

Enhancing Community Engagement

Inclusive Special Events | Cultural Arts | Diverse Programming

Samantha Jenkins

**Recreation Programmer- Cultural Arts
Southfield Parks and Recreation**

KEY TAKEAWAYS

What is Community Engagement?

- Building two-way relationships with community members to foster participation, trust, and belonging.
- Collaboration with diverse groups to shape events that reflect their needs and values.

Key Strategies for Effective Community Engagement:

1. Inclusive Participation: Involve all community members in planning and attending events.
2. Listening & Responding: Shape programming based on community feedback to build trust and ensure relevance.
3. Diverse Programming: Offer events that cater to the unique needs and interests of your community.
4. Representation Matters: Showcase diverse faces in leadership, sports, and public life to inspire and encourage participation.

Steps for Planning Inclusive Events:

1. Conduct a Community Assessment: Understand the specific needs and interests of your community.
2. Involve Community Members in Planning: Collaborate with local leaders and representatives from various cultural groups.
3. Foster Partnerships: Work with local organizations to ensure broad engagement.
4. Offer Accessible Programming: Ensure equitable access to all events and programs.
5. Use Inclusive Marketing: Tailor your messaging to reflect the diversity of your community.

Resources for Diverse Marketing:

Cultural Publications

- Latino Press, The Michigan Chronicle, Arab American News

Social Media Groups:

- Facebook: Detroit Black Business, LGBTQ+ Detroit
- Instagram: Detroit Hustles Harder
- Reddit: r/BlackDetroit



248.796.4667



Jenki3sm@gmail.com



LinkedIn: Samantha Jenkins



Sjenkins1@cityofsouthfield.com

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Looking for more DEI tools and insights? Scan the QR code to access a curated collection of DEI resources for recreation and event professionals. Find strategies, guides, and best practices to create inclusive and welcoming environments for all.

