

# Community Engagement Committee

10-26-23 Notes

Members:

(Attendees in bold)

- Leonard Aguilar, AFL-CIO
- **Jacob Calhoun, CapMetro**
- Josh Crawford, Garver
- Walt Gonzales, Tesla
- **Darren Lewis, NXP**
- Lourdes Zuniga, Financial Health Pathways

Agenda w/ Notes:

1. **Welcome**
2. **Overview (Roles, Anticipated Time Commitment)**
  - a. **Summary:** Jameson reviewed the Community Engagement Committee Framework (see *Appendix A*)
3. **Approval**
  - a. **Summary:** Comments from Jacob and Darren were that involvement seemed reasonable.
4. **Discussion (Direction, First Focus, etc.)**

**Summary:** Aside from resource-sharing and training opportunities for committee members, additional focuses involve addressing three big themes for board members:

1. **How do we as a board become more in harmony and less noise?** This may include:
  - a. Committee understanding of our online presence (i.e. social channels we utilize, processes, etc),
  - b. Developing/sharing resources with the board to stay on message, and
  - c. Being strategic in utilization (i.e., engaging board members as it aligns to their industry focus)
2. **How can we utilize upcoming major events as an opportunity to promote the agency?**
  - a. E.g., reviewing existing public calendar and planning engagement and message-sharing around it.
3. **Where/how can we share evergreen resources that would benefit all members?**
  - a. E.g., determining the infrastructure of where resources live (i.e., is Boardable too cluttered?)

**b. Other notable discussion points**

- i. **The scope of work** was discussed as being primarily focused on the six members of the committee. However, actions in our scope will residually impact broader engagement.

1. In other words, it's not expected for committee members to actively push/pull other board members to engage.
- ii. **Prototyping and seeking feedback** on communications frameworks/processes would stay within the committee vs asking for larger input.
- iii. **Talking point development:** A desire for speaking/media engagements were for talking points that allow for input to tailor and make them theirs.
- iv. **Value Proposition:** Not a lot of info on this yet, but a succinct value proposition to convey our value in the community is in the works to use with local elected leaders. It's anticipated that this committee's input will be sought.

#### 4. Next steps:

- a. **Based on this discussion, Jameson will develop an action framework** for the committee with the intent to pre-share and discuss at next meeting.
  - i. From this, we may find it ideal to have leads/stewards desired focus areas to help define success and see through execution
- b. **We'll collect contact info from committee members** for best ways to reach in the case of time-sensitive requests and ensure response (i.e., we all work with Teams, phone, Boardable, etc. so finding what works best).

## Appendix A: Community Engagement Committee Framework

### Overview

The Community Engagement Committee, led by the Communications & Marketing department, will offer participating board members direct resources and opportunities to publicly represent WFS in the media and events. This committee formation was informed by interest expressed in the December 2022 board engagement survey.

### Member Roles

- **Speaker's Bureau:**
  - o Members of this committee will serve as first options for opportunities to represent WFS in speaking engagements or meetings with key community stakeholders, with steps taken to ensure members are offered relevant opportunities (to their industry, district, etc.).
- **Resources/Training:**
  - o Members are invited to bi-annual media training and messaging workshops to glean best practices.
  - o Community Engagement Committee meetings (held before board meetings) will include discussion and walkthroughs around effectively communicating key areas of WFS' work.
  - o Additional resource-sharing will be delivered in-between these opportunities for hands-on experience accessing relevant talking points and materials.

### Anticipated Time Commitment

- **Standard 30-minute committee meetings** held pre-board meeting.
- **Participating in at least one speaking event per year** is ideal, but optional. This may be a briefing meetings with key stakeholders alongside our CEO, speaking engagements in the community, etc.
- **Attending two (2) media training and messaging workshops** per year (estimated 1.5 to 2 hours each)