if staff looked into using smartphone applications for surveys and testing. Ms. Yates stated staff is finishing up some major projects but will look into the possibility and funding following the completion of those projects. Commissioner Reynolds suggested the post-test be completed as the presentation is going on and maybe there would be an increase in knowledge.

New Business –

1. FY16 Education and Outreach Action Plan Discussion

Ms. Yates stated the Commission is down to base level staffing of five team members and staff is working with two commissions. Staff is also working to meet the new performance standards. Therefore, staff would like to try to keep as many outreach events as possible during normal business hours.

Mr. Walther went through the Action Plan explaining the four objectives, the target audience, key messages, communication tools, communication plans and pointed out various tasks or projects staff will be working on.

Commissioner Reynolds moved to approve the FY16 Education and Outreach Action Plan as presented. Commissioner Freie seconded the motion, which was unanimously approved.

Ms. Yates stated the Action Plan will go before the full Commission in August for approval.

The meeting was adjourned at 5:05 p.m.

Respectfully submitted by Alicia Abernathy



August 2015 Monthly Outreach and Education Report

Performance Goals:

- 50% of customers rating presentations satisfactory or better.
- 15% of increased knowledge in individuals after trainings.
- 2.5 or higher rating for overall customer service experience.

Outcomes:

- Individuals are satisfied with training programs/presentations and overall customer service.
- Individuals increase their knowledge about civil rights and the Commission.

	Prior Month's Actuals	Year to Date
Activities:		
Number training programs/presentations requested	3	13
Number training programs/ presentations conducted	3	30
Number of attendees at training programs/ presentations	35	656
Number of request for attendance at community events	3	23
Number of community events participated in	3	37
Number of Social Media fans		
• Facebook	+0	2284
• Twitter	+10	343
Percent of customers rating training programs/presentations satisfactory or better	0	86%
Percent of increased knowledge or understanding of Civil Rights local ordinance	0	14%
Rating for overall customer service experience – Outreach	N/A	N/A

Training programs/presentations requested:

- Cultural Competency-Cedar Rapids Regional Police Academy (basic recruit class) -Sept.9, 2015



Training programs/presentations conducted:

Program/Presentation	Staff	Commissioners	Date	Attendees	Rating	Knowledge Gain
• City of CR New Hire Orientation	BAW/JG	None	August 12, 2015	11	N/A	N/A
• City of CR New Hire Orientation	JA/BAW	None	Sept. 9, 2015	15	N/A	N/A
• Cultural Competency CR Regional Police Academy recruit class	BAW	None	Sept. 9, 2015	20	N/A	N/A

Attendance at community events:

Event	Staff	Commissioners	Date	Area
• Asian Culture Festival	BAW	LF	July 25, 2015	Outreach
• American with Disabilities Act Celebration	LY	N/A	July 25, 2015	Outreach
• Vets Stand Down	AA/JG	N/A	Sept. 4, 2015	Outreach

Attendance at boards, meetings, and others: REPRESENTING THE CRCRC

Boards/Meetings/Others	Staff	Commissioners	Date
• CR Council Public Safety & Youth Services Committee Mtg.	LY	N/A	August 3, 2015
• Linn County Juvenile Detention Board Mtg.	LY	N/A	August 7, 2015
• Big Brothers/Sisters Project to Reduce Ethnic Disparities Mtg.	LY	N/A	August 10, 2015
• ARC Project SEARCH graduation	JA	N/A	July 31, 2015
• ASAC Mtg.	LY	N/A	August 13, 2015
• ADA Advisory Committee Meeting	JA	N/A	August 13, 2015



- Mtg. with CR Assoc. of Realtors President LY N/A August 18, 2015
- Practices, procedures exchange visit with Davenport Civil Rights LY/JA/JG/BAW LF/SI/LO August 25, 2015
- CR Council Mtg. to present CRCRC Work Plan LY KR August 31, 2015
- HUD Fair Housing Conference in DC LY (other staff by Webinar) N/A August 31-Sept. 4, 2015

Upcoming events and opportunities:

Event Name	Time	Location	Date
• Donna the Dolphin	10AM & 1PM	St Paul's UMC	Sept. 24, 2015
• Superhero Walk (Families Helping Families)	10AM-11AM	Lowe Park, Marion	Oct. 17, 2015

Civil Rights Commission State of Equity Report Update

August 20, 2015

Executive Summary

Background:

Released in April 2014 by the Cedar Rapids Civil Rights Commission, the State of Equity Report serves as a baseline resource for all community members to make data-informed decisions about where they want the City to assess its progress over time. The goal of the report was to take a snapshot of any disproportionality found throughout systems in Cedar Rapids and Linn County.

Purpose:

The State of Equity Report's purpose is to:

- Serve as a baseline resource to inform community leaders and policymakers on issues of inequality facing our community
- Take a snapshot of disproportionality found throughout various systems in Cedar Rapids and Linn County
- Inform local organizations so that they may use the report to work in partnership to attain the City of Cedar Rapids' vision, and support an environment that is welcoming and inclusive. City of Cedar Rapids Vision Statement:

Cedar Rapids is a vibrant urban hometown – a beacon for people and businesses invested in building a greater community now and for the next generation.

Local Findings

The 2014 State of Equity Report showed overarching disproportionality within local, state, and national systems and institutions. In a thorough review of the report, the CRCRC prioritized three areas of disproportionality that have a direct impact on our local community. These areas include:

Education:

- Disproportionate participation of racial minorities and low income students in Program for Academic and Creative Talent (PACT)
- Disproportionate disciplinary actions for racial minorities
- Disproportionate participation of racial minorities and low income students in all Advance Placement courses
- Disproportionate representation of racial minorities in senior leadership positions

Representation in Public Employment:

- Disproportionate representation of racial minorities in senior leadership positions in public sector organizations analyzed in Linn County

Fair Housing:

- Disproportionate homeownership rates exist between Whites/Caucasians and Blacks/African-Americans in Cedar Rapids

Civil Rights Commission State of Equity Report Update

Progress Toward Change

Since September 2014, the Commission has had an opportunity to thoroughly review the report and prioritize local issues that fall within the Commission's scope of services. In order to further examine these critical issues, the Commission has reached out to partner agencies so that they can serve as valuable contributors to strategically address inequality in our community. Some of these entities include the Cedar Rapids Community School District, the Linn County Human Resources Department, and the City of Cedar Rapids Human Resources Department.

Taking Action

Each year, the Commission will develop a plan of action for prioritizing such issues by establishing an annual work plan. In general, work plans allow boards and commissions to address the City Council's priorities, communicate their own priorities, and measure the accomplishments of the board or commission.

In support of local partners that work in systems in which disproportionality has been identified, the CRCRC adopted its first work plan at its July 15, 2015 Commission meeting. Below are the goals adopted by CRCRC as part of its annual work plan.

CRCRC FY16 Goals:

- Increase awareness of public employment disparities through local data and outreach
- Increase awareness of disproportionality in homeownership
- Collaborate with the Cedar Rapids Community School District in efforts to reduce academic performance disproportionality
- Investigate effective practices in other communities
- Use program of work and serve as standards to influence next year's plan.

Next Steps

As part of ongoing organizational development, the Cedar Rapids Civil Rights Commission staff will continue to facilitate a dialogue with its Commission members on issues of inequality facing our community. For details on CRCRC actions to date and future activities, please see Attachment 1.

For more information about the 2014 State of Equity Report and the CRCRC FY16 Work Plan, please visit our website at www.Cedar-Rapids.org/CivilRights or feel free to call our office at 319-286-5036.

Attachment 1

State of Equity Report Update: CRCRC Activities

August 20, 2015

<u>Activity</u>	<u>Start Date</u>	<u>End Date</u>
1. CRCRC Executive Director Yates thoroughly reviewed report with a focus on prioritizing local issues that fall within the Commission's scope of services.	8/1/2014	10/6/2014
2. CRCRC Executive Director Yates held discussions with staff about the report and discussed prioritizing local issues that fall within the Commission's scope of services.	10/6/2014	11/10/2014
3. CRCRC Executive Director Yates reached out to, Al Rowe, Associate Vice President of Institutional Effectiveness at Kirkwood Community College, in regards to facilitating sessions with the Commission to identify next steps for the State of Equity report.	10/15/2015	10/15/2015
4. CRCRC Executive Director Yates met with Cedar Rapids Community School District (CRCSD) staff for the 2014 State of Equity Report initial discussion. (Education)	11/12/14	11/12/14
5. Mr. Al Rowe facilitated the first State of Equity Report session with staff. He facilitated a general framework discussion related to strengths, opportunities, aspirations, and results of the report.	12/10/2014	12/10/2014
6. Mr. Rowe facilitated the second State of Equity Report session with staff.	12/18/2014	12/18/2014
7. CRCRC Executive Director Yates attended the Public Forum for the Cedar Rapids Community School District Superintendent search at the African American Museum and provided feedback on the 2014 State of Equity Report. (Education)	12/29/14	12/29/14
8. Mr. Rowe facilitated the final State of Equity Report session with staff. Mr. Rowe led an action framework discussion that focused on strategic imperatives and desired outcomes for the report.	1/13/2015	1/13/2015
9. CRCRC Executive Director Yates attended Middle School GEAR UP 2.0 documentary viewing and provided feedback relating to the 2014 State of Equity Report. (Education)	1/15/15	1/15/15
10. CRCRC Executive Director Yates attended the CRCSD Equity Walk at Wilson Middle School and provided feedback relating to the 2014 State of Equity Report. (Education)	1/20/15	1/20/15

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State of Equity Report Update: CRCRC Activities

<u>Activity</u>	<u>Start Date</u>	<u>End Date</u>
11. CRCRC Executive Director Yates participated in a stakeholder interview with Morningside Research and Consulting to gather input regarding Housing and Community Issues for the Community Development Block Grant Consolidated Plan at City Hall, and provided feedback relating to the 2014 State of Equity Report. (Fair Housing)	1/21/15	1/21/15
12. The City of Cedar Rapids hosted sessions at the City Services Center and the African American Museum of Iowa to gather input regarding Housing and Community Issues for the Community Development Block Grant Consolidated Plan. CRCRC Executive Director Yates participated and provided feedback relating to the 2014 State of Equity Report. (Fair Housing)	1/22/15	1/22/15
13. CRCRC Executive Director Yates served as a speaker for Lunch and Learn with Big Brothers Big Sisters of Cedar Rapids and East Central Iowa at which she discussed general civil rights issues and 2014 State of Equity Report. (Education)	1/22/15	1/22/15
14. CRCRC Executive Director Yates met with the Linn County Human Resources Department to discuss the Diversity Initiatives group meeting. (Representation in Public Employment)	2/27/15	2/27/15
15. The CRCRC Fair Housing Month advertising campaign began on March 2nd and ended in May of 2015. The commercial was also posted on the CRCRC's social platforms. Staff received various phone calls as a result of the commercial which aired on CBS 2 and FOX 28. (Fair Housing)	3/2/15	5/31/25
16. First Local Government Agencies Diversity Initiatives group meeting. (Representation in Public Employment)	3/27/15	3/27/15
17. CRCRC Executive Director Yates and Education & Outreach Coordinator Johnny Alcívar Zúñiga provided a Fair Housing Month presentation for the Landlords of Linn County. (Fair Housing)	4/9/15	4/9/15
18. CRCRC Executive Director Yates and Education & Outreach Coordinator Johnny Alcívar Zúñiga provided a Fair Housing Month presentation for the Cedar Rapids Area Association of REALTORS. (Fair Housing)	4/16/15	4/16/15
19. Second Local Government Agencies Diversity Initiatives group meeting. (Representation in Public Employment)	4/24/15	4/24/15

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State of Equity Report Update: CRCRC Activities

<u>Activity</u>	<u>Start Date</u>	<u>End Date</u>
20. CRCSD Chairperson Mary Meisterling, Former Superintendent Dave Benson, Deputy Superintendent Mary Ellen Maske, CRCRC Chair Keith Rippy, CRCRC Commissioner Dr. Ruth White, and CRCRC Executive Director Yates met to discuss the 2014 State of Equity Report. (Education)	4/28/15	4/28/15
21. Initial discussion at the Commission meeting regarding the CRCRC FY16 Work Plan.	5/20/15	5/20/15
22. Second discussion at the Commission meeting regarding the CRCRC FY16 Work Plan.	6/17/15	6/17/15
23. CRCSD Deputy Superintendent Mary Ellen Maske, additional CRCSD Staff, CRCRC Chair Keith Rippy, CRCRC Commissioner Dr. Ruth White, and CRCRC Executive Director Yates met to discuss the 2014 State of Equity Report and updates the Commission would like to receive. (Education)	6/30/15	6/30/15
24. Commission Approved the CRCRC FY16 Work Plan.	7/15/15	7/15/15
25. CRCSD Deputy Superintendent Mary Ellen Maske, additional CRCSD Staff, CRCRC Chair Keith Rippy, CRCRC Commissioner Dr. Ruth White, and CRCRC Executive Director Yates met with new Superintendent Bradley Buck. (Education)	7/29/15	7/29/15
26. CRCRC FY16 Work Plan Presentation at the City Council Public Safety & Youth Services Committee Meeting.	8/3/15	8/3/15
27. The following individuals will represent the CRCRC at the CRCSD meetings: Aug 19 – Middle Schools (ELSC 7:30-3:30) - Dr. Ruth White. Aug 21 – Washington HS (WHS 7:30-10:30 a.m. - Dr. Ruth White and CRCRC Executive Director Yates.	8/19/15	8/21/15
28. Motion authorizing the CRCRC Chair to sign a Three Year Service Agreement with the City of Cedar Rapids, designating CRCRC Executive Director Yates to serve as the City's Chief Diversity Officer and staff to take additional action as needed to fully execute the agreement. (Representation in Public Employment)	8/19/15	8/19/15
29. If approved by the CRCRC, Executive Director Yates begins role as Chief Diversity Officer. (Representation in Public Employment)	8/19/15	8/19/15

Attachment 1

State of Equity Report Update: CRCRC Activities

<u>Activity</u>	<u>Start Date</u>	<u>End Date</u>
30. Chief Diversity Officer and HR Director begin first phase of the City's Diversity Initiative, including prep, start-up, and establish a Framework. (Representation in Public Employment)	9/1/15	6/30/16
31. Third Diversity Initiatives Meeting Tentatively Scheduled. (Representation in Public Employment)	9/16/15	9/16/15
32. CRCSD staff will present updated information to follow-up the 2014 State of Equity Report at CRCRC September meeting. (Education)	9/16/15	9/16/15
33. CRCSD Staff, CRCRC Chair Keith Rippy, CRCRC Commissioner Dr. Ruth White, and CRCRC Executive Director Yates will meet to review the second data set related to district wide equity and prepare for the February 2016 report. (Education)	1/16	1/16
34. CRCSD Staff submits second data set as related to district wide equity to the CRCRC. (Education)	2/16	2/16