

## **City of Ames Human Relations Commission Strategic Plan 2023-2025**

### **Strategic Goal A – Advocacy**

The Human Relations Commission (HRC) values a diverse, equitable, and inclusive community and will function as an advocacy group for the citizens of the City of Ames. The Commission will undertake activities to discover, conduct analysis on, and circumvent instances that may lead to prohibited discrimination so that the community can be educated and assisted in preventing it. Commission members will be active participants in the city and will develop and follow a protocol to handle discriminatory incidents in the Ames community and will report and make recommendations directly to the City Council to ensure all voices are heard.

### **Strategic Goal B – Information & Analysis**

The Human Relations Commission will study the existence, character, causes and extent of discriminatory practices in the community while using resources to gain information and work with community partners, leaders, and report directly to the City Council.

#### **OBJECTIVE 1: HRC will maintain objective knowledge related to claims of discrimination.**

- HRC will work directly with the Iowa Civil Right Commission and will collaborate annually with a representative to better understand the complaint process.
- HRC will obtain and review reports from the Iowa Civil Rights Commission on claims of discrimination in relation to types and probable cause.
- HRC will obtain and review reports from the City on types of claims made locally in writing, or on the website and report of Discriminatory Claims to the City, and any concerns expressed through [HumanRelations@cityofames.org](mailto:HumanRelations@cityofames.org).
- HRC will obtain and review formal and informal reports that will be used to determine priority areas of focus and will share with City Council and community stakeholders annually and as needed.

#### **OBJECTIVE 2: HRC will partner with City and community members to learn about discrimination and how to decrease the risk.**

- HRC will partner with community employers and human resource specialists to identify concerns and opportunities for non-discriminatory workplace cultures as needed.
- HRC will summarize and share qualitative and quantitative findings with City Council relating to claims of discrimination.
- HRC will work with the City to identify public reporting related to inclusion and anti-discriminatory practices.

OBJECTIVE 3: HRC will identify opportunities for obtaining information related to community member perceptions and experiences in relation to housing, employment, public accommodation, race and ethnicity, gender identity, religion, age, sexual orientation, physical or mental disability, or familial status.

- HRC will reach out to community partners or populations to identify concerns or successes in the areas mentioned above.
- HRC will collect and summarize findings to be used for future planning, i.e., Community Demographics, CyRide or City Surveys.

OBJECTIVE 4: HRC will be an active presence in providing community education and deterring discrimination.

- The Commission will increase engagement and community interactions.
- Monitor and report contacts or participation in relation to social media and public engagement activities.

### **Strategic Goal C – Public Awareness & Effective Communication**

The Human Relations Commission strives to be a central location for the citizens of the City of Ames to advocate for, build awareness of, and communicate with. Commission members will connect with their community through public awareness and effective communication.

Objective 1: Help improve communication effectiveness with the general public through media outlets and active presence in the Ames community. The following are examples of possible actions:

- Provide materials for educational press releases or social media on topics related to diversity, housing, employment, public accommodations, or services, etc.
- Co-sponsor and have commissioners attend community events with aligned organizations and individuals throughout the City, such as but not limited to the annual awarding of the Humanitarian award (January-Dr. Martin Luther King Jr. Day Holiday), Fair Housing Award (April at City Council), AAPI Heritage Month Celebration event (May), Juneteenth (June).
- Help provide information on community events for Ames City's online event calendar and have commissioners attend the events.

### **Strategic Goal D – Management Excellence**

The Human Relations Commission will work towards this strategic plan for the betterment of our community in an ethical and fiscally responsible way.

Objective 1: HRC will strive to keep this strategic plan at the forefront of all its decisions and activities and within our areas of focus and expertise

- HRC Commission Members will work with community partners who specialize in areas of expertise.
- HRC Commission members will represent the HRC with respect, recognize and celebrate the strength of the City of Ames' greatest asset, the value of all people, via diversity and inclusion. They will be respectful of opinions, customs, and individual preferences to help build strong relationships.

Objective 2: HRC will manage the annual budget in a fiscally responsible manner

- HRC will strive to effectively spend the budgeted monies from the Ames City Council responsibly. Monies allocated for the Commission should only be used in ways that advance these strategic goals.
- HRC will describe the ways in which its monies were used and in what ways its use advanced the goals described above in the annual report.