Customer Perspective

Objective 1: Develop high quality programming.
- **Measure 1: Plan and deliver quarterly community education programs, including the annual Summit to End Hate.**
  - Initiative 1: Prioritize the list of program topics.
    - Responsible Party: Community Engagement Coordinator (open position)
    - Target Date: 1/31/23
  - Initiative 2: Take the pulse of the community regarding program topics, via community survey (Causewave). Hold a preliminary meeting with Causewave.
    - Responsible Party: Chaz
    - Target Date: 1/31/23
  - Initiative 3: Develop a questionnaire for the Steering Committee and Corporate Council to identify their spheres of influence.
    - Responsible Party: Karen Elam
    - Target Date: 3/31/23
- **Measure 2: Establish a year-long leadership development program to address hate.**
  - Initiative 1: Research other models, local and national.
    - Responsible Party: Karen/Identify a Steering Committee member
    - Target Date: 3/31/23
  - Initiative 2: Liaise with the UW Leadership Development Program, Leadership Rochester, Chamber of Commerce, etc. to determine if there is current programming that can be enhanced rather than started from scratch.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 5/15/23
  - Initiative 3: Identify the audience for leadership development.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 6/30/23

Objective 2: Provide opportunities for dialogue.
- **Measure 1: Offer training for managers to facilitate brave conversations in their workplaces.**
  - Initiative 1: Identify the audience for the training.
    - Responsible Party: Karen/Corporate Council focus group

- Target Date: 3/31/23
  - o Initiative 2: Complete a needs assessment for the training content.
    - Responsible Party: Karen/Corporate Council focus group
    - Target Date: 6/30/23
  - o Initiative 3: Research what training/curriculum exists currently.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 9/30/23
  - o Initiative 4: Develop training, curriculum, and identifying facilitators.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 12/31/23
- **Measure 2: Host discussion groups in various communities.**
  - o Initiative 1: Defining what the purpose of having these discussion groups is, and where we'd like to locate them.
    - Responsible Party: Kevin/Zack
    - Target Date: 3/31/23
  - o Initiative 2: Identify the communities that are open to working with us.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 6/30/23
  - o Initiative 3: Create a list of existing and prospective partners and their areas of focus.
    - Responsible Party: Community Engagement Coordinator (open)
    - Target Date: 2/28/23

Objective 3: Increased visibility.
- **Measure 1: Establish regularly scheduled communication with stakeholders, e.g. e-newsletter, blog, etc.**
  - o Initiative 1: Audit current communication channels and determine what is working at this time.
    Responsible Party: Chaz w/support from Jessica
    Target Date: 6/30/23
  - o Initiative 2: Determine the cadence for sending out e-newsletters; rather not flood our constituents with emails.
    Responsible Party: Chaz w/support from Jessica
    Target Date: 9/30/23

- o Initiative 3: Develop content strategy/marketing plan – core content pillars/topics that we want to repeatedly mention that align with the mission of the agency.
  Responsible Party: Chaz w/support from Jessica/Nadine
  Target Date: 12/31/23
- o Initiative 4: What space will we fill that there is not already "noise?" How does Levine differentiate itself from others?
  Responsible Party: Chaz w/support from Jessica
  Target Date: 9/30/23
- **Measure 2: Establish social media presence.**
  - o Initiative 1: Develop a content calendar (content derived from Measure 1 will inform our social media posts/content).
    - ▪ Responsible Party: Chaz/Jessica
    - ▪ Target Date: 6/30/23
  - o Initiative 2: Prioritizing social media vs. emails, postal mail, administrative tasks – what is the most important to us?
    - ▪ Responsible Party: Chaz, Karen
    - ▪ Target Date: 6/30/23
  - o Initiative 3: Explore having a volunteer/intern take this on as a responsibility. Look to AmeriCorps program through St. John Fisher, youth ambassadors, etc.
    - ▪ Responsible Party: Chaz, Thomas, Karen
    - ▪ Target Date: 9/30/23
  - o Initiative 4: Hootsuite is not necessarily as effective as it once was due to the format/content of the platform (length of post, artwork, etc.). Review adding to the service if that would be a solution or seek out alternatives.
    - ▪ Responsible Party: Chaz
    - ▪ Target Date: 3/31/23

Objective 4: Grow customer base.
- **Measure 1: Identify new audiences to engage in Levine Center programming.**
  - o Initiative 1: Meeting with small focus group of school/BOCES/charter school superintendents to have deeper conversations; see what synergies are discovered.
    - ▪ Responsible Party: Karen/Kevin/Langston
    - ▪ Target Date: 9/30/23
  - o Initiative 2: Develop a wish list of key influencers (those in the community that are immersed in this work) that are growing their own audiences successfully –

e.g. CoC DEI group, Primetime 585, Leadership Rochester, Marlow Washington (SJFU), URMC – "Real Conversations."

- Responsible Party: Chaz/Karen/Susanna

- Target Date: 6/30/23 and ongoing

o <u>Initiative 3:</u> Liaise with the impactful influencers – determine what your relationship is and how it progresses; what is mutually beneficial, etc.

- Responsible Party: Chaz and Karen, Susanna

- Target Date: 12/31/23

o <u>Initiative 4:</u> Categorize our relationships in the community – what/who do the influencers/groups represent? Who are we missing, what are the buckets?

- Responsible Party: Chaz

- Target Date: 12/31/23