

**Schenectady County Human Rights Commission
Public Information and Education Committee**

Meeting Notes / March 22, 2010 / 10:00 a.m.

In attendance: Monica Arias Miranda, Tony Gaddy, Taryn Davila-Webster

Topic	Discussion	Action	Responsible	Timeline
PIEC's Goal	To inform and educate County citizens about the Commission's work and mission through media coverage, speaking engagements and distribution of printed material.	Ensure PIEC supports and promotes these goals.	PIEC	ongoing
PIEC's Vision	To increase the Commission's visibility in the community	Proposal to be presented to Commission.	PIEC	May 2010
PIEC Proposal	Increase Commission's public image	A Commission's public image "make over" or rebranding and the implementation of more community involvement.	PIEC	Fall 2010
	Increase community partnerships	<ul style="list-style-type: none"> • Determine current partnerships • Increase current partnerships to ensure community is engaged and knows about Commission's initiatives • Breakfast: look to have more organizations sponsor this event in the future, Price Chopper is only community organization currently involved. 		
	Youth Mentoring Program	<ul style="list-style-type: none"> • Partner with community organizations like Big Brothers & Big Sisters, Boys & Girls Club, YMCA, etc. to educate, support and better prepare our youth. • Idea is not to recreate the wheel, rather collaborate with community organizations that have experience in this area. • What is the current Youth Study Circle initiative by the Commission? Relay question to Mr. Wright. 		

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	Community Forums	<ul style="list-style-type: none"> • Several community educational forums to be implemented including but not limited to: <ol style="list-style-type: none"> 1) Mental & physical disabilities 2) Youth violence 3) Schenectady County Jail 4) Human Rights issues 	PIEC	Begin Fall 2010
	Mental & Physical Disabilities	<ul style="list-style-type: none"> • Work closely with Executive Director to determine community need for educational programs. 	PIEC / Executive Director	Ongoing
	Youth Violence	<ul style="list-style-type: none"> • Work closely with Executive Director on Youth Violence Study to determine community need for educational programs. 	PIEC / Executive Director	Fall 2010
	Public Awareness/Education	<ul style="list-style-type: none"> • Coordinate information forums based on need. 	PIEC / HRC / Executive Director	Ongoing
	Community Partnerships	<ul style="list-style-type: none"> • Work in collaboration with NYS Division of Human Rights to maximize resources and community exposure. • Establish community partnerships with Schenectady County organizations. 	PIEC / HRC / Executive Director	Ongoing
Public Image / Visibility	Website	<ul style="list-style-type: none"> • Revamp current website to make it more user friendly and better display information about the Commission. • Commissioner photos & bios to be posted. • Bilingual information – Spanish. • Other changes as necessary 	PIEC / County Communications Director	Fall 2010

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	Professional image	<ul style="list-style-type: none"> Commissioners email addresses or other way for community to contact commissioners directly Ensure all commissioners have business cards Overall idea is to also increase accountability by encouraging interaction with general public 	PIEC	
	Seek County feedback to ensure PIEC initiatives meet any established guidelines	<ul style="list-style-type: none"> Schedule meeting with Communications Director 	Arias Miranda	Prior to April 11, 2010
	HRC LOGO	<ul style="list-style-type: none"> Engage Youth in a contest to come up with the official HRC LOGO. Contact Communications Director to inquire about any guidelines. 	PIEC	Fall 2010
	Media Advisory/ Press Releases	<ul style="list-style-type: none"> Establish clear guidelines for issuing Media advisories/releases Contact Communications Director to inquire about any guidelines. 	PIEC / County Communications Director / Executive Director	
	Increase Legislature Participation / Support	<ul style="list-style-type: none"> Work with County Legislature to increase public awareness Invite to upcoming Press Conferences, community forums, etc. Contact Ms. Savage to schedule meeting to talk about PIEC initiatives and seek her feedback. 	PIEC / Arias Miranda	Prior to April 11, 2010

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Press Conference	PC will be scheduled to introduce PIEC's initiative	<ul style="list-style-type: none"> Once a clear plan has been identified by PIEC and it has been presented to Commission, a Press Conference will be scheduled to announce the upcoming changes, contests, forums, etc. We will work closely with Communications Director. 	PIEC / HRC / County Communications Director / Executive Director / County Legislators	
Press Releases	Use of PR to issue statements about specific issues and other things as needed.	<ul style="list-style-type: none"> PIEC will issue it's first press release by announcing the recent appointments to the Commission. 	PIEC	April 2010
Next PIEC Meeting		<ul style="list-style-type: none"> Donkin Donuts, Schenectady Saturday, April 11, 2010 10:00 a.m. 	PIEC	