

DIAAC- Education & Awareness Sub-committee

Work Plan 2018

Purpose:

- to identify, develop and facilitate educational opportunities for DIAAC, Civic Administration, Council and the larger community
- to identify and implement opportunities that raise the profile of DIAAC in the community
- to share the common responsibility of research and bringing forth recommendations to DIAAC to achieve its mandate

Objective	Implementation	Budget	Partnerships/ Responsibility	Status/ Timeline
1. Develop & facilitate educational opportunities	1.1 Facilitate a community awareness event 1.1.1 Theme: Gender & Intersectionality	\$1500	Education subcommittee	October
	1.1.2 Identify partnerships in the community for collaborative events.		Ed'n subcommittee & DIAAC	Ongoing
	1.1.3 Plan for International Day for the Elimination of Racial Discrimination/Black History Month.	\$200	Ed'n subcommittee	January
	1.1.4 Identify promotional opportunities and strategies for community events.		Ed'n subcommittee Communication	Ongoing

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2. Educate new members of DIAAC	2.1 Collaborate with P&P to create new and revised content to enhance the DIAAC new member's orientation package	Nil	Education & P&P subcommittee	Ongoing
	2.1.1 Propose & provide supplemental orientation content to P&P: <ul style="list-style-type: none"> -org chart illustrating DIAAC in relation to Council & City Councillors. -list of commonly used operational definitions within CofL context. Eg. recommendation verbiage -provide document outlining pre-approved list of budget item. -write up of sub-committee mandates. -list of common staff contacts. -suggestions/guidelines of AC initiatives. -policy on speakers/delegates -flow chart from DIAAC recommendation to staff implementation. -member attendance policy suggestions -budget submission process -City Councillor Contact List 		Ed'n subcommittee	Ongoing
	2.2 Assist P&P in revision of TOR for DIAAC.	Nil	Ed'n & P&P subcommittee	Ongoing

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3. Educate committee members	3.1 Invite speakers to present to DIAAC.	\$200	Ed'n subcommittee	Ongoing
	3.2 Work with Civic Administration to further identify and clarify existing Cof L resources, processes and initiatives that support or can assist DIAAC in its mandate. Eg. Communications, Mayor's Office etc.	Nil	Civic Administration	Ongoing
	3.3 Identify ideas, issues or initiatives taking place in other municipalities, provinces and countries that overlap the mandate of DIAAC. Bring findings to DIAAC for discussion and possible recommendations to Council.	Nil	Ed'n subcommittee w/ P&P subcommittee	Ongoing
	3.4 Invite to DIAAC, members of the public who have recent or past lived experiences concerning discrimination & anti-oppression in London.	Minimal(cost of parking pass/bus tickets)	Ed'n subcommittee & DIAAC	Ongoing
	3.5 Highlight a pressing issue or incident that has taken place in London that would be of interest to DIAAC.			

	3.6 Keep apprised of recent events in London via news media & other sources pertaining to discrimination in London to report to DIAAC. Bring to DIAAC's attention.	Nil	Ed'n subcommittee	Ongoing
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4. Raise profile of DIAAC in community	4.1 Provide to P&P subcommittee suggestions regarding DIAAC's web page on London.ca	Nil	Education & P&P subcommittee	Ongoing
	4.2 Propose name tags for interested DIAAC members for use at city-wide DIAAC events & related events. 4.2.1 Provide to Chair, Vice-Chair and Subcommittee Chairs as minimum	\$200	Ed'n subcommittee	Ongoing
	4.3 Collaborate/piggyback on smaller projects/events with other organizations that overlap DIAAC's mandate.	TBD	Cross Cultural Learner Centre, London Immigration Partnership, LUSO, NECC	Ongoing
	4.4 Compile database of contacts for faith centres, neighborhood associations, ethno-cultural	Nil		Ongoing

	<p>organizations and other organizations for DIAAC and other subcommittees use for outreach purposes.</p> <p>4.4.1 Connect with Civic Administration for access to current database</p>			
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<p>4. Raise profile of DIAAC in community (con't)</p>	<p>4.5 Initiate mail out and personal outreach campaign to new and current contacts compiled from DIAAC's community database.</p> <p>4.5.1 Attend AGMs & Gala events</p> <p>4.5.2 Promote DIAAC in newsletters of other organizations</p>	\$200	Education & DIAAC	TBD
	<p>4.6 Develop promotional material for DIAAC</p> <p>4.6.1 Small banner</p> <p>4.6.2 Collect photos of DIAAC events</p> <p>4.6.3 including members of DIAAC</p> <p>4.6.4 Order new swag</p> <p>4.6.5 Design template powerpoint highlighting DIAAC. Use at public events where applicable</p>	\$100	Ed'n subcommittee Civic Administration Communications	November
	<p>4.7 Revise broaden 'Open House' strategy approach. Focusing on both general community outreach and professional industry outreach. Have material on hand to provide at Open Houses.</p>	Nil	Ed'n committee	September

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5. Share in role of research, knowledge attainment and providing recommendations to achieve mandate	5.1 Combined efforts of keeping apprised of best practices in other geographic areas and identifying issues happening within the CofL.	Nil	P&P & Ed'n & Awareness	Ongoing

