



INTER-OFFICE COMMUNICATION

DATE: February 19, 2021

TO: Marcelia Nicholson, County Board Chair, Milwaukee County Board of Supervisors

FROM: Jeff Roman, Executive Director, Office on African American Affairs

SUBJECT: From the Executive Director, Office on African American Affairs, requesting approval of an appropriation transfer of \$100,000 from 109-8902 Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising.

REQUEST

The Executive Director, from the Office on African American Affairs, respectfully requests approval of an administrative appropriation transfer of \$100,000 from 109-8902 Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising.

BACKGROUND

The Office on African American Affairs (OAAA) is committed to empowering the community to achieve positive, long-term, sustainable outcomes through employing a multifaceted racial equity model that will convene county and community partners to systematically address racial inequities, and to assist the County in making its vision, 'by achieving racial equity, Milwaukee is the healthiest county in Wisconsin', a reality. To achieve this vision, the Office on African American Affairs provides advice, guidance, education, research, and technical assistance.

In December 2020, File No. 20-937 placed \$100,000 for an Office on African American Affairs marketing and communications plan in an allocated contingency account within OAAA. The file further stated that OAAA shall provide a report to the Milwaukee County Board of Supervisors for review and approval detailing the marketing and communication plan prior to the expenditure of any funds.

In April 2020, the Milwaukee County Board of Supervisors unanimously passed an ordinance creating Chapter 108 "Achieving Racial Equity and Health" of the Milwaukee County Code of General Ordinances, which resolved that by achieving racial equity, the County will eliminate health and opportunity gaps along racial lines, and will increase the success of all groups by distributing resources justly across all communities. The adoption of the ordinance, commits Milwaukee County to support the Office on African American Affairs (OAAA) by ensuring it is strategically positioned within County government to inform and engage community residents and collaborate with departments to assess and transform policies, procedures, practices, and power structures to help the County become a place where all citizens can thrive. Part of this work is the creation and implementation of the marketing and communications plan that elevates the importance of achieving racial equity as it impacts the entirety of Milwaukee County as has been evidenced by the disproportionate impacts of the COVID-19 pandemic on Black, Indigenous, People of Color (BIPOC) communities in Milwaukee County.

With new executive leadership, OAAA is reaffirming its commitment to putting Black people at the center of shaping our racial equity work across the county. That means we're centering and elevating the voices and lived experiences of Black residents, so they are full and equal partners in County government.

In the December 2020 board cycle, OAAA reclassified an existing position to have a Black person as their Communications Manager. Between August and December 2020, OAAA has increased their social media audience by 45 percent on Facebook, added 245 followers on Twitter to receive over 150,000 impressions. OAAA also has seen a large growth on Instagram at 30 percent increase in engagement. With Director Roman, OAAA has taken strategic steps to build and strengthen relationships with advertisers for print, television, and radio ad buys, generating more public trust in the communities and constituent groups we want to reach. OAAA has also worked collaboratively with the Office of the County Executive to share the county's vision both locally and nationally with reporters. In addition to building relationships in the county, we are building our digital presence to be a single source of truth for matters pertaining to the county's work to drive the vision forward.

That said, to get the buy-in of impacted communities, our next step is building on this momentum and continuing to increase our presence in and communicating directly with county residents through a coordinated marketing and communications plan.

To ensure racial equity is at the forefront of Milwaukee County government, the Office on African American Affairs will design and implement a year-long marketing and communications plan in tandem with the Office of the County Executive to elevate the County's three strategic priorities and racial equity messaging to both internal and external audiences, using a three-tiered approach to communications:

- Educate (on county's vision, why now, why racial equity, why Milwaukee County, etc.)
- Engage (examples: for our Black History Month events calendar, we solicited feedback from community on events to include, and Milwaukee County engages the public in more participatory budgeting from impacted communities)
- Build Awareness (example: OAAA re-establishing its social media presence to be seen as a connector and trusted single-source of truth both internally and externally, remain top of mind for internal and external partners to advise on topics around diversity, equity, inclusion and belonging, alignment with regional, anchor institutions like Greater Milwaukee Foundation, Medical College of Wisconsin, Wisconsin Policy Forum, and others to ensure Milwaukee County is a region of choice for BIPOC folks.)

Other tactics for the year-long marketing and communications plan could include:

- Securing a communications and marketing firm via RFP for professional communication services, including but not limited to videography, graphics design, SEO optimization;
- OAAA will continue to raise its public profile with TV, radio, social media, and print ads; and
- Increased public awareness via targeted media outlets and reporters with press releases to seize opportunities to advance the county's vision.

To achieve racial equity and health, this month and beyond, Milwaukee County is Rising to the Moment to center Black and Brown lives, contributions, and experiences. Through this coordinated marketing and communications plan we will be bringing all County departments together to collaborate on programs and messaging so that everything we do is aligned to the County's vision and strategic plan. We will celebrate the diversity of all impacted communities all year long:

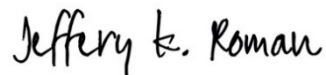
- MLK Day and Black History Month (January/February)
- Women's History Month, Cesar Chavez Day (March)
- Asian/Pacific Islander Heritage Month (May)

- Pride, Juneteenth, Men's Health Month (June)
- Black August – *Liberation, Business, Philanthropy*
- Hispanic Heritage Month, Indigenous People's Day (Sep/Oct)
- First Nations/Native American Heritage Month (Nov)
- Kwanzaa (Dec)

RECOMMENDATION

The Office on African American Affairs recommends the County Board authorize the Executive Director, Office on African American Affairs, or its designee, to transfer \$100,000 from 109-8902 – Office on African American Affairs Appropriation for Contingencies Allocations to 109-6030 Office on African American Affairs Advertising.

Your consideration and agreement with this request will be greatly appreciated.



Jeff Roman
Executive Director, Office on African American Affairs

Cc: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, Office of the County Executive