

Report by the Communications and Outreach Ad Hoc Subcommittee

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Purpose: to create a reference document and checklist that shares insights and best practices to help EHRAC members put on successful events.

This is meant to be a living document that we revise and add to as we continue to learn through our experience and feedback from staff and community members.

Pre-event General Planning

-- set up ad hoc subcommittee and determine the leader of the subcommittee who will write the event reports, present the event reports during EHRAC meetings, etc.

-- create an event vision, flush out a budget, timeline and steps that need to be taken to realize the vision. This includes planning deadlines/timelines for when the ad hoc subcommittee will meet, a date by which outreach/marketing/advertising for the event would ideally begin, and clear designations of who will do what task and when.

Best practice: start marketing the event at least 3-4 weeks prior to the event date.

-- strategize how this event can be best used create awareness and support for specific existing or proposed policies that enhance equity and human relations.

-- What policies can EHRAC suggest the city implement related to the theme and issues raised by the event?

-- Are there any tangible assesses we can create, such as videos or handouts, that will allow EHRAC to continue sharing key lessons learned post-event and thereby involve/impact even those community members who were not in attendance at the event?

-- how can the event be made more interactive and fun for the participants? E.g. can you incorporate small group discussions, some ice breakers, give people activities or exercises to do, etc.

-- secure any speakers needed

-- if applicable, work with staff to get speaker honorarium paperwork done

-- if applicable, reach out to local business and other organizations for donations that would enhance the event experience, e.g. for our event on understanding the power of anger, Common Peace, a culver city non-profit, donated educational posters and other handouts related to the event topic. For Latino Heritage Month local businesses donated gift coupons for a raffle, etc.

-- work with staff to determine and secure any permits, licenses, liability waivers or insurance that may be required for the event.

Take into account how much it may cost and if we have the budget for it.

-- Secure a venue as much ahead of time as possible... perhaps EHRAC can strive to have some standard event locations where we know the facilities are suited to our needs and are easy for our community members to come to.

Note: events held at City owned locations like the Senior Center and the Veterans Center are available to us for free, and as such are also very budget friendly!

-- Tour event venues with the venue staff to determine needs and logistics such as:

the numbers of tables and chairs needed,

ideal room layout,

time and people needed for set up and clean up,

provision of a digital screen for playing videos or sharing presentations,

provision of mikes and speakers,

equipment to live stream the meeting,

provision of easels or whiteboards,

set up of water coolers and cups, trash cans, etc.

set up of back tables with snacks and educational materials

-- If snacks are to be provided at the event, what's the budget, who will shop for the snacks and when? Will plates, napkins, tablecloths, utensils, serving trays, etc. be needed at the snacks table?

-- What educational or other materials can be placed at the back table? Whenever appropriate and possible include the following:

- * EHRAC Civil Discourse Guidelines

- * A sheet or brochure about EHRAC

- * Flyers or "save the date" notices of upcoming EHRAC events

- * Any other educational materials produced thus far by EHRAC

- * Educational resources/handouts related to the event topic by other credible organizations

- * (if applicable) the flyer promoting EHRAC awards

- * (if applicable) consent forms or liability waivers to be signed by the audience members

- * any community surveys we may be conducting or want to promote (e.g. historical context study)

-- consider putting up decorations at the event location to create a more cheerful and welcoming

environment

-- will signs be needed to help direct people to the event space from the street or parking lot?

-- recruit volunteers if needed to help manage event logistics.

Volunteers can act as enthusiastic greeters at the door, actively handout materials (rather than just leaving them on a back table where fewer people are likely to pick them up), act as ushers, manage the snacks table, provide tech support, etc.

Pre-event Marketing/Advertising/Community Outreach

-- create a catch event title!

-- flyers – who will design/create them, get them approved by staff,

-- distribute flyer electronically (email, social media, texts to friends and family, etc.)

-- distribute flyer physically --> have a ready list of locations where we can leave paper flyers, e.g. city facilities such as the library, veterans center, seniors center, city hall, cafes, bookstores and other business and organizations that allow it...

Some organizations that we have helped us in the past include the historical society, the chamber of commerce, CCUSD

Note: We can share our event advertising with CCUSD to place in their newsletter – Rebecca Williams is the point of contact at CCUSD for this purpose.

-- update EHRAC webpage with information about our upcoming events/meetings, including the addition of the upcoming event flyers as soon as they are ready

-- have staff email all CBC members invites to attend the EHRAC event and help us spread the word about it by sharing the event information with their friends and family.

-- work with staff to determine a schedule when the city staff will make social media posts and email announcements via Gov delivery about the event.

Once the city staff makes a post about the event all EHRAC members are encouraged to like and share the post among their own friends and relevant groups.

Note: the city's social media posts and email announcements tend to be written and otherwise presented in a very factual and dry manner. As such in addition to like and sharing the city's posts about the EHRAC event, it's best for the event's Ad Hoc subcommittee members to create sample social media posts (that include relevant #hashtags), emails and text messages about the event and ask staff to share them with all the EHRAC members to utilize. This way EHRAC members can share information about the

event with their friends and family in a manner that is more catchy and likely to generate excitement about the event.

-- EHRAC liaisons to various CBC's go to their respective CBC 's meeting and announce our upcoming event via Public Comment during items not on the agenda.

-- Make public comment about the event during city council meetings

-- Contact local press and ask them to print articles and/or announcements about our event. This can be done both pre and post event --> have a list of local media with their contact information ready to use for this purpose.

Day of the event

-- message all event organizers and volunteers to ensure they are on track

-- share a written agenda, timeline and if needed, list of who must do what tasks and when for the event with all event organizers and volunteers to help them stay on track with their various tasks

-- keep handy a copy of any prepared remarks to be made, e.g. speaker bios to be read out loud, list announcements to be made, etc.

-- arrive early at the event venue to ensure room layout, set up and other logistics are taken care of as per the plan

-- test out the audio-video and other tech to be used (mikes, speakers, projector, live streaming equipment and process, Webex, etc.)

-- if there are speakers/panelists, print out/create and bring their name cards.

-- do the panelists need to be provided with water by their seats, note paper & pen, etc.?

-- have a check list of all supplies needed at the event, e.g. tape to put up printed signs, pens, makers, envelopes to collect liability waivers, decorations, etc.

-- do the event volunteers need to be debriefed or trained regarding their duties prior to the event starting?

Post-event checklist

Debriefing – agendize it, ask everyone to share one positive and one constructive comment, thank you cards/emails sent to panelists, etc., dissolve the event ad hoc subcommittee,

