



Civil Rights Commission

Action Plan

Education and Outreach Plan

July 1, 2015 – June 30, 2016

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Education and Outreach Plan

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1. PURPOSE & OBJECTIVES

Purpose:

The Education and Outreach Action Plan is intended to establish a tentative route of programs and events for the Cedar Rapids Civil Rights Commission's (CRCRC) outreach efforts following the goals, mission and vision of the commission. The projects will be achieved by benchmarking our efforts to the performance standards of: *50% of participants rating presentations and events as satisfactory or better, 15% of increased knowledge in participants after trainings, and at least 2.5 average overall experience rating for intakes, investigation and outreach and education.* The end results will be strategic and well-planned educational outreach and trainings that increase awareness and education regarding the efforts conducted by the CRCRC and the existing laws against discrimination in our community.

Through the remainder of 2015, the CRCRC will hold a limited amount of individual events due to the successful completion of two temporary staff positions. Moving onto 2016, along with the Commission's effort's to streamline the outreach programing, the events and activities to follow will be opportunities to: *support the Commission's FY16 Work Plan that builds off the momentum of the 2014 State of Equity Report, foster community dialogue that promotes a welcoming and inclusive community, and provide trainings and technical support to businesses, community organizations and government agencies in Cedar Rapids.* These events will include trainings, presentations, a poster contest and additional programs and activities which will contribute to the outreach and education of the Cedar Rapids community.

Through a collaborative effort between the CRCRC's commissioners and staff, the delineation of the 2015-2016 Action Plan will carry forth the vision and goals of the Commission. Also, the plan will continue to fulfill the objectives of the State of Equity Report and will set new goals for FY17.

- Objective #1: Communicate tentative plan of programs and events with their expected results for the upcoming year
- Objective #2: Communicate goals, visions and benchmarks for education and outreach efforts moving forward
- Objective #3: Identify opportunities for partnerships and collaboration to fulfill the Action Plan and FY16 Commission Work Plan
- Objective #4: Explore strengths and challenges for the FY17 Action Plan

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2. TARGET AUDIENCES & COMMUNICATION GOALS

Target Audiences:

The primary target audiences are the Cedar Rapids and Marion communities, its residents and organizations alike:

- a. **Public**
- b. **Community Partner Organizations**
- c. **Marion Civil Rights Commission (MCRC)**
- d. **Media**
 - a. **Social Media**
 - b. **Newspaper, Television and Radio**

TARGET AUDIENCE	COMMUNICATION GOALS
a. Public	<ul style="list-style-type: none">• Communicate the details of events and programs.• Communicate key messages.• Promote awareness and foment participation and inclusion.
b. Community Partner Organizations	<ul style="list-style-type: none">• Communicate the details of events and programs to eligible parties and potential partners.• Communicate times and locations available to gather more information (meetings, weekly staff office hours, online information).• Communicate key messages.• Increase attendance at the planning meetings and events.• Encourage participation and partnerships to ensure the goals of the events are met.• Communicate availability for partnering on external events.
c. Marion Civil Rights Commission (MCRC)	<ul style="list-style-type: none">• Update MCRC on the plans and events process and their progress.• Present events and programs to MCRC as opportunities for participation and to gain experiences.
d. News Media	<ul style="list-style-type: none">• Communicate the availability and details of events when appropriate.• Communicate times and locations for interested parties to gather more information.• Communicate key messages.

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3. KEY MESSAGES

- The events are intended *to increase awareness and education of the community* in regards to the CRCRC's efforts and the existing laws that prevent discrimination.
- The CRCRC aims to *support community members* that would not usually be involved with the Commission to become involved in the programs and events.
- Education and outreach efforts aim to *enhance online outreach*.
- The Commission will *plan and facilitate events, and educate presenters and facilitators* other than outreach staff.
- The CRCRC will *assist in the collection and processing of complaints* from community members in Marion.
- The events and programs will continue to *shine the light on issues of disproportionality* presented in the State of Equity Report.
- The events and programs will *foster community dialogue* that promotes a welcoming and inclusive community.
- *Trainings and technical support will be provided* to businesses, community organizations, government agencies, etc.
- The CRCRC will lead to *early intervention and community facilitation efforts* where policies or practices may not yet be legally discriminatory but have the potential to be.
- The Commission will *provide information in different languages* when possible.
- The Commission holds monthly meetings and welcomes public participation.
- Event and program information and materials will be available at www.cedar-rapids.org/civilrights/ or can be gathered at 50 Second Avenue Bridge, 7th Floor, Cedar Rapids, IA 52401.

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4. COMMUNICATION TOOLS & TACTICS

- **Existing and future Outreach Material:**
To be translated to Spanish and Swahili.

TACTICS	COMMUNICATION TOOLS	PRIMARY TARGET AUDIENCE
Newsletters		
	Newsletters (monthly/quarterly)	Supporters, Community residents, Community Partner Organizations
	City Newsletter (monthly newsletter)	City Staff
	Partner Newsletter & Calendars	Partners' Clientele
Online Communication		
	CRCRC's website: www.cedar-rapids.org/civilrights	Community residents
	CRCRC's Social Media Platforms and Phone Application	CRCRC Followers
	Submit info to other organizations' websites	Community Partner Organizations
Meetings		
	Planning and partnership meetings for events/programs	Interested parties, Community Partner Organizations
	Commission's monthly meeting	Public, Commissioners
	Committees' meetings	Committees, Commissioners
	External meetings, committees and boards	Partner Organizations
Communication Materials		
	Informational material (printed)	Community residents, Community Organizations
	Informational Material/E-mail communications (e-blasts)	Supporters, Community residents, Community Partner Organizations
News Media		
	Media Releases	Community, Media Outlets

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5. COMMUNICATIONS PLAN

COMMUNICATIONS TOOL/TACTIC	ACTION STEPS	PRIMARY RESPONSIBILITY	DEADLINE
Newsletter (Quarterly newsletter)	<ul style="list-style-type: none"> • Include information/article about events and programs in the CRCRC Newsletters. 	CRCRC Staff	Ongoing
City newsletter (Weekly newsletter)	<ul style="list-style-type: none"> • Include information/article about events and programs in the City Newsletter. 	CRCRC Staff	As needed
Online outreach strategy	<ul style="list-style-type: none"> • Get all events and programs information on CRCRC's website and Social Platforms. • Constant postings of event reminders and updates. 	CRCRC Staff	Ongoing
Civil Rights Webpage	<ul style="list-style-type: none"> • Revamp Civil Rights Webpage 	CRCRC Staff	June 2016
Smartphone Application	<ul style="list-style-type: none"> • Complete CRCRC phone application. • Promote CRCRC phone application. 	CRCRC Staff	October 2015
Planning meetings	<ul style="list-style-type: none"> • Invite prospective partners to meetings to plan, collaborate and discuss events and programs. 	CRCRC Staff	As needed
Weekly staff meetings	<ul style="list-style-type: none"> • Staff will receive weekly update about events and programs as well as requests for assistance as needed. 	CRCRC Staff	Ongoing
Informational material (Printed)	<ul style="list-style-type: none"> • Informational material will be printed as needed per event. 	CRCRC Staff	Ongoing, as needed
Informational letters/e-mail communications	<ul style="list-style-type: none"> • E-mail all participating community organizations information regarding the program and the orientation session. 		
Media Releases	<ul style="list-style-type: none"> • Submit media releases about events and programs. • Reach out to Newspapers, TV networks and Radio. 	CRCRC Staff	As needed

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6. ON-GOING ACTION PLAN CALENDAR

CRCRC EVENTS	PURPOSE	STAFF INVOLVED	DATE	EXPECTED OUTCOMES
Outreach Events & Training	<ul style="list-style-type: none"> • Explore consolidation of trainings into Quarterly Events. • Ongoing trainings & events for outreach & education. • Donna/Donald the Dolphin appearances. • Other trainings to include City of CR Employee New Hire Orientation, Basic CRPD Academy, new Commissioner training, SafeCR, Landlords of Linn County, & Cedar Rapids Area Association of Realtors. 	Lead: Bernie Walther Assist: CRCRC Commissioners & Staff	Continuous as opportunities arise, FY16 quarterly events.	Training community members, youth, & City employees. Participation goal 150+
Outreach report/tracking	<ul style="list-style-type: none"> • Use of pre/post-test when providing training. • Keeping records of trainings/events/meetings facilitated & attended. • Number of participants for trainings/events conducted or facilitated. • Customer service cards. 	Lead: Bernie Walther Assist: Staff	Monthly	Measurement of outreach capabilities & effectiveness
Marion CRC trainings	<ul style="list-style-type: none"> • Provide training sessions at Marion Commission meetings 	Lead: Janet Abejo	Monthly	Educate & support MCRC
Train the Trainer program material for Marion Commissioners	<ul style="list-style-type: none"> • Develop training programs for Marion Commission to conduct outreach activities. 	Lead: LaSheila Yates	August 15, 2015	Training materials & guide for

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	<ul style="list-style-type: none"> • Thematic trainings based on CRCRC efforts including but not limited to: Fair Housing, Know your Rights, How to file a complaint, etc... • Provide training for Marion CRC retreat. 			trainers.
Human Rights Campaign's 2015 Municipal Equality Index; City of CR Scorecard	<ul style="list-style-type: none"> • The Human Rights Campaign (HRC) is the largest civil rights organization working to achieve equality for lesbian, gay, bisexual & transgender (LGBT) Americans. • In effect since 2012 the Municipal Equality Index (MEI) is the 1st nationwide evaluation of municipal laws, policies & progress towards equality affecting the LGBT community. • Since 2013 Cedar Rapids has been selected in the MEI because it is one of the top 3 largest cities in the state & one of the 200 largest cities in the nation. • The 2015 MEI will score the top 5 cities & the 2 largest public universities in the state. The HRC this year will evaluate a total of 353 cities rated last year & include 55 new cities. • This is the first time an organized effort has been made by the City of Cedar Rapids to submit information to HRC & make any changes needed to improve the MEI score. • Since Spring 2015 the CRCRC Executive 	Lead: LaSheila Yates Assist: other City Dept. Directors & City Manager	August 29, 2015	Improve municipal policies & practices related to LGBT equity & improve our 2015 score.

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	<p>Director has been working across City departments to submit complete & accurate information.</p> <ul style="list-style-type: none"> • A MEI draft score of 68 was submitted to the City Manager & Mayor on July 22nd (same score in 2014). • The CRCRC Executive Director is working across departments to improve municipal policies & practices related to LGBT equality in an effort to increase the City's score. 			
Marion CRC Outreach Event	<ul style="list-style-type: none"> • First outreach event for MCRC to promote commission in Marion. • Community participation & involvement in simulation activity (i.e. Roll of the Dice, Poverty Simulation, etc.). 	Lead: Judy Goldberg Assist: CRCRC Staff & Marion Commissioners	October 8, 2015	Participation goal 50+
National Disability Employment Month	<ul style="list-style-type: none"> • Request proclamation from Mayor. 	Lead: Alicia Abernathey	October 2015	Increase awareness of disabilities in regards to employment.
Cedar Rapids Downtown Banners	<ul style="list-style-type: none"> • Celebration of CRCRC anniversary • Awareness of CRCRC in community. 	Lead: Alicia Abernathey	October 2015	Increase of walk-ins & phone calls.

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2014 State of Equity Executive Summary (FY16 Work Plan)	<ul style="list-style-type: none"> Summarize key implications of 2014 State of Equity Report. Provide updates & share work plan goals. Share with City of Cedar Rapids, Linn County, Cedar Rapids Community School District, Landlords of Linn County, Cedar Rapids Area Association of Realtors, & other stakeholders. 	Lead: LaSheila Yates	October 2015	Increase awareness of local issues raised in the report. Share updates & CRCRC goals.
Fair Housing Poster Contest	<ul style="list-style-type: none"> Spread awareness of Fair Housing in Cedar Rapids. Educate community about importance of Civil Rights & Fair Housing. 	Lead: Janet Abejo Assist: CRCRC Staff	January 2016 start; awards ceremony to align with Fair Housing Month.	Participant goal - 20 minimum.
Fair Housing Month Celebration (FY16 Work Plan)	<ul style="list-style-type: none"> Request Fair Housing Month proclamation from Mayor. Explore TV commercial campaign. Awards ceremony at Commission meeting for Fair Housing Poster Contest. 	Lead: Alicia Abernathey	April 2016	Awareness of CRCRC & Fair Housing Month.
Outreach Plan FY17	<ul style="list-style-type: none"> Begin work on plan for upcoming year 	Lead: Bernie Walther Assist: Outreach Committee	May 2016	Based on previous FY plan.

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Translation/interpretation project	<ul style="list-style-type: none"> • Make recommendation to CRCRC for using a Language Access line. • Develop SOP for Language Access protocols. • Obtain bids for translation of 5 brochures into Spanish & Swahili (if fiscally feasible include Burundi). 	Lead: Judy Goldberg	June 30, 2016	Increase outreach potential.
Increase awareness of public employment disparities through local date & outreach (FY16 Work Plan).	<ul style="list-style-type: none"> • Continue collaboration with City of Cedar Rapids & Linn County for Human Resources purposes. • Develop a 2014 State of Equity executive summary, or one sheeter, and share with City of Cedar Rapids & Linn County 	Lead: LaSheila Yates	FY16	Continue dialogue with stakeholders to address & mitigate the issue.
Increase awareness of disproportionality in home ownership (FY16 Work Plan).	<ul style="list-style-type: none"> • Continue annual Fair Housing activities. • Continue participation in SafeCR training. • Share 2014 State of Equity executive summary, or one sheeter, with Landlords of Linn County & Cedar Rapids Area Association of Realtors. 	Lead: LaSheila Yates Assist: Staff	FY16	Continue dialogue with stakeholders to address & mitigate the issue.
Education collaboration effort with Cedar Rapids Community School District (FY16 Work Plan).	<ul style="list-style-type: none"> • Collaborate with CRCSD in efforts to reduce academic performance disproportionality. • Reach out to new superintendent. • Collaborate with CRCSD to provide updates related to disproportionality. • Develop a 2014 State of Equity executive summary, or a one sheeter, and share with CRCSD contacts. 	Lead: Dr. Ruth White Assist; Keith Rippy & LaSheila Yates	FY16	Continue dialogue with stakeholders to address & mitigate the issue.

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Commissioner Influence Opportunities (FY16 Work Plan).	<ul style="list-style-type: none">• Investigate effective practices in other communities.• Use program of work & service standards to influence next year's plan.• Evaluate what worked & what didn't work to incorporate change & progress in the next work plan.	Lead: Outreach Committee	FY16	Promote change, progress, and success into CRCRC mission.
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