

MIAAC Outreach Committee

3rd Report (August 6)

1. Continued work on the Ambassador Program: The Outreach Committee continued to work on the Ambassador Program via meeting emails. As a result of the joint effort of the committee members and Ms. Isabel Taylor, Dr. Maske was able to present the outcome of the Ambassador Program in the last Commission meeting.
2. The committee has doodled and scheduled all the quarterly meetings up to before the Commission meeting in November. The meetings were sent to all the committee members' calendar.
3. The 3rd quarterly Outreach Committee meeting was convened on July 30. The committee focused on two items: Ambassador Program's next steps and the training sessions for the new commissioners. continued discussion on the specific plans for the Ambassador Program. The goal was to gather Outreach Committee members' ideas on these two items to be presented to the Executive Committee meeting on August 6. The committee discussed two issues:

A. Regarding [specific plans of the Ambassador Program](#), the key points of the discussion include the following:

- It is important to create different age groups when conceptualizing whom to do outreach to. It was suggested we specifically target reaching out to youths, creating new social involvement through various youth friendly activities.
- The first step should be to assess which cultural groups we need Ambassadors for. We should identify underrepresented groups or communities – target demographic of top 20 or 30 demographic communities
- Regarding activities conducted by Ambassador Program, it is important to make sure the activities are age appropriate.
- The Commission should assign each MIACC commissioner and Outreach Community member a couple of communities to reach out to and give members a firm deadline to get responses.
- Using bringing international festival (Inclusivity/Diversity Festival) to Lexington as a goal and base to identify potential Ambassadors in different communities and launch the program.
 - Ambassadors would play important roles in helping organize the festival as well. Perhaps this could be the Ambassador program's kickoff program.
 - Make the festival fun and competitive. Every Ambassador could, for example, get a sponsored gift/small gift card.
 - The gift cards can be an incentive to people who apply to be Ambassadors or refer potential Ambassadors.

- In terms of how to get to the communities, it was suggested that one person (say, give it the title of “Community Consultant”) from each top community is contacted informally to get info about where to reach out.
 - Reach out to Latinx kids at Dunbar, Arabic at Tates Creek, and African at Bryan Station.
 - Recruit Ambassadors based on different age groups, such as high schoolers, people in their 20s (reaching out to BCTC, for example), people in their 30s, etc...
 - Committee member Camillo volunteered to design flyers and mentioned he had done so for CRCKY.

B. Regarding the [training sessions for new commissioners](#), the discussion yielded these ideas:

- One of the training programs of the Ambassadors program/or even for the new commissioners should be rotating trainings on different cultures. Every Community would have a chance to present. Ambassadors can help identify the presenter from their community.
- Making Ambassador Training Series open to the public was discussed and enthusiastically supported by all present.
- Presenting workshops and activities, for example Tai Chi, that would appeal to people and be fun.