



COMMUNITY ENGAGEMENT COMMITTEE

Overview & Opportunities to Get Involved

What is Community Engagement?

Fostering positive and sustainable relationships is the core of community engagement. Though the act of engaging others, we are able to build trust, identify shared values, and strengthen bonds.

What is the Community Engagement Committee?

The Community Engagement Committee is a group of Westborough Connects volunteers passionate about building relationships throughout Westborough. The three focus areas of the committee are:



Partnerships & Collaborations: *Develop relationships with community partners to support the vision & mission of Westborough Connects.* There are hundreds of local businesses and organizations, each offering unique opportunities for collaboration.

Marketing & Communications: *To increase community awareness about Westborough Connects.* As an emerging organization, Westborough Connects is working hard to build name recognition and to find ways to reach every individual and family in Westborough.

Community Events: *To increase the visibility of Westborough Connects.* We want people to see us in the community and to come by to meet Westborough Connects in person at any of the wonderful community events that Westborough offers.

How Can I Get Involved?

Community engagement is a critical ingredient to the success of Westborough Connects. The work is ongoing and rewarding! If you have an interest in any of these, Community Engagement is perfect for you!

- ✓ Talking with local organizations and businesses to learn more about their work in serving youth and families
- ✓ Exploring ways that Westborough Connects and local organizations and businesses can mutually support each other
- ✓ Inviting local organizations and businesses to get involved with volunteer and other learning opportunities
- ✓ Identifying ways that local organizations and businesses can partner with Westborough Connects
- ✓ Engaging local media and writing articles & press releases to promote Westborough Connects
- ✓ Building Westborough Connects recognition through social media
- ✓ Creating marketing materials and communication tools to educate and inspire participation and collaboration
- ✓ Coordinating with existing community events and being seen as the face of Westborough Connects
- ✓ Ensuring that our work is reflective of Westborough's broad, dynamic, and diverse community
- ✓ Sharing information with formal and informal networks about programs, events, and other efforts to create a kind and caring community where everyone feels welcome!

Westborough Connects is an emerging organization focused on building a connected and kind community where everyone feels like they belong. We are a volunteer group of parents, educators, community leaders and engaged citizens. Westborough Connects creates opportunities to support and celebrate the diversity, spirit, and character of Westborough through programs and events that are community-based, strengths-based and dedicated to connecting people to resources and each other.

DIVERSITY & INCLUSION COMMITTEE

Overview & Opportunities to Get Involved

What is the Diversity & Inclusion Committee?

The Diversity & Inclusion Committee is an informal group of members of Westborough Connects. The purpose of the Committee is to:

- Work as a liaison to the Leadership, Programming and Community Organizing Committees to...
 - Promote diversity and inclusion as a core value of Westborough Connects.
 - Ensure that Westborough Connects programs and resources are accessible to the whole community.
 - Provide and support educational opportunities to learn more about understanding our differences (and our common humanity).
 - Provide opportunities to celebrate and connect across difference.

What are specific ways I can get involved?

The good news is that there are many ways to get involved in the Diversity & Inclusion Committee. You can contribute in small, discrete ways, or take on helping to plan events, create resources and build partnerships. Here are some specific ways you can get involved:

- Attend Diversity & Inclusion Committee meetings.
- Bring the perspective of promoting Diversity & Inclusion to all meetings of Westborough Connects, the Leadership Council and Board.
- Reach out to diverse groups within your town and actively invite them to join Westborough Connects.
- Help to investigate programs and workshops that increase awareness and promote tolerance and respect.
- Investigate ways to make Westborough Connects' programming as accessible as possible, including – childcare, language translation services, as well as support for those who are hearing or visually impaired.
- Attend trainings/bring educational opportunities to the Westborough Connects team to learn more about how community organizations are working in the areas of diversity and inclusion to make positive changes.

What are the ideal interests & skills of a Diversity/Inclusion Committee Member?

There are many jobs involved in Diversity & Inclusion Committee work, and no specific experience is needed. However, here are some qualities that come in handy in doing this work:

- ✓ Interest in the mission of Westborough Connects, to build a kind, connected & resilient community.
- ✓ A personal passion/interest in promoting inclusion and celebrating diversity.
- ✓ A personal background (cultural, racial, language, ability, sexual orientation, religion, etc.) that should be represented in Westborough Connects.
- ✓ Interest in being an ally to minority or marginalized populations in Westborough.
- ✓ Interest in building a united community that will stand-up to racism and discrimination of any kind.
- ✓ Interest in promoting dialogue and connections between people who have differences in age, gender, ability, and sexual orientation, race, religion.



You're invited!

Come to a Westborough Connects program, committee meeting or board meeting.

Meet our team and practice some of the work of Diversity & Inclusion with us!

To learn more visit: WestboroughConnects.org

Contact: westboroughconnects@gmail.com



PROGRAMMING COMMITTEE

Overview & Opportunities to Get Involved

What is the Programming Committee?

The Programming Committee is an informal group of members of Westborough Connects. The purpose of the Committee is to:

- Identify programming needs
- Investigate and recruit potential speakers
- Engage Community Partners
- Advertise and market programming
- Event planning & execution (with assistance of volunteers)
- Evaluate programs & invite feedback from community partners and attendees

What are specific ways I can get involved?

The good news is that there are many ways to get involved in Programming. You can contribute in small, discrete ways, or take on helping to plan an entire event. Here are some specific ways you can get involved:

Identifying Programming Needs & Priorities

- Attend Programming Committee Meetings to discuss program ideas.
- Attend programs in other communities to “scout” opportunities.
- Talk to people in your community to gather information about potential “hot topics.”
- Review research & articles on issues facing communities (families, senior citizens, etc.).
- Explore opportunities for community partnerships to amplify event reach and impact.

Program, Event Planning & Marketing

- Volunteer at an event! Hand out flyers and greet people. Make people feel welcome.
- Help with speaker support and technology.
- Assist with program marketing through Social Media, emails, hanging flyers.
- Do personal outreach to friends and colleagues to spread the word!
- Help draft a program evaluation to gather feedback & help plan future events.
- Send follow up to registrants to inform them of resources and future plans.
- Help write thank you cards to acknowledge the organizations and volunteers who make programs possible!

What are the ideal interests & skills of a Programming Committee Member?

There are many jobs involved in Program Committee work, and no specific experience is needed. However, here are some qualities that come in handy in doing this work:

- ✓ Interest in the mission of Westborough Connects, to build a kind, connected & resilient community where everyone feels like they belong.
- ✓ Interest in programming – particularly programs that support healthy communities, including all age groups.
- ✓ Interest in planning events that are accessible and welcome the entire community.
- ✓ For event planning – interest in managing volunteers and organizing program logistics.
- ✓ For marketing – interest in learning about online marketing & promotion.
- ✓ An interest in working together as a team to bring resources to the community.
- ✓ A desire to improve and to serve by gathering feedback from the community.
- ✓ An interest in meeting new people and experts in the community and supporting their work.

Interested in learning more or getting involved?

Email Programming Co-Chairs Kelley Petralia (Kelley_click@hotmail.com) or Laura Cerniglia (dlrcerniglia@yahoo.com)