

Public Outreach & Education Committee
Community Engagement Implementation Plan

The proposed Community Engagement Approach can be broken down into five areas of focus, as outlined below. A proposed timeline follows the outlined implementation plan.

1. Revising and maintaining presentation materials
 - a. A work group will be formed to update the general CJC PowerPoint presentation to reflect changes resulting from the strategic planning session
 - b. Informational brochures and handouts about CJC initiatives will be developed
 - c. *Possible Financial Costs/In-Kind Contributions:*
 - i. Printing brochures, flyers, and other promotional materials
 - ii. Graphic design work
2. Planning and implementing community surveys, focus groups, and listening sessions
 - a. A work group has been formed to discuss the purpose of a community survey and arrived at the following goals:
 - i. Measure the community's knowledge/perceptions/concerns about the criminal justice system
 - ii. Gauge the community's willingness to support system reforms
 - iii. Measure the community's awareness of the Community Justice Council and its initiatives
 - iv. Find out how people prefer to stay informed about criminal justice system issues (e.g., website, social media, etc.) and/or engaged in the Council, and what people are interested in learning about
 - b. The work group will seek assistance from local education institutions for survey design and methodology
 - c. Results from the community survey will inform planning for focus groups and informational sessions in targeted neighborhoods (throughout Milwaukee County)
 - d. *Possible Financial Costs/In-Kind Contributions:*
 - i. Administering survey using scientifically valid methods.
 - ii. Analyzing survey results using scientifically valid method.
 - iii. Event planning-related costs for focus groups.
3. Strengthening community partnerships
 - a. A work group will be formed to review existing community partnerships and a plan to engage other community organizations and neighborhood groups
 - i. Inventory what community engagement efforts are already taking place that the CJC may partner with
 - ii. Outreach to these groups will also involve inviting them to attend the whole Council meeting and providing venues for the CJC presentation
 - iii. Establishing relationships with existing organizations and groups will assist with the implementation of surveys, focus groups, and listening sessions
 - b. Targeted outreach to specific audiences (e.g., elected officials, youth, etc.)
4. Organizing subject-matter specific events
 - a. Community engagement/discussion events will be planned around topics identified as important to the community through the survey, focus groups, and listening sessions

Public Outreach & Education Committee
Community Engagement Implementation Plan

- b. *Possible Financial Costs/In-Kind Contributions:*
 - i. Event planning-related costs.
- 5. Media, social media, and website
 - a. Create a workgroup to plan and manage website content
 - b. Identify individual(s) to maintain CJC’s social media presence to promote CJC initiatives, events, and partnerships
 - c. *Possible Financial Costs/In-Kind Contributions:*
 - i. *Regular website updating and maintenance.*
 - ii. *Building a new website.*

2014 Timeline

Feb-Mar	Revise presentation materials to reflect the message of the CJC (informed by strategic planning)
Feb-Mar	Create work group to focus on strengthening community partnerships
Feb-Apr	Community Survey work group – regular meetings to design survey and implementation plan
May 21st	Present revised materials at the whole Council meeting
May-ongoing	CJC presentation at organizations, neighborhood groups, targeted audiences (e.g., elected officials, youth, etc), as arranged by Community Partnerships work group
May-Jun	Begin administering survey and collecting results
May	Create a work group to focus on website development and social media
Jul	Survey analysis
Jul-Sep	Plan and implement focus groups and listening sessions
Sep-ongoing	Plan subject-matter specific events around topics identified through survey, focus groups, listening sessions