

Empowerment Congress Southwest Area Neighborhood Development Council Outreach Plan

Introduction

The ECSWANDC Outreach Plan aims to foster stronger connections and communication within our community while promoting engagement, inclusivity, and participation.

Objectives

1. Strategically enhance community attendance, and involvement with ECSWANDC and City of Los Angeles meetings and events.
2. Strengthen relationships and communication between community members, ECSWANDC, and City of Los Angeles departments.
3. Promote collaboration and foster a sense of unity among diverse groups within the community, emphasizing the importance of mutual respect, understanding, cooperation, and participation.
4. Disseminate pertinent updates, announcements, and information from the City of Los Angeles that may directly impact the community and its constituents.

Social Media Strategy

Platforms

1. **Facebook:** Utilize the ECSWANDC Facebook page to share information, ask questions, and connect with constituents. Regular updates on events, resources and initiatives will be posted to keep the community informed and assist in increasing meeting attendance.
2. **Instagram:** Share visually appealing content such as photos and short videos to highlight the great things about the community, promote events, keep constituents informed and assist in increasing meeting attendance.

3. **Nextdoor:** Leverage Nextdoor to connect with constituents to acquire information about local issues, neighborhood safety, community initiatives, share updates on upcoming events and opportunities, and assist in increasing meeting attendance.
4. **Email:** Effectively utilize email communication to disseminate timely announcements regarding crucial meetings, events, and pertinent information to our community members. Implement a biographical survey of block clubs, neighborhood watch, associations. By using this efficient medium, we ensure that stakeholders remain informed and engaged, fostering greater participation and collaboration.
5. **Canvassing:** Develop budget for swag for marketing such as business cards, pens, ECSWANDC shirts, jackets and other apparel. ECSWANDC Logo for store front windows and other advertising materials.

Content Strategy

1. **City of Los Angeles Department Spotlights:** Regularly highlight departments within the City of Los Angeles, detailing their functions, services they offer to constituents, and providing accessible contact information for outreach.
2. **Community Generated Content:** Promote active participation among residents by encouraging them to share their perspectives, photographs, and narratives pertaining to community events, activities, and areas necessitating attention. This inclusive approach fosters community engagement and enables residents to contribute meaningfully to addressing pertinent issues within the community.
3. **Behind-the-Scenes Content:** Provide a glimpse into the planning and execution of City of Los Angeles and community events, showcasing the dedication and effort of board members, city employees, and volunteers.

Events

1. **Community Clean-up Days:** Organize and participate in clean-ups to beautify public spaces, parks, and streets.
2. **Jazz at St. Andrews Music Festival:** When feasible, co-host, or participate in the Jazz at St. Andrews Music Festival featuring music, dance, food, art, information and resources from the City of Los Angeles, and organizations.
3. **Workshops:** Collaborate or participate with partners to co-host workshops covering a range of beneficial topics, including composting, tree planting, job fairs, and other relevant subjects aimed at enhancing the well-being of community members. These workshops provide valuable opportunities for skill-building, networking, and personal development, contributing to the overall enrichment of the community.
4. **Town Halls:** Organize, participate and/or facilitate a series of town hall meetings, held at least twice annually, to afford constituents an open forum to voice their concerns, share feedback, and engage in constructive dialogue. These sessions serve as vital platforms for community members to express their perspectives and contribute to the collaborative efforts aimed at addressing local issues effectively.
5. **Block Clubs and Neighborhood Associations:** As time permits, participate in block club and neighborhood association meetings to establish a robust connection between these grassroots organizations and the ECSWANDC. By actively engaging with these local groups, the Board aims to foster collaborative partnerships, facilitate open communication, and promote community-driven initiatives that address the diverse needs and concerns of our neighborhoods effectively.
6. **CicLAvia: ECSWANDC will partner with and table at CicLAvia to outreach to our community members. Map of Event TBA**

By implementing this comprehensive community outreach plan, the ECSWANDC board intends to build a stronger, more connected community where residents are informed, feel valued and empowered to contribute to its growth and well-being.