COMMUNITY RELATIONS COMMISSION

THE PURPOSE OF THE COMMUNITY RELATIONS COMMISSION (CRC)
Act as a conduit, liaison, facilitator, and communicator among and between citizens, neighborhoods, and government agencies. The guiding principles entrusted to the CRC include recognition of diversity of religion, gender, sexuality, family, age, culture, and race; representation in government, marketing materials, and communications; dialogue with and among its residents; opportunities for all residents' voices to be heard, to connect residents to each other and their government in a way that makes them feel valued. The Village Trustees asked the CRC to ensure that diversity is broad, inclusive, and welcoming.

THE INTENT OF THE COMMUNITY RELATIONS COMMISSION
1. Acknowledge, identify, and remove barriers that prevent people from feeling welcome or included. Be mindful to consider all ages, neighborhoods, interest groups, cultures, religions, etc.
2. Promote a sense of belonging among all citizens by asking for their input when planning activities, events, and community conversations.
3. Use the best communication tools and techniques to share information with the community. Work closely with the Communications resource to understand how best to reach citizens under various circumstances and scenarios.
4. Share and promote community celebrations through a published calendar made available to everyone. Work closely with other agencies to collect a calendar of events and use CRC resources to build and publish the calendar.
5. Support and/or participate in community, neighborhood, and school initiatives like Neighborhood Networks.
6. Sponsor opportunities to continue discussions around race, diversity, and inclusion in safe spaces through forums, coffees, and small and large gatherings. Respond as needed if a community crisis arises.

EVALUATING AND PRIORITIZING REQUESTS
When the CRC is asked to support an event, we can now evaluate the request against the Commission's intended role in the community. Some events will be easy to support (i.e. MLK Day of Service, Flossmoor Gem). Other events may need to be discussed with the sponsor to find a deeper connection linking the event with the CRC (i.e. music festivals, film nights).

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MEASURING THE SUCCESS OF THE CRC

1. Make sure that citizens feel welcome and included.
   - Create a checklist of groups to include when planning or promoting events to ensure we have included all ages, neighborhoods, interest groups, cultures, religions, etc.
2. Turn suggestions into activities, events, and community conversations.
   - Solicit input from citizens to learn what activities, events, and community conversations they would like to see.
3. Use social media channels to communicate and converse in the community and measure the effectiveness of each channel
   - Work with Amy/Media Manager to learn how to best solicit input from citizens, poll them for feedback, and share and promote community activities.
   - Measure the success of selected media channels through Google Analytics
   - Develop a communication roadmap to understand how and when to reach out for optimal media reach
   - Work with Amy/Media Manager to choose the best social media channels for the CRC and to use analytics to measure response
4. Expand the community celebration calendar to include other agencies and sister towns and villages
   - Establish baselines for the initial events that are part of the calendar and measure the additional events posted over a period of time
   - Track participation and attendance at events and compare to previous years
5. Present community, neighborhood, and school initiatives to the larger community as models of what can be achieved
   - Highlight models like Neighborhood Networks or the Flossmoor Gem for those who want to create or join community and neighborhood-based networks. Refer citizens to those groups for guidance.
6. Ask citizens to evaluate if discussions of race, diversity, and inclusion have an impact on them
   - Provide feedback forms following each event