



# AGENDA

## Civil Rights Commission Special Meeting

6:00 PM - Wednesday, October 20, 2021

City Hall, 1225 6th Avenue

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### CALL TO ORDER

### ROLL CALL

### REGULAR AGENDA

1. Strategic Plan Discussion 2 - 18

[MCRC Strategic Plan - 2019-2020](#)

[MCRC Strategic Plan- August 21](#)

[Strategic Plan Discussion Notes](#)

### ADJOURN

Any visually impaired or hearing impaired person needing assistance to participate in this meeting should contact the Civil Rights staff liaison at (319) 743-6301 at least 48 hours prior to the meeting.



## **Marion Civil Rights Commission**

### **Strategic Plan**

*Update July 1, 2019 – June 30th, 2020*

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## **PURPOSE/S**

*The **purposes** of the City of Marion in adopting Rules of Practice for the Marion Civil Rights Commission (MCRC) are:*

*To secure for all individuals within the City freedom from discrimination because of age, color, creed, disability, familial status, gender identity, lawful source of income, including housing subsidies and vouchers, marital status, national origin, race, religion, sex, or sexual orientation in connection with employment, public accommodations, housing, credit, and education; and thereby to protect the personal health and general welfare, and to promote the interests, rights and privileges of individuals within the City;*

*To provide for execution within the City of the policies embedded in the Iowa Civil Rights Act of 1965, as amended, to the Federal Civil Rights Act, as amended, the Federal Fair Housing Act, as amended, and in the Americans with Disabilities Act of 1990, as amended, and to promote cooperation between the City and the State and Federal agencies enforcing these acts; and*

*To provide, at the local level, a Civil Rights Commission dedicated to the following: effective enforcement of this chapter; service as a source of information to employers, business persons, employees, laborers, tenants, and other individuals relative to various civil rights.*

*Use the MCRC to process complaints as outlined in the 2016 28E Agreement.*

## **MISSION**

*The **mission** of the Marion Civil Rights Commission is: “To secure for all individuals within the City of Marion freedom from discrimination because of age, color, creed, disability, familial status, gender identity, lawful source of income, marital status, national origin, race, religion, sex, or sexual orientation.”*

## **VISION**

*The **vision** of the Marion Civil Rights Commission is: “A Marion Community that is welcoming, inclusive and preserves the personal dignity of all people.*



## GOALS and OBJECTIVES

**Goal 1** Increase awareness of the MCRC in the community.

- 1.1 Enhance community outreach.
- 1.2 Increase public attendance/participation at monthly meetings.
- 1.3 Develop partnerships with other community organizations.
- 1.4 Continue a presence at community events.

### ACTION PLAN

PRIMARY TARGET AUDIENCE	COMMUNICATION TOOLS	RESPONSIBLE PARTY/IES
Marion residents/individuals	Develop procedure and responsibility for utilizing the City's Editorial Calendar (see attached) to regularly communicate re: MCRC.	City Communication Manager, Designated Commissioner/s, City MCRC Liaison
	<a href="http://www.cityofmarion.org/civilrights">MCRC's website: www.cityofmarion.org/civilrights</a> Facebook; links from other City of Marion sites	
	<u>Marion Times</u> : news articles & meeting notices	
	<u>The Marion Messenger</u> : news articles & meeting notices	
	<u>The Gazette</u> : news articles, meeting notices, and op ed	
	TV – Channels 2, & 9	
	Radio – Public Service Announcements and/or Interviews	

PRIMARY TARGET AUDIENCE	COMMUNICATION TOOLS	RESPONSIBLE PARTY/IES
<b>Marion residents/individuals</b>	<p>Recommended Mayoral proclamation/s:</p> <ul style="list-style-type: none"> <li>• January – MLK Day</li> <li>• February – Black History Month</li> <li>• March – Women’s History Month</li> <li>• April - Fair Housing Month</li> <li>• May – Anniversary of establishment of MCRC/Asian Pacific American Heritage Month</li> <li>• June – Juneteenth &amp; Pride Month</li> <li>• October - National Disability Employment Month</li> <li>• December - International Human Rights Day</li> </ul>	City Communication Manager, Designated Commissioner/s, City MCRC Liaison
	Focused fliers, such as but not limited to, Know Your Rights	
	Attend selected community events to display and distribute literature/information re: the MCRC.	Designated Commissioner/s

## Strategic Plan

**Goal 2** *Develop capacity of commissioners through training and education on pertinent topics.*

### ACTION PLAN

PRIMARY TARGET AUDIENCE	EDUCATION TOOLS
<b>Commissioners</b>	Utilize training based on CRCRC efforts, including but not limited to: Fair Housing, know your Rights, How to file a complaint, etc.
	Develop training programs for Marion Commission to conduct outreach participation activities, such as, but not limited to: Star Power and Housing Simulation.
	Attend workshops in the community on civil rights topics.
<b>Commissioners and Selected Community Groups/ Members/Individuals</b>	Invite community resources as Guest Speakers to Commission meetings to share their expertise on topics that cover emerging equity, diversity, and discriminatory issues, not necessarily only those covered under the Marion Ordinance.
	Coordinate the scheduling of Guest Speakers with public notices that invite the community. Seek at least one speaker each quarter.
	Address the merits of identifying potential opportunities/ needs in the Community for outreach a various location as well as educating Commissioners.

#### CRITERIA TO BE CONSIDERED IN SELECTING GUEST SPEAKERS:

- ✓ Relevant to City of Marion
- ✓ Relevant to a protected class
- ✓ Relevant to the purposes of the MCRC, especially housing and employment
- ✓ Unbiased
- ✓ Non-political

*Strategic Plan*

**Goal 3** *Educate the community regarding the MCRC’s function, including the laws that guide it.*

- 3.1 Invite selected businesses/organizations to MCRC meetings and/or to focused workshops hosted by the MCRC.*
- 3.2 Collaborate with the CRCRC in presenting workshops in the broader community.*
- 3.3 Plan and facilitate events that foster community dialogue.*
- 3.4 Promote a welcoming and inclusive community.*

**ACTION PLAN**

PRIMARY TARGET AUDIENCE	EDUCATION TOOLS	RESPONSIBLE PARTY/IES
Employers	Provide a focused presentation and/or participation activity.	MCRC Commissioners and City Liaison
Business persons, including MEDCO & Main Street		
Employees		
Landlords		
Tenants		
City of Marion Employees		
Marion Independent and Linn-Mar Equity Committees		
Law Enforcement		
Service Clubs		
Religious Organizations		

## Editorial Calendar

### Typical Month

- Proclamation; related display/activities
- Marion Messenger article
- Marion Times – Meeting time/emphasis
- MCRC Website – Meeting time/emphasis

This breakdown helps plan for web content, newsletter stories, media pitches and community outreach. Content and story-planning should begin at least eight to 12 weeks in advance. Condition-specific information can be added closer to a go-live or publication date.

## Sub-Committees

1. Executive
2. Communication and Outreach
3. Grants and Strategic Planning
4. Training



## **Marion Civil Rights Commission**

### **Strategic Plan**

***July 2021 – June 2022***

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*Goal 3 Engage in an open and meaningful dialogue* .....3

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## PURPOSE

The **PURPOSE** of the Marion Civil Rights Commission is:

1. **Protect Civil Rights:** *To secure for all individuals within the City freedom from discrimination because of age, color, creed, disability, familial status, gender identity, lawful source of income, including housing subsidies and vouchers, marital status, national origin, race, religion, sex, or sexual orientation in connection with employment, public accommodations, housing, credit, and education; and thereby to protect the personal health and general welfare, and to promote the interests, rights and privileges of individuals within the City;*

*To provide for execution within the City of the policies embedded in the Iowa Civil Rights Act of 1965, as amended, to the Federal Civil Rights Act, as amended, the Federal Fair Housing Act, as amended, and in the Americans with Disabilities Act of 1990, as amended, and to promote cooperation between the City and the State and Federal agencies enforcing these acts; and*

*To provide, at the local level, a Civil Rights Commission dedicated to the following: effective enforcement of civil rights ordinance and service as a source of information and recommendations relative to various civil rights matters.*

2. **Advance Equity:** *all individuals receive equitable treatment*
3. **Foster Inclusivity:** *facilitate & promote inclusiveness*

## VISION

*A Marion Community that is welcoming, inclusive and preserves the dignity of all people.*

## VALUES

**Responsibility** (*shared*), **Accountability** (*hold accountable*), **Collaboration** (*believe in togetherness*)



## **GOALS & OBJECTIVES (meeting notes)**

### ***Goal 1 Educate the public on human and civil rights***

- 1.1 *Partnerships with other community organizations (schools, library, non-profits)*
- 1.2 *Presence at community events.*
- 1.3 *Collaboration with the CRCRC joining efforts for bigger impact*

### ***Goal 2 Advocate for protected classes and minorities.***

- 1.1 *Empower*
- 1.2 *Mediate*
- 1.3 *Targeted, intentional, purpose-driven outreach*
- 1.4 *Review, Facilitate, Promote*

### ***Goal 3 Engage the community in an open and meaningful dialogue***

- 3.1 *Plan and Facilitate events that foster community dialogue*
- 3.2 *Promote a welcoming and inclusive community*
- 3.3 *Celebrate diversity*

## **Editorial Calendar (Existing plan)**

### *Typical Month*

- *Proclamation; related display/activities*
- *Marion Messenger article*
- *Facebook – presence/emphasis*
- *MCRC Website – Meeting time/emphasis*

*Breakdown of event categories helps plan for web content, newsletter stories, media pitches and community outreach. Content and story-planning should begin at least eight to 12 weeks in advance. Condition-specific information can be added closer to a go-live or publication date.*

## **Committees**

1. *Executive*
2. *Ad hoc- Communication, Training and Outreach*
3. *Ad hoc- Grants and Strategic Planning*



# Strategic Planning -

Wifi-Comrocks  
(lowercase)

- ✓ Mission
- ✓ Vision
- ✓ Purpose

Equity - for all

Purpose

Goals + Objective

Goals -

- \* • Educate <sup>public on</sup> Civil + Human rights
- \* • Advocate for protected classes + minoritized communities
- \* • Engage in open + meaningful Dialogue

① Protect rights

② advance equity

③ foster inclusivity

Annual Plan -

Actions tied to Goals

Values

- Shared responsibilities

Committees

- Communications + Outreach
- Exec. Committee (Budget)
- Grant Award
- Strategic planning

- Next steps

- Action items
- Values
- Metrics

- Review
- Facilitate
- Promote



Wifi - comrocks  
(lowercase)

## Strategic Planning -

- ✓ Mission
- ✓ Vision
- ✓ Purpose

Equity - for all

Goals + Objective

Purpose

① Protect rights

② advance equity

③ foster inclusivity

- \* • Educate <sup>public on</sup> Civil + Human rights
- \* • Advocate for protected classes + minoritized communities
- Empower

~~• Enforce~~

• Outreach (intentional — purpose driven)

• Mediate

- \* • Engage in Open + meaningful Dialogue

- Personal Connections
- Awareness

— People's Stories — listening posts  
• Impact

- Review
- Facilitate
- Promote



# Strategic Planning -

Wifi - Comrocks  
(lowercase)

✓ Mission  
vision

Equity - for all

Purpose

① Protect rights

② advance equity

③ foster inclusivity

A Marion Community that is welcoming and  
preserves the dignity of all people



# Strategic Planning -

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- ✓ Mission
- ✓ Vision
- ✓ Purpose

Equity - for all

Goals + Objective

Purpose

Goals -

- \* • Educate <sup>public on</sup> Civil + Human rights
- \* • Advocate for protected classes + minoritized communities
- \* • Engage in open + meaningful Dialogue

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② advance equity

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Annual Plan -

Actions tied to Goals

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- Shared responsibilities

- Review
- Facilitate
- Promote

Committees

- Communications + Outreach
- Exec. Committee (Budget)
- Grant Award
- Strategic planning

- Next steps

- Action items
- Values
- Metrics