

## **Public Outreach & Education Committee**

### **Community Engagement Approach**

#### I. Mission

The mission of the Public Outreach & Education Committee is to help facilitate effective communication between the Council and the community at large. This committee is responsible for seeking public input and identifying ideas and concerns that the community has with the criminal justice system. This committee is also responsible for educating the public about initiatives, programs, and services supported by the Council. By engaging the community, this committee plays an essential role in furthering the mission of the CJC, which is to work collaboratively to ensure a fair, efficient, and effective justice system that enhances public safety and quality of life in our community.

#### II. Initiative

##### A. Gauge and respond to community perceptions and concerns

1. Collaborate with existing organizations to develop and implement surveys, focus groups, and workshops throughout Milwaukee to gauge how different constituencies feel about the criminal justice system.
2. Develop outreach approaches that are designed for particular constituencies, including urban and suburban community members, youth, stakeholders, and ex-offenders.

#### III. Types of Events

##### A. CJC Community Presentation Events

1. Educate community members on the work of the Community Justice Council as well as the functioning of the criminal justice system.
2. Collaborate with organizations that work with or are comprised of various constituencies to ensure an audience for presentations and to facilitate open communication.

##### B. Interactive Events

1. Partner with the Police-Community Relations Entity
2. Develop a strategy to engage specific audiences through informative and engaging activities that would strengthen community knowledge and address community concerns.

##### C. Subject-Matter Specific Events

1. Host multiple special events every year that are oriented around a specific subject matter.
2. Work with other CJC committees and community organizations to develop a clear purpose and anticipated outcomes for these events.

#### IV. Media

1. Raise awareness about CJC Events and initiatives through various social media outlets such as Facebook, Twitter, and YouTube.
2. Inform community members and organizations about CJC events and/or initiatives through flyers, newsletters, brochures, PowerPoints, and various methods of advertisement.
3. Encourage public participation and interest in CJC initiatives/events through an informative and regularly updated CJC Website that is shaped by the results of our survey analysis.