

DRAFT Advisory Board Diversity Recruitment Outreach and Communications Plan

Objective: To increase diversity on Town of Carrboro Advisory Boards.

Internal Promotion:

- Promote Town of Carrboro advisory board vacancies.
- Build awareness on the Town of Carrboro's commitment to increasing diversity overall.
- Increase awareness of the employee network group/employee resource group activities and initiatives.
- Utilize the town newsletter and other media to communicate the town's diversity efforts.
- Increase connectivity between community leaders and employees.
- Follow GARE strategies/update plan annually/as necessary

Learning and Development:

- Work with town departments to increase cultural competencies and inclusion skills.
- Work with existing minority advisory board members to gain insight on recruitment lessons.
- Survey current advisory board members to try to learn more about who we are missing.
- Reach out to governmental resource groups to develop a new advisory board training program.

External Promotion and Media Relations

- Develop materials to be used at events and for online content that are focused on inclusion and diversity, recruitment and retention, and public participation.
- Create and place recruitment materials at neighborhood community centers, non-profits, minority owned businesses, local churches, local schools and educational institutes, and organizations who advocate for equality rights.
- Prepare articles and stories to promote advisory board diversity recruitment externally in the media.
- Identify employees that will serve as spokespeople and help recruit and spread the word on the town's commitment to diversity and inclusion.
- Craft messaging specifically to engage under-represented voices.
- Use direct mail to engage residents that may not be on social media/Nextdoor or in an HOA.
- Work with WCHL on a recruitment advertisement that highlights diverse voices.
- Elected officials should speak at their civic and social club meetings about volunteer opportunities. Research has indicated that elected officials carry so much more weight and are able to recruit more successfully than staff members.
- Build trusting relationships with community leaders with the local NAACP, Refugee community, El. Centro, etc. This helps with overall recruitment and spreading information via word of mouth.

BUDGET

- Advertising budgets will need to be increased to account for print materials/invest in digital promotions.

Measurement and Evaluation:

- Be data driven and use that info to guide the outreach. Use data to inform practice.
- How does advisory board membership compare to US Census Data for Carrboro population?
- How does advisory board application pool diversity compare to US Census Data?

Challenges

- Time commitment
- Childcare
- Language
- Lack of awareness
- Feeling included
- Transportation
- Safety/Trust
- Application process
- Relatability
- Large voices/groups overshadowing other voices.
- Special interests
- Unknown challenges...how do we identify?