

# TOGETHER



mesa·az

**Thursday, May 19, 2022**

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NEW

# Diversity Initiative

Many communities interweave to give Mesa it's vibrancy. People from different races, places of origin, languages, faiths, and identities come together in their values for family, work, prosperity, and commitment to making Mesa the thriving, growing City it has become.

At the City of Mesa, we value and embrace our community's rich diversity. **TOGETHER MESA** is a new initiative that collects and showcases the voices that make up our community, fostering the awareness and understanding that strengthens us as a community.



VISION

# Reflecting Our Community



01

## Visibility

Increase awareness about City of Mesa services, programs and resources available to all.



02

## Positioning

Ensure key messages are representative of and resonate with Mesa's diverse communities.



03

## Connectivity

Strengthen community engagement and promote inclusive participation.



# APPROACH

01

## **Effective Communication**

Communications that speaks to our diverse audiences and resonate with our community. We will continue to expand our reach to be accessible and meet the needs of our city.

02

## **Meaningful Engagement**

We will work with cultural, community and employee groups to build relationships that help to identify and advance diversity, equity, and inclusion through programming opportunities.

03

## **Showcasing Perspectives**

When we listen to different experiences from our own, we gain a broader perspective of our community. We will strategically work to highlight the many voices that make Mesa special.

STRATEGY

# Social Media & Communications



Storytelling



Communication Style



Multicultural Communications



Tracked Metrics



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# Programs & Education



Community Learning Series



Community Impact



A Tu Servicio en Español



Other Engagement Efforts



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# Internal Employee Engagement



Employee Resource Groups



Cultural Celebration Event



Inclusive Environment



Support Diverse Workforce



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# Supporting Community Celebrations



Heritage Months &  
Days of Significance



Representation at Events



Diverse Events & Festivals



New Community Partnerships





# Questions or Comments?

[www.mesaaz.gov/togethermesa](http://www.mesaaz.gov/togethermesa)

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