



Roseville HRIEC Community Outreach

Strategic Plan • 11.16.2022

"There is no power for change
greater than a community
discovering what it cares about."

– Margaret Wheatley

Human Rights, Inclusion and Engagement Commission

PURPOSE:

(reason commission exists)

We are here to affirm that every voice in the City of Roseville has an opportunity to be seen, heard and considered in all community matters and equal opportunities to thrive in civic roles.

Our Mission

(what we do and for whom)

To be the guardians of human rights, equity and equality for all Roseville residents in matters of city government and activities (including systemic change and decision making)

Our Vision

(what we hope for the future)

**An engaged city of people
that feel a true sense of
belonging and a city
government and staff that
work from an intentional
place of equity.**

Community Outreach

Strategic Recommendation:

As commissioners (guardians) of our core values - *equity and inclusivity* - we need to **meet the community** to understand what matters to people the most and where their hearts lie when it comes to community development and representation.

Community Outreach GOALS

Outreach Goals:

1. *Build awareness* of HRIEC in the community.
2. *Find the voices* of the people. Observe and *listen*.
3. *Inform* the community about current city issues and initiatives.

Challenges

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- Still dealing with COVID-19 & it's community effects.
 - Transitioning from being isolated, as a community, to sharing public spaces again.
- Not enough HRIEC representation at events.
- Still in need of some marketing materials.
- Losing our Youth Commissioner
- Others?

Challenges

Strides

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- HRIEC attendance at *some* events: Rice/Larpenteur, Juneteenth, Rosefest Parade, Night to Unite, etc.
- Nametags created for commissioners, making for a quick introduction and conversation starter at community events.
- Introduction to AIPAC (American Indian Parent Advisory Committee) via HRIEC's invitation to take our Rosefest Parade spot - community conversation followed up with resident, Don Eubanks.
- Outreach and collaboration with school superintendent, Jenny Loeck via the Essay Contest
- Strong outreach and collaboration with Corey Yonke and the Roseville Communications Team.

Strides

Action Items

Find the Voices

1. Every commissioner commits to **attending** at least **one (1)** Roseville community event in 2023 (minimum 2 HRIEC members at each event for the duration).

- Fall Event - Wild Rice Festival
- Winter Event - Holiday Crafts event?
- Spring Event - Rice/Larpenteur
- Summer Event - Rosefest Parade, Juneteenth

**Utilize the four (4) fold-up rocking chairs at these events to stimulate conversation.

2. **Audio interviews** in collaboration with Roseville Communications team.

Build Awareness

1. Continue to build a brand around HRIEC.
 - Always wear **HRIEC name tags** when attending community events.
 - Develop a card / flyer with an infographic and a QR code for more info on HRIEC
2. Continue to build relationship with the **school district**/community to encourage youth engagement and find potential collaborations.
3. Every commissioner can commit to reaching out to **one (1)** potential [community partner](#) to **establish a connection** and build a database of human/community resources.

Thank you!
