



# 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 families.
- 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 Constant Contact, Social Media and emails.
- Do personal outreach to friends and colleagues to spread the word!
- Help to draft a program evaluation that will gather feedback & help plan future events.
- Send follow up to registrants to inform them of resources and future plans.

### 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.
- ✓ Interest in programming – particularly programs that support healthy youth and families.
- ✓ 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.



**SPARK will be conducting a “Programming 101” program to review all aspects of program organization and promotion. All committee members are invited!**

#### ***You’re invited!***

Come to a SPARK program, committee meeting or board meeting. Meet our team and practice some of the work of Programming with us!  
Contact: Christine Guthery at [cguthery@sparkkindness.org](mailto:cguthery@sparkkindness.org).

# 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 SPARK program, committee meeting or board meeting.  
Meet our team and practice some of the work of Diversity & Inclusion with us!  
Contact: Christine Guthery at [cguthery@sparkkindness.org](mailto:cguthery@sparkkindness.org).

# LEADERSHIP COMMITTEE

## *Overview & Opportunities to Get Involved*

### ***What is the Leadership Committee?***

The Leadership Committee (often known as a Steering Committee, comprised of a board and committee chairs) is responsible for the running of Westborough Connects. Because the work is just beginning, this can begin as an informal group. The purpose of the Leadership Committee is to:

- Oversee development of the mission and vision of Westborough Connects.
- Work together to set achievable goals for Westborough Connects.
- Guide and support for the work of Westborough Connects.
- Foster and support new leaders for Westborough Connects.
- Coordinate the work of all of the Westborough Connect committees.
- Act as liaison between parents, schools and community.
- Make decisions regarding funding and expenses of the organization.

### ***What are specific ways I can get involved?***

The good news is that there are many ways to get involved in the Leadership Committee. You can contribute in small, discrete ways, or take on helping to develop the organization, its operations and leadership. Here are some specific ways you can get involved:

- Attend Leadership Committee meetings.
- Read about grass roots leadership and the SPARK principles and values.
- Go out in the community and talk about Westborough Connects and inspire people!
- Establish an informal governing structure for Westborough Connects – a Steering Committee, roles such as (Co-Chairs, Clerk - keep notes, etc.)
- Oversee and build connections to each committee.
- Develop a communication structure with each committee to coordinate all of the work of Westborough Connects.

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

There are many jobs involved in the Leadership Committee, 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 desire to serve! This is by far the most important quality in grass roots leadership.
- ✓ Courage (or a willingness to develop courage).
- ✓ An ability to work with people and bring out the best in them.
- ✓ An ability to be a “connector” and model the mission of Westborough Connects.
- ✓ Experience as a leader in your family, work or community (though no experience is necessary)
- ✓ “Empowered Neutrality” - Leaders should be perceived as neutral and working on behalf of the whole community, not any special interest, issue or “side.” Unity results in strength.
- ✓ Good communication skills – useful in messaging the mission of Westborough Connects to the community.
- ✓ Creativity and innovation (artists, tech people welcome!) Much of the work of leadership is getting the message out to the community in creative ways.

#### **Leadership Quote:**

“The first responsibility of a leader is to define reality. The last is to say thank you. In between the leader is a servant.”

-Max DePree

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# COMMUNITY OUTREACH COMMITTEE

## Overview & Opportunities to Get Involved

### What is the Community Outreach Committee?

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

- **Identify partners** (individuals, businesses, community organizations, municipal agencies) in Westborough to build a connected community that supports youth.
- **Build relationships through service** Meet with community partners and learn how Westborough Connects can serve them, and how they can serve Westborough Connects.
- **Identify common goals and interests** between Westborough Connects and community partners.
- **Create lasting partnerships through developing trust**, and working towards shared goals and purpose.

### What are specific ways I can get involved?

The good news is that there are many ways to get involved in Community Outreach. Community organizing is at the heart of this work, and partnerships are built one meeting at a time! Here are some specific ways you can get involved:

#### Identify Community Partners

- Attend Community Outreach Committee meetings to discuss ideas for community partners.
- Start talking to the community partners in your life, such as the YMCA, Library, Rotary Club. Ask to have a meeting to *learn more about their work* serving youth and families, and *let them know about Westborough Connects*.
- Start creating a list of “Community Partners” for Westborough Connects. These are just people/groups who believe in the mission of the organization, and are willing to work together to build a more connected community.

#### Build Partnerships

- Asking organizations how Westborough Connects can support them and their mission that supports healthy youth & community.
- Identifying common goals between organizations and work together to promote programs and initiatives. This means *offering to help amplify the work of a community partner* by sharing about them in the Westborough Connects network *and seeking opportunities for collaboration*.

### What are the ideal interests & skills of a Community Outreach Member?

**Community Outreach is at the heart** of the SPARK Kindness model, and the mission of Westborough Connects. Building a “Connected Community” takes time, effort and skills. The good news is that **it is fun and gratifying work**. There is **no experience required** to be a community organizer, but here are some helpful interests and skills:

- ✓ Are you a CONNECTOR? If so, this may be the committee for you!
- ✓ Do you like introducing people with common interests to each other?
- ✓ Do you enjoy talking to people and learning about their passions and interests?
- ✓ Are you known as a “mediator” among your family and friends? If so, you probably have talent in building bridges in your community!
- ✓ Are you good at seeing the best in people? If so, you will be good at navigating the “human dynamics” of community organizing.
- ✓ Are you determined? This helps with community organizing. Often, you will be told that partnerships can’t happen because of the past. It takes determination to try to forge new relationships, but it can often happen!
- ✓ Do you like coffee? Seriously, this often involves meetings over coffee (SPARK’s unofficial office is Panera).



#### ***You’re invited!***

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