



Civil Rights Commission

## **Action Plan**

***Education and Outreach Plan***

***July 1, 2016 – June 30, 2017***

**Action Plan**  
***Education and Outreach Plan***

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## **Action Plan**

### ***Education and Outreach Plan***

#### **1. PURPOSE & OBJECTIVES**

##### **Purpose:**

The Education and Outreach Action Plan is intended to establish a 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 customer service for outreach and education.* The end results will be strategic and well-planned educational outreach and trainings that increase awareness regarding the efforts conducted by the CRCRC and the existing laws against discrimination in our community.

Through the remainder of 2016, the CRCRC will hold a limited amount of individual events due to changes to temporary staff positions. A balance needs to be maintained between investigative efforts, education and outreach efforts, and the work/life balance of staff. Moving onto 2017, along with the Commission's efforts to streamline its outreach programing, the events and activities to follow will be opportunities to: *support the Commission's FY17 Work plan, 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 Cedar Rapids.

Through a collaborative effort between the CRCRC's commissioners and staff, the delineation of the FY 2016-2017 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 FY18.

- Objective #1: Communicate plan of programs and events with their respective 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 FY17 Commission Work Plan
- Objective #4: Explore strengths and challenges for the FY18 Action Plan

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#### **2. ACCOMPLISHMENTS & IMPROVEMENTS**

Did the CRCRC meet the objectives set out in the previous fiscal year's plan? In many instances the answer is yes.

Accomplishments include:

1. The CRCRC webpage was updated.
2. A smartphone application has been completed.
3. The City of Cedar Rapids Municipal Equity Index score was increased.
4. A language access line and protocols were established.
5. Information brochures were translated to Spanish, French, and Swahili.
6. Public quarterly trainings were completed, targeting specific audiences.
7. Due to positive responses, a second Mediation public training was held.
8. Participation in the Fair Housing Poster Contest tripled. Winning posters are being displayed during the summer at various public locations.
9. Community partnerships have continued to grow. Examples include establishing relationships with the Cedar Rapids Library, City of Cedar Rapids Human Resources, Fire and Police Departments, Cedar Rapids Schools, and Linn County Human Resources Department to hold a Martin Luther King Day Job Fair. Also staff met with the new outreach coordinator at the National Czech & Slovak Library and Museum to establish awareness of and explore potential opportunities to partner in educational efforts targeting different immigrant and cultural populations.
10. Increase public awareness of the CRCRC and its mission through press releases, website and other social media updates, and a public service announcement.
11. Established City's first diversity committee, CR Employee Diversity, Equity, and Inclusion Team. The team established a name and established regular meeting dates and times. The team was also featured in an employee newsletter and held four meetings to date.

Staff has determined there are improvements in how CRCRC develops and/or delivers its objectives. Issues that can be addressed are:

1. Increase public knowledge of other resources that can assist or partner in CRCRC efforts, have a similar mission, or can assist in issues that do not fall into the purview of the CRCRC such as Legal Aid, the United States Attorney's Office, the State of Iowa Department of Corrections, etc.
2. Improve advertising and marketing of CRCRC events and programs by including those efforts in the event planning schedule.

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### 3. TARGET AUDIENCES & COMMUNICATION GOALS

#### Target Audiences:

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

- a. **Public**
- b. **Community Partner Organizations**
- c. **Media**
  - a. **Social Media**
  - b. **Newspaper, Television and Radio**

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

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#### 4. 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 *increase awareness of and enhance online outreach*.
- The Commission will *plan and facilitate events, and educate presenters and facilitators* other than outreach staff.
- The CRCRC will *assist in processing of complaints* for the Marion Civil Rights Commission as outlined within the Amended 28E Agreement.
- 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/](http://www.cedar-rapids.org/civilrights/) or can be gathered at 50 Second Avenue Bridge, 7<sup>th</sup> Floor, Cedar Rapids, IA 52401.

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**5. COMMUNICATION TOOLS & TACTICS**

<b>TACTICS</b>	<b>COMMUNICATION TOOLS</b>	<b>PRIMARY TARGET AUDIENCE</b>
<b>Newsletters</b>		
	Quarterly Newsletters	Supporters, Community residents, Community Partner Organizations
	City Newsletter (monthly newsletter)	City Staff
	Partner Newsletter & Calendars	Partners' Clientele
<b>Online Communication</b>		
	CRCRC's website: <a href="http://www.cedar-rapids.org/civilrights">www.cedar-rapids.org/civilrights</a>	Community residents
	CRCRC's social media platforms and phone application	CRCRC Followers
	Submit information to other organizations' websites	Community Partner Organizations
<b>Meetings</b>		
	Planning and partnership meetings for events/programs	Interested parties, Community Partner Organizations
	Commission monthly meetings	Public, Commissioners
	Committee meetings	Committees, Commissioners
	External meetings, committees and boards	Partner Organizations
<b>Communication Materials</b>		
	Informational material (printed)	Community residents, Community Organizations
	Informational Material/E-mail communications (e-blasts)	Supporters, Community residents, Community Partner Organizations
<b>News Media</b>		
	Media Releases	Community, Media Outlets

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#### 6. COMMUNICATIONS PLAN

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

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**7. ON-GOING ACTIVITIES**

<b>CRCRC EVENTS</b>	<b>PURPOSE</b>	<b>STAFF INVOLVED</b>	<b>DATE</b>	<b>EXPECTED OUTCOMES</b>
Outreach Events & Training	<ul style="list-style-type: none"> <li>• Explore consolidation of trainings into Quarterly Events.</li> <li>• Ongoing trainings &amp; events for outreach &amp; education.</li> <li>• Donna/Donald the Dolphin appearances.</li> <li>• 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, local businesses &amp; employers, and vulnerable populations such as veterans, immigrants, and re-integrating those with criminal backgrounds through the 6<sup>th</sup> Judicial District Department of Corrections.</li> </ul>	Lead: Bernie Walther Assist: CRCRC Commissioners & Staff	Continuous as opportunities arise, FY17 quarterly events.	Training community members, youth, & City employees. Participation goal 150+
Outreach report/tracking	<ul style="list-style-type: none"> <li>• Use of pre/post test when providing training.</li> <li>• Keeping records of trainings/events/meetings facilitated &amp; attended.</li> <li>• Number of participants for trainings/events conducted or facilitated.</li> <li>• Customer service cards.</li> </ul>	Lead: Bernie Walther Assist: Staff	Monthly	Measurement of outreach capabilities & effectiveness

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<p>Human Rights Campaign's 2016 Municipal Equality Index; City of CR Scorecard</p>	<ul style="list-style-type: none"> <li>• The Human Rights Campaign (HRC) is the largest civil rights organization working to achieve equality for lesbian, gay, bisexual &amp; transgender (LGBT) Americans.</li> <li>• In effect since 2012 the Municipal Equality Index (MEI) is the 1<sup>st</sup> nationwide evaluation of municipal laws, policies &amp; progress towards equality affecting the LGBT community.</li> <li>• Since 2013 CR has been selected in the MEI because it is one of the top three largest cities in the state and one of the 200 largest cities in the nation.</li> <li>• The 2015 MEI scored within the top five cities and the two largest public universities in the state. The HRC this year will evaluate a total of 353 cities rated last year and include 55 new cities.</li> </ul>	<p>Lead: LaSheila Yates Assist: other City Dept. Directors &amp; City Manager</p>	<p>Fall/Winter 2016</p>	<p>Improve municipal policies &amp; practices related to LGBT equity &amp; improve our 2016 score.</p>
<p>Train the Trainer program material for Marion Commissioners</p>	<ul style="list-style-type: none"> <li>• Develop training programs for Marion Commission to conduct outreach activities.</li> <li>• Thematic trainings based on CRCRC efforts including but not limited to: Fair Housing, Know your Rights, How to file a complaint, etc.</li> </ul>	<p>Lead: LaSheila Yates</p>	<p>As needed</p>	<p>Training materials &amp; guide for trainers.</p>

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National Disability Employment Month	<ul style="list-style-type: none"> <li>Request proclamation from Mayor.</li> </ul>	Lead: Alicia Abernathey	October 2016	Increase awareness of disabilities in regards to employment.
Cedar Rapids Downtown Banners	<ul style="list-style-type: none"> <li>Celebration of CRCRC anniversary.</li> <li>Awareness of CRCRC in community.</li> </ul>	Lead: Alicia Abernathey	October 2016	Increase of walk-ins and phone calls.
2014 State of Equity Executive Summary (FY17 Work Plan)	<ul style="list-style-type: none"> <li>Summarize key implications of 2014 State of Equity Report.</li> <li>Provide updates &amp; share work plan goals.</li> <li>Share with City of Cedar Rapids, Linn County, Cedar Rapids Community School District, Landlords of Linn County, Cedar Rapids Area Association of Realtors, and other stakeholders.</li> </ul>	Lead: LaSheila Yates	October 2016	Increase awareness of local issues raised in the report. Share updates and CRCRC goals.
International Human Rights Day Proclamation	<ul style="list-style-type: none"> <li>Request proclamation from Mayor.</li> </ul>	Lead: Alicia Abernathey	December 2016	Increase awareness of International Human Rights Day
MLK Day Proclamation	<ul style="list-style-type: none"> <li>Request proclamation from Mayor.</li> </ul>	Lead: Alicia Abernathey	January 2017	Increase awareness of MLK's contributions to civil and human rights

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Outreach Plan FY 17-18	<ul style="list-style-type: none"> <li>• Begin work on plan for upcoming year</li> </ul>	Lead: Bernie Walther Assist: Outreach Committee	May 2017	Based on previous FY plan.
Increase awareness of public employment disparities through local date & outreach (FY17 Work Plan).	<ul style="list-style-type: none"> <li>• Continue collaboration with City of Cedar Rapids &amp; Linn County for Human Resources purposes.</li> </ul>	Lead: LaSheila Yates	FY17	Continue dialogue with stakeholders to address & mitigate the issue.
Education collaboration effort with Cedar Rapids Community School District (FY17 Work Plan).	<ul style="list-style-type: none"> <li>• Collaborate with CRCSD in efforts to reduce academic performance disproportionality and provide updates.</li> </ul>	Lead: Dr. Ruth White Assist: Keith Rippy & LaSheila Yates	FY17	Continue dialogue with stakeholders to address & mitigate the issue.
Commissioner Influence Opportunities (FY17 Work Plan).	<ul style="list-style-type: none"> <li>• Investigate effective practices in other communities.</li> <li>• Use program of work &amp; service standards to influence next year's plan.</li> <li>• Evaluate what worked &amp; what didn't work to incorporate change &amp; progress in the next work plan.</li> </ul>	Lead: Outreach Committee	FY17	Promote change, progress, and success into CRCRC mission.

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**8. EVENTS TIMELINE**

<b>DATE</b>	<b>EVENT</b>	<b>TARGETED AUDIENCE/PURPOSE</b>	<b>EXPENSE</b>	<b>FUNDING SOURCE</b>
July 23, 2016	ADA Celebration	Inform persons with disabilities of their rights & CRCRC resources	\$25	HUD
July 30, 2016	CR Library end of summer celebration	Youth (including those of vulnerable populations). Donna the Dolphin appearance. Informational.	\$25	HUD
August 29, 2016	Public Accommodations & the ADA (partner with Great Plains ADA); quarterly training	Educate businesses of their rights & responsibilities under the ADA	\$550	HUD
September 9, 2016	Veterans Stand Down	Inform veterans of their rights & CRCRC resources	N/A	N/A
September 18, 2016	Festival Latino	Informational	\$25	HUD
October 2016	Banner display	Inform public of CRCRC	\$300	HUD
November 4, 2016	Veterans & the ADA (partner with US Attorney's Office, Linn Co. Veteran's Affairs); quarterly training	Inform veterans of their rights under ADA & CRCRC resources	\$50	General fund
December 2016 – April 2017	Fair Housing Poster Contest	Begin marketing in December, entries due March, award in April.	\$3000	HUD
January 2017	Purchase of outreach materials	Used for support of ongoing community outreach activities	\$2000	HUD
January 13, 2017 (tentative)	MLK Day film & job fair (partner with Library, City of CR, Linn Co., & CR Schools	Celebrate MLK and target potential govt. employees of under-represented groups	\$50	HUD

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February/March 2017	Immigrant document literacy; (potential partnering with Legal Aid) quarterly training	Assist African immigrants in understanding rental or housing agreements/CRCRC Know Your Rights.	\$50	HUD
April 2017	Fair Housing Bus Media Campaign	Use of public transit to market CRCRC	\$1700	HUD
April 2017	Fair Housing Proclamation from City Council	Recognition of Fair Housing Month	N/A	N/A
April 2017	Fair Housing PSA	Advertise CRCRC resources as it relates to fair housing	\$5000	HUD
April/May 2017	EEOC public outreach/training reference use of criminal backgrounds (partner with 6 <sup>th</sup> Judicial District IA Department of Corrections); quarterly training	Training for DOC personnel & CRCRC staff and informational for the public (affected individuals attempting to re-integrate into society, employers, housing providers)	\$50	General fund
June 2017	Farmer's Market (Citizen Appreciation Day)	General population for informational purposes	N/A	N/A
June 2017	CR Pridefest	LGBTQ community for informational purposes	\$25	HUD
June 2017	Tanager Fest	Youth; Donna the Dolphin appearance	N/A	N/A
June 2017	Asian Fest	Informational	\$75	HUD
June 18, 2017	Juneteenth	Informational	N/A	N/A