

# WINNEBAGO COUNTY DIVERSITY AFFAIRS COMMISSION STRATEGIC PLAN 2021-2022

## Mission Statement (Our cause, actions, impact)

The Winnebago County Diversity Affairs Commission embraces diversity, inclusion, and belonging by bringing the community together to listen to one another, learn together, and encourage our community to act in ways that help people thrive. We support justice, equity and compassion in human relations. We affirm the inherent worth and dignity of every person.

See Process in [Appendix A](#)

Environmental Scan: April 1, 2021 Winnebago County Data Presentation by Niki Euhardy, MPH  
Policy & Equity Coordinator, Winnebago County Health Department

## Purpose Statement

The purpose of the Winnebago County Diversity Affairs Commission is to create an equitable and inclusive Winnebago County that fosters thriving communities for all who reside and work in Winnebago County. We will make every effort to treat all people with the same respect we expect to receive.

(Winnebago County Diversity Affairs Commission Bylaws)

## Goals and Strategies

Strategic Goal	Prioritized Objectives
	<i>List, in order of priority, two to four objectives per goal.</i>
<b>Strategic Goal 1: Develop bylaws and strategic plan</b>	1.1 Draft and approve bylaws for Diversity Affairs Commission by Dec. 2021
<b>Desired Outcome: Finalized bylaws and strategic plan, approved by Winnebago County Board of Supervisors</b>	1.2 Draft and approve 2-year strategic plan by Dec. 2021
	1.3 Identify strategic initiatives and action plan
<b>Rationale:</b> Resolution to form Diversity Affairs Commission was approved by Winnebago County Board in December 2020  <b>Goal Sponsor:</b>	<b>Metrics:</b> <i>Identify metrics to measure and monitor progress toward goal.</i> <ul style="list-style-type: none"><li>• Progress on plans; % complete</li><li>• Approved by County Board</li></ul>

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Tasks/Action Steps (Implementation team will develop action steps.)	Responsible Persons	Dates		Status	Comments
		Start	End		
<b>1. Draft bylaws</b>	Mandi Dornfeld	Jan 2021	Oct 2021	complete	Ready for approval
A. Form Steering Committee	County Executive	April 2021	Dec 2021	70%	
B. Elect roles for Steering Committee	Steering Committee	Sept 2021			
<b>2. Draft 2-year Strategic Plan</b>	Steering Committee & Heidi Keating	Jul 2021	Oct 2021	Draft complete	Ready for approval
A. Develop mission statement	DA Commission	May 2021	Aug 2021	complete	Heidi Keating will facilitate
B. Develop strategic initiatives	Steering Committee with input from DA Commission	Aug 2021	Dec 2021	complete	Marketing, Education & Outreach
C. Create action plan	Steering Committee	Sept 2021	Dec 2021	30%	Identify speakers and plan events

Strategic Goal	Prioritized Objectives
	<i>List, in order of priority, two to four objectives per goal.</i>
<b>Strategic Goal 2: Promote purpose of Diversity Affairs Commission and inclusivity among county residents through marketing and educational events</b>  <b>Desired Outcome: Increase awareness &amp; understanding about diversity &amp; inclusion in Winnebago County</b>  <b>Rationale:</b> Prior to formal Diversity Affairs Commission Resolution, an ad hoc Diversity Affairs group organized educational events and group discussions.  <b>Goal Sponsor:</b>	1.1 Increase awareness of the purpose of the Diversity Affairs Commission
	1.2 Promote diversity forums, festivals and events in Winnebago County and around the region
	1.3 Organize no less than 6 educational events around diversity & inclusion per year
	<b>Metrics:</b> Identify metrics to measure and monitor progress toward goal. <ul style="list-style-type: none"> <li>Number of educational events promoted by DA Commission</li> <li>Number of educational events organized by DA Commission</li> <li>Evaluation results</li> </ul>

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Tasks/Action Steps (Implementation team will develop action steps.)	Responsible Persons	Dates		Status	Comments
		Start	End		
<b>1. Promote Winnebago County DA Commission</b>					
A. Create brochure for DA Commission for print and social media	Beth Roberts	Aug 2021	Dec 2021	90%	Approved, waiting on email to add to brochure
B. Print brochures, limited amount until Steering Committee is full.	Beth Roberts	Oct 2021	On-going		
C. Distribute brochure throughout county and on social media sites	Beth Roberts and Steering Committee	Oct 2021	On-going	Not started	
<b>2. Host no less than 6 public engagement and educational opportunities per calendar year</b>					
A. Develop list of speakers	Steering Committee and input from DA Commission	April 2021	ongoing		
B. Organize public engagement and educational events with speakers	Steering Committee	April 2021	ongoing		
C. Conduct evaluations after events	Steering Committee	April 2021			

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## Appendix A

### Strategic Planning Process



Developing a Mission Statement exercise June 3, 2021

*Purpose of Organization is to create an equitable and inclusive Winnebago County that fosters thriving communities for all who reside and work in Winnebago County. (from bylaws)*

**Mission:** Provide actionable opportunities for members of the community with an emphasis on equitable learning and growth (draft statement 5-6-2021)

Diversity-inclusive of age, sexual orientation, disabilities, gender, race, minority populations, under-represented, not in the majority population

People, Places, Organization Our Cause (Who, What, Where)	Making a difference Our Action (What we do)	Results Our Impact (Change for the better)
<ul style="list-style-type: none"> <li>All Winnebago County</li> <li>Youth</li> <li>WC residents</li> <li>A diverse county</li> <li>Members of the community</li> <li>Elders</li> <li>Winnebago County</li> </ul>	<ul style="list-style-type: none"> <li>Provide Education and information</li> <li>Opportunity for elders to engage with youth</li> <li>Focus on youth</li> <li>Education, webinars around diversity</li> <li>Providing information</li> </ul>	<ul style="list-style-type: none"> <li>to create a more equitable community</li> <li>more equality,</li> <li>more visibility around diversity,</li> <li>a welcoming community around diversity for economic growth,</li> <li>Success for youth</li> </ul>

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<ul style="list-style-type: none"> <li>• Winnebago Co residents who live and work here</li> <li>• Winnebago County as a workplace</li> <li>• All who reside and work in Winnebago County</li> <li>• Government agency</li> <li>• Community</li> <li>• Diversity Affairs Commission</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Equitable learning and growth</li> <li>• Provide actionable opportunities</li> <li>• Awareness of disparities</li> <li>• Addressing inequities in Winnebago Co</li> <li>• action towards equity, voice for the voiceless</li> <li>• accountability</li> <li>• Addressing inequities</li> <li>• Model actions</li> <li>• Implement culturally friendly systems</li> <li>• Statistics showing we are not an equitable community</li> <li>• Create equity and inclusion</li> <li>• Opportunities to thrive</li> <li>• Provide education &amp; information on website, in brochures</li> </ul>	<ul style="list-style-type: none"> <li>• recognize diversity is a strength, benefit, asset to our county</li> <li>• Inclusion</li> <li>• Sense of belonging</li> <li>• Culturally friendly</li> <li>• Inclusive culture</li> <li>• Transparency – Same opportunities for everyone</li> <li>• Equity</li> <li>• Equitable learning and growth</li> <li>• Fairness</li> <li>• Accountability</li> <li>• Thriving communities (good education, good job, college, opportunities-home ownership)</li> <li>• Equitable and inclusive Winnebago County</li> <li>• Diverse county</li> <li>• Winnebago County to grow</li> </ul>
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## May Mission Statement:

"Provide actionable opportunities for members of the community with an emphasis on equitable learning and growth".

Doesn't pass the "grandma test" (easy to understand)

## June Mission Statement

"To create experiences for all residents and employees in Winnebago County to engage in celebrating our diversity and create, promote, and support a more equitable community."

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## July Discussion

Additional suggestions and ideas:

- Suggestion: "A community that is committed to accepting and celebrating our differences in Winnebago County".
- Suggestion: "Embracing diversity in Winnebago County." Do we need to include the next level of engagement in addition to this? It's one thing to embrace/appreciate diversity but another to provide equity.
- First goal is to inform/educate on how diverse this community is and then work on making things more equitable.
- "Provide educational opportunities to Winnebago County residents to encourage belonging, equitability and to see diversity as an asset."
- Suggestion: "To create experiences for all residents and employees in Winnebago County to engage in celebrating our diversity and creating a more equitable and inclusive community."
- Maybe "create" is wrong word...maybe enhancing? Or promoting? Support? Drive engagement?

The mission of Winnebago County is to economically and efficiently provide and manage delivery systems for diverse programs and services to meet basic human needs.

To carry out this mission, the following roles are required:

- To serve as an agent for the Federal and State Government to fulfill mandated programs.
- To provide optional community services as determined by the County Board.
- To provide programs and services in the most cost-effective manner.
- To encourage citizens awareness, participation, and involvement in county government.
- To encourage cooperation among business, government, labor, and education to solve common problems.
- To utilize community resources as a vehicle for good government.

Diversity Affairs Commission (DAC) formed as a commission within the Winnebago County Board organization.

Winnebago County's Diversity Affairs Commission embraces diversity and inclusion by coming together to listen to one another, learn together, and *act in ways so that all people to feel like they belong here.*

OR

Winnebago County's Diversity Affairs Commission embraces diversity, inclusion, and belonging by bringing the community together to listen to one another, learn together and *act in way that helps people thrive.*