

Monday, February 17, 2025**6:00 PM****McFarland Municipal Center**
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

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Webinar ID: 832 8966 8615

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the January 21st, 2025 meeting.
4. BUSINESS.
 - a. Review and Discussion of Proposed Revisions to the Community Calendar Policy
 - b. DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)
 - c. Discussion on the creation of a Flag Raising Policy.
 - d. Discussion on the Revision of Village of McFarland DEI Smart Goals 1 and 2
5. SCHEDULE NEXT MEETING DATE.

a. March 17th, 2025, at 6:00 pm

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Diversity, Equity, and Inclusion Committee Minutes

Tuesday, January 21, 2025 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

DEI Committee Chair Trustee Stephanie Brassington called the regular meeting of the Diversity, Equity and Inclusion Committee to order at 6:00 pm in the Community Room of the McFarland Municipal Center.

Village Board members present: Village Trustee Stephanie Brassington; Village Trustee Hilary Brandt

Committee members present: Monica Bruce; Mona Nelson; Kelly Thompson

Absent: None

Staff Present: DEI Strategist Krystal Johnson

2. PUBLIC APPEARANCES.

a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

One person present, did not wish to speak

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the November 18th, 2024 meeting.

Approval of minutes motion by Stephanie Brassington, Second by Hilary Brandt

Motion carries 5-0

4. BUSINESS.

a. DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)

Trustee's Brassington discussed the impact of the plan commission and the importance

of a decision-making process as another means of oversight of communication.

Mona Nelson mentioned the joint library and village board meeting with the Youth Center and encouraged attending.

Staff updated the committee Vision and Mission statement

No community updates

b. Discussion on the Revision of Village of McFarland DEI Smart Goals 1 and 2

Staff presented and gave background on current SMART goals and the revision process. The committee discussed goals 1 and 2 and provided staff feedback on next steps.

5. SCHEDULE NEXT MEETING DATE.

a. February 17th, 2025 - 6:00 pm

February 17th, 2025 at 6:00 pm

6. ADJOURNMENT.

Motion to adjourn by Stephanie Brassington; Second by Hilary Brandt

Motion carries - 5-0



**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, February 17, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Melanie Camelia, Communications Manager

AGENDA ITEM: Review and Discussion of Proposed Revisions to the Community Calendar Policy

PREVIOUS ACTION:

ISSUE SUMMARY:

The committee will review, discuss, and take action on proposed revisions to the community calendar policy, as presented by the Village of McFarland Communications Manager. The revisions aim to enhance the accessibility and effectiveness of the community calendar for residents and organizations. This review is part of the ongoing effort to improve village communication and engagement.

FINANCIAL/BUDGET IMPACT:

N/A

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Current Community Calendar Policy

Community Calendar

Purpose

The McFarland Communications and Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to provide structure for what can and cannot be posted on the website's community calendar. The calendar will provide information about events happening in the community that are considered cultural, educational, or community based. Events may be posted subject to the guidelines set forth in this policy.

Community Calendar Posting Guidelines

1. Notices must be submitted via the Village website form, emailed to communications@mcfarland.wi.us, or dropped off at the McFarland Municipal Center during regular hours (Monday through Friday, 8 a.m. to 4:30 p.m.). Submitted notices must include contact information (name, email, and phone number).
2. Once notices are submitted online, emailed, or delivered to staff, they will be posted on the community calendar within 3 business days.
3. Notices will be posted online as early as six months in advanced and for as long as they are current.
4. The Village of McFarland assumes no accountability for not including events of which it received no notification.
5. Events must be open to the public.
6. Events must be within the greater McFarland community or impact McFarland residents.
7. Religious and political events are permissible for informational purposes or special events; events which have the primary effect to advocate for a single point-of-view will not be posted.
8. Forms of notices that are unacceptable for posting to the calendar may include, but are not limited to:
 - a. Personal notices/events.
 - b. Political campaign events.
 - c. Commercial or marketing events without a community aspect.
9. Special consideration may be permitted for special fundraising events such as raising funds for a charity, non-profit, or similar situation.
10. Posting of events does not imply endorsement by Communications and Technology staff nor any other Village department, board, committee, or commission.
11. The community calendar will remain separate from existing calendars on the Village website, i.e., Village Meetings calendar and Senior Outreach calendar, unless it is for cross-promoting purposes relating to the Village.
12. The community calendar is equal opportunity and non-discriminating. Events are considered without regard to the race, color, age, sex, gender, religion, national origin, ancestry, disability, marital status, or veteran's status of sponsoring organizations/members.

Authority

- Application of these guidelines will be based on the judgement of the Director of the Communications and Technology Department. The decision of the Director may be appealed to the McFarland Village Board.
- The Director reserves the right to limit the type of event accepted on the community calendar to those that it deems to be in good taste and in keeping with the standards of the community and the mission of the Village of McFarland.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, February 17, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: **DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)**

PREVIOUS ACTION:

ISSUE SUMMARY:

The Diversity, Equity, and Inclusion Committee, as outlined in ordinance 2-461 (a)(b)(c), is responsible, among other facets of the code, to make recommendations to the Village Board, serving as a resource, setting goals, and advising the Board, committees, and staff on various aspects of diversity, equity, and inclusion within the Village. Allocating dedicated time during the meeting for committee members to discuss promotes the effective implementation of this ordinance.

Chair and Board Trustee - Share any initiatives/updates to discuss with the DEI Committee

Other Village Committee members- Provide any committee updates or initiatives from other Village committee's that you may serve on

Community - Share any community updates that are relevant to the committee, Village, Boards, Committee's or Commissions

Departments & Staff - Share any updates or recommendations

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, February 17, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Discussion on the creation of a Flag Raising Policy.

PREVIOUS ACTION:

ISSUE SUMMARY:

Discuss and take action on creating a Flag Raising Policy that will give guidelines for elected officials, village staff, and residents on how flags are raised at Village buildings. The goal is to establish a process for deciding which flags can be displayed and what rules should be followed. The policy will help ensure that flag displays are done consistently and in a way that is unifying of the community. The discussion and decision on this item will focus on making sure the process is transparent and accessible for everyone.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Waunakee_Flag_Policy
2. Flag Raising Policy_Revised

VILLAGE OF WAUNAKEE

DISPLAY OF FLAGS AND STREET LIGHTING POLICY

1. Purpose and Scope: This Policy entitled “Display of Flags and Street Lighting Policy” is referred to herein as the “Policy.” The purpose of this Policy is to establish guidance for the display of flags at Village Facilities, including the display of Commemorative Flags, and for displays on the Village’s Street Lights. The Village’s flagpoles and street lights are not intended to serve as a forum for free expression by the public. Subject to the Flag Laws, the Village Board controls the flags displayed at Village Facilities and any Commemorative Flags displayed at Village Facilities represent an expression of the Village Board. Further, the Village Board controls the Village’s Street Lights, and any decision to modify the color shown on the Village’s Street Lights pursuant to this Policy represents an expression of the Village Board.
2. Definitions. The following definitions shall apply to this Policy:
 - a. “Wisconsin Flag” means the State Flag of Wisconsin as defined in Wis. Stat. § 1.08.
 - b. “Village Facility” of “Village Facilities” means all real property and/or buildings that are owned or operated by the Village at which the Flag Laws require the Village to display the U.S. Flag or the State Flag or at which the Village has chosen to display the U.S. Flag or the State Flag. A list of Village Facilities is attached hereto as Exhibit A.
 - c. “Village Flag” means the official flag of the Village of Waunakee as established by the Village.
 - d. “Commemorative Flag” means any flag other than the U.S. Flag, the Wisconsin Flag, the Village Flag, the POW/MIA Flag, or the flags identified in Section 4.a. (2) and (3) of this Policy. To constitute a Commemorative Flag, the flag must previously have been approved for display, and displayed, at the United States Capitol or the State of Wisconsin Capitol within the previous ten (10) years before displayed by the Village under this Policy. Commemorative Flags may not exceed 3’x5’ in size.
 - e. “Flag Laws” means the applicable laws and policies of the United States, the State of Wisconsin, or the Village of Waunakee related to the display of the U.S. Flag and the Wisconsin Flag, including, but not limited to, U.S. Code Title 4, Chapter 1, and Wis. Stat. §§ 1.08, 1.14, and 5.35.
 - f. “POW/MIA Flag” means the flag of the National League of POW/MIA

Families and as described in Wis. Stat. § 84.04(4)(a).

- g. “U.S. Flag” means the flag of the United States as defined in 4 USC 1.
- h. “Village Street lights” shall mean street lights owned and operated by the Village of Waunakee and/or Waunakee Utilities.
- i. “Tree City USA Flag” means the flag certifying Tree City USA status by the Arbor Day Foundation.

3. Policy Compliance.

- a. All flags displayed at Village Facilities shall comply with all Flag Laws, including, but not limited to, laws and regulations addressing the order in which flags shall be displayed on a flag pole and laws and regulations addressing the lowering of flags to half-staff.
- b. The Village Administrator is hereby authorized to establish and maintain written administrative regulations to document the procedures by which Village staff will display flags in accordance with the Flag Laws.
- c. Except for incidental staff time, the Village shall not incur costs when reviewing and implementing requests under this Policy. By way of example, any Commemorative Flags displayed by the Village shall be donated; the Village shall not purchase the Commemorative Flags.

4. Flying or Displaying Flags at Village Facilities.

- a. Existing Practices. Flags shall be displayed at Village Facilities consistent with Exhibit A.
 - (1) The Village shall continue to display the POW/MIA Flag at Village Park as a symbol of the Village’s commemoration and recognition of the sacrifices of those members of the United States Armed Forces, as well as nonmilitary personnel and civilians from the United States, who remain prisoners of war or are missing in action.
 - (2) The Village shall continue to display the Rotary International flag at Rotary Park (adjacent to Village Hall). The Waunakee Rotary Club made contributions to improve the park, and cares for park landscaping on an on-going basis.
 - (3) The Fire Department may continue to display the Fire Department flag

at the Fire Department building.

b. Commemorative Flags.

- (1) The Village may choose to display a Commemorative Flag at Village Facilities when approved by the Village Board and subject to this Policy.
 - (a) Any member of the Village Board may ask the Village Board to authorize the display of a Commemorative Flag in accordance with this Policy.
 - (b) The only Village Facilities at which a Commemorative Flag is authorized to be displayed is at a flagpole in front of the Village Hall, Village Library, and/or Village Center.
 - (c) No more than one Commemorative Flag shall be displayed at a time at each authorized Village Facility.
 - (d) The dates for display of a Commemorative Flag shall be determined by the Village Board and be reasonably related to the event or cause to be commemorated.
 - (e) For avoidance of doubt, the Village Board retains the authority and discretion under this Policy to display a Commemorative Flag for a shorter period of time than requested, and may also remove a Commemorative Flag to allow a different Commemorative Flag to be displayed.

5. Modifying Color of Village Street Lights.

- a. The Village may choose to modify the color shown on Village Street Lights, in coordination with Waunakee Utilities, to bring awareness to public health issues when approved by the Village Board and subject to this Policy.
 - (a) Any member of the Village Board may ask the Village Board to modify the color shown on Village Street Lights to bring awareness to a public health issue in accordance with this Policy. By way of example, the Village has allowed the addition of add-on blue rope lights wrapping the light poles in November to bring awareness to National Diabetes Month.
 - (b) Village Street Lights may be modified to only one color at a time (besides standard white) pursuant to this Policy.

- (c) The dates for display of a color shown on Village Street Lights to bring awareness to a public health issue shall be determined by the Village Board and be reasonably related to the event or cause to be commemorated.

EXHIBIT A

Village Buildings

1. Village Hall contains 3 flag poles, on which U.S. Flag, the Wisconsin Flag, and the Rotary Flag are displayed. This is also identified as Rotary Park.
2. The Fire Department contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the Fire Department Flag are displayed.
3. The EMS Department contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
4. The Village Garage contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
5. The Village Center contains 2 flag poles, on which the U.S. Flag and Tree City USA Flag (under the U.S. Flag) are displayed.
6. The Village Police Department contains 1 flag pole, on which the U.S. Flag is displayed.
7. The Village Library contains 1 flag pole, on which the U.S. Flag is displayed.
8. The Old Library Building contains 1 flag pole, on which the U.S. Flag is displayed.
9. The Waunakee Utilities Building contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
10. The Village Depot (located in Reeve Park, owned by the Village, and occupied by the Waunakee Area Chamber of Commerce offices) contains 1 flag pole, on which the U.S. Flag is displayed.

Village Parks

1. Village Park contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the POW/MIA Flag are displayed.
2. Ripp Park contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the Village Flag are displayed.

3. Settlers Park contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
4. Savannah Park contains 1 flag pole, on which the U.S. Flag is displayed.
5. Centennial Park contains 1 flag pole, on which the U.S. Flag is displayed.
6. Blue Ridge Park contains 1 flag pole, on which the U.S. Flag is displayed.
7. Kilkenny Park contains 1 flag pole, on which the U.S. Flag is displayed.
8. Peaceful Valley Park contains 1 flag pole, on which the U.S. Flag is displayed.
9. Westbridge Park contains 1 flag pole, on which the U.S. Flag is displayed.
10. Dublin Park contains 1 flag pole, on which the U.S. Flag is displayed.

CHAPTER ?? Display of Flags Policy

SECTION 1.01 Policy Purpose

This Policy entitled “Display of Flags Policy” is referred to herein as the “Policy.” The purpose of this Policy is to establish guidance for the display of flags on facilities or within property owned by the Village, including ~~the display of~~ Commemorative Flags. Flags to be considered within the policy are: the flag of the United States of America, State of Wisconsin, POW/MIA as well as flags for parades, holidays, cultural recognition, and celebrations. Subject to the United States Flag Laws code, the Village Board controls the flags displayed on facilities or within property owned by the Village including any Commemorative Flags with exception of the library facility and property which falls under the discretion of the Library Board.

SECTION 1.02 Definitions

- (a) **Wisconsin Flag.** The State Flag of Wisconsin as defined in Wis. Stat. § 1.08.
- (b) **Village Facility.** All real property and/or buildings that are owned or operated by the Village at which the State of Wisconsin Flag Code requires the Village to display the United States of America Flag or the State of Wisconsin Flag.
- (c) **Commemorative Flag.** Any other flag not otherwise included within these definitions conditioned upon the flag must be designed to symbolize and honor a specific event, person, group, or historical milestone. The commemorative flag is for significant occasions such as historical anniversaries, celebrations, memorials, or achievements. Commemorative flags serve as visual reminders of important moments in time and often carry symbolic elements or imagery relevant to the event or individual being commemorated. Commemorative Flags may not exceed 3’x5’ in size.
- (d) **Flag Laws.** The applicable laws and policies of the United States, the State of Wisconsin, or the Village of McFarland related to the display of the United States of America Flag and the State of Wisconsin Flag, including, but not limited to, U.S. Code Title 4, Chapter 1, and Wis. Stat. §§ 1.08, 1.14, and 5.35.
- (e) **POW/MIA Flag.** The flag of the National League of POW/MIA – Prisoner of War/Missing in Action Families and as described in Wis. Stat. § 84.04(4)(a).
- (f) **U.S. Flag.** The flag of the United States as defined in 4 USC 1.
- (g) **Tree City USA Flag.** The flag certifying Tree City USA status by the Arbor Day Foundation.
- (h) **Ho Chunk Nation Flag.** The flag certified as the official flag for the Ho-Chunk Nation.

SECTION 1.03 Objectives

- (a) Provide criteria for flags and guidelines for flag raising.
- (b) Encourage a sense of community identity and pride by establishing guidelines for the respectful and appropriate display of flags within local government jurisdiction.
- (c) Establish clear and consistent protocols for the raising, lowering, and display of flags at government buildings and public spaces to ensure uniformity and respect for flag etiquette.
- (d) Develop procedures that recognize and respect the variety of local community, including provisions for the display of flags representing different cultures, religions, and community groups.
- (e) Protect the symbolic integrity of flags by outlining procedures for the proper handling, storage, and retirement of flags to prevent damage.
- (f) Promote public awareness and understanding of the significance of flag-raising ceremonies and the symbolism behind different flags through educational outreach programs and community engagement initiatives.

SECTION 1.04 Selection Criteria and Compliance

Flags considered for display at Village Facilities should have direct relevance to the local government or community, representing other official government entities, significant historical events, cultural recognition, or community organizations. Therefore, the potential flags recommendations should have the following broad categories for consideration:

- (a) All flags displayed at Village Facilities shall comply with the United States Flag Code, including, but not limited to, laws and regulations addressing the order in which flags shall be displayed on a flagpole and laws and regulations addressing the lowering of flags to half-staff.
- (b) Outdoor flags will be flown at Village of McFarland facilities in the following order of precedence: first, the United States flag; second, state flag or commemorative flag as physical space allows.
- (c) **Half – Staff.**
 - (1) The flag will be considered for half-staff for the following circumstance unless otherwise acknowledged. Half-staff orders will come from presidential proclamations or Governor Orders. Unless directed by the President of the United States, The U.S. flag should not be flown at half-staff during national holidays. The threshold for half-staff under these circumstances will include one or more of the following:
 - (i) United States Flag Code Section 7(m), The American Flag is flown at half-staff to mourn the death of a highly regarded National or State Figure.

- (ii) A national tragedy or the anniversary such as 9/11 or mass shooting.
- (iii) Memorial Day (until noon).
- (iv) Patriot Day (9/11).
- (v) National Fallen Firefighters memorial service.

(d) **Commemorative Flags.**

- (1) Commemorative Flag displays may be requested at a Village Facility when approved by the Village Board and subject to this Policy:
 - (i) A request to display a Commemorative Flag will be provided to the Village Administrator or their designee.
 - (ii) The request will include the proposed flag to be considered for display, date/time/duration of display, and a statement noting the direct relevance to the local government or community, representing other official government entities, significant historical events, cultural recognition, heritage, or other relation to community organizations.
 - (iii) Upon receipt of a request, the Village Administrator or their designee shall forward it to the Diversity, Equity, and Inclusion Committee for review and recommendation to the Village Board. The Village Board shall receive the recommendation of Committee and take final action on the request within its sole discretion.
 - (iv) No more than one Commemorative Flag shall be displayed at a time when authorized.
 - (v) Village Board authorized flag requests will be forwarded to the Public Works Department to be implemented per the approval granted in the request.

(g) **Other Considerations.**

- (1) Weather permitting, flags flown by the Village of McFarland outdoors may be displayed daily in front of or at the Village of McFarland Municipal Center or from Village owned property. Flags shall not be displayed in inclement weather; provided, however, an all-weather flag may be flown on a 24-hour basis if illuminated.
- (2) Any flag flown by the Village shall be clean and serviceable with dimensions no less than (3 ft by 5 ft) and no greater than (4.5 ft by 9ft) or as may otherwise be approved by the Village board.
- (3) The Village's flagpoles are not intended to serve as a forum for free expression by the public.

Adopted: XXXX XX, 2025

Amended: None.



**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, February 17, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Discussion on the Revision of Village of McFarland DEI Smart Goals 1 and 2

PREVIOUS ACTION:

ISSUE SUMMARY:

The DEI Committee will review and discuss the proposed SMART Goals 1 and 2. These goals are aligned with the 2024-2025 Strategic Plan and the DEI Committee Ordinance, incorporating elements from previous years' DEI efforts. The SMART goals will ensure that the committee's work in the coming year is focused, aligned with key priorities, and provides a solid foundation for ongoing DEI initiatives.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. SMART Goal 1-2_Draft_KJ_2025_Cleaned
2. Draft Example_Proposed Revised S.m.a.r.t. Goals

The SMART goals provided are derived from the Village of McFarland 2024-2025 Strategic Plan, responsibilities of the Diversity, Equity, and Inclusion Committee in the village ordinance code and overall Village Goal of developing and maintaining a fair and unifying community.

The goals focus on key areas:

- Education
- Program Development
- Community Space
- Language Access
- Land Acknowledgement
- Resource Allocation
- Data collection
- Recruitment
- Staffing
- Training,

The goals considered in this outlined in this document provide a clear overview of the desired outcomes. The goals do not specify the exact action steps needed to achieve them.

1. Education and Awareness

Goal: Increase community awareness and understanding of connected communities, fairness, civic engagement and belonging by providing ongoing educational initiatives.

- **Specific:** Implement educational initiatives focused on fairness, social impact, unity, and culture.
- **Measurable:** Tracking the number of community members participating in each initiative. With a benchmark goal of a x% increase YOY. Measurable Variable – Participants. Tracking initial initiative effectiveness through impact questionnaires. With a benchmark goal of a x% increase YOY. Measurable Variable – Questionnaire questions.
- **Achievable:** Leveraging existing village resources and partnerships to provide accessible education and awareness programing. Creating new resources and partnerships to provide accessible education and awareness programming. Utilizing programming mechanisms such as; workshops, informational sessions, online resources, various media outlets, community and village events.
- **Relevant:** A well-informed and welcoming community provides measurable and immeasurable benefits. Example - according to the national equity atlas, communities that scored a ranking of “inclusive” saw an increase of economic viability.
- **Time-bound:** Achieve an x% Increased participation rate by the end of 202x.

2. Program Development

Goal: Develop and implement at least one equity and social impact-related program or initiative annually that can address community challenges, cultural or imbalances in opportunity. The objective is to contribute to the development of a community that is open to all internally or externally.

- **Specific:** Introduce at least one ~~two~~ equity and social impact focused program or initiative each year.
- **Measurable:** Tracking the number of community members participating in each initiative. With a benchmark goal of a x% increase YOY. Measurable variable – Participants.
- **Achievable:** By utilizing Village of McFarland and community stakeholders as resources to support development and implementation of programs or initiatives.
- **Relevant:** Programs addressing community needs, cultures, challenges and help develop an engaged community.
- **Time-bound:** Develop and Implement one new initiative annually

End of Proposal:

These goals serve as a comprehensive guide to what we're aiming for. It's important to note that SMART goals extend beyond the Diversity, Equity, and Inclusion Committee. The Village Trustee Board, committees, commissions, departments, and staff all play a vital role in working together to achieve these fairness-centered objectives.



PROPOSAL OF REVISED S.M.A.R.T. GOALS

PREPARED BY:
KRYSTAL JOHNSON
DEI Strategist

ABOUT

“NATURALLY CONNECTED”



The original SMART goals were drafted on August 15, 2022, with the intent to guide initiatives and strategies in a focused and measurable manner. As part of a proactive approach, it is recommended that these goals be reviewed and revised every 2-3 years to ensure they remain relevant and aligned with evolving community needs. The proposed goals in this report are designed to address the community as a whole, emphasizing collective growth, engagement, and development. This focus aims to create lasting, positive change that benefits all members of the community, while staying adaptable to future challenges and opportunities.

OVERVIEW OF SMART GOALS

The SMART goals provided are derived from the Village of McFarland 2024-2025 Strategic Plan, responsibilities of the Diversity, Equity, and Inclusion Committee in the village ordinance code and overall Village Goal of developing and maintaining a fair and unifying community.

Achieving SMART goals doesn't need to be limited to a specific event or initiative. They can be integrated into projects, processes, policies, programs, partnerships, collaborations, and more.

KEY AREAS OF FOCUS

- Education
- Program Development
- Community Space
- Language Access
- Land Acknowledgement
- Resource Allocation
- Data Collection
- Recruitment
- Staffing
- Training

EDUCATION AND AWARENESS

GOAL: INCREASE COMMUNITY AWARENESS AND UNDERSTANDING OF CONNECTED COMMUNITIES, FAIRNESS, CIVIC ENGAGEMENT AND BELONGING BY PROVIDING ONGOING EDUCATIONAL INITIATIVES.

SPECIFIC: IMPLEMENT EDUCATIONAL INITIATIVES FOCUSED ON FAIRNESS, SOCIAL IMPACT, UNITY, AND CULTURE.

MEASURABLE: TRACKING THE NUMBER OF COMMUNITY MEMBERS PARTICIPATING IN EACH INITIATIVE. WITH A BENCHMARK GOAL OF A X% INCREASE YOY. MEASURABLE VARIABLE – PARTICIPANTS. TRACKING INITIAL INITIATIVE EFFECTIVENESS THROUGH IMPACT QUESTIONNAIRES. WITH A BENCHMARK GOAL OF A X% INCREASE YOY. MEASURABLE VARIABLE – QUESTIONNAIRE QUESTIONS.

ACHIEVABLE: LEVERAGING EXISTING VILLAGE RESOURCES AND PARTNERSHIPS TO PROVIDE ACCESSIBLE EDUCATION AND AWARENESS PROGRAMING. CREATING NEW RESOURCES AND PARTNERSHIPS TO PROVIDE ACCESSIBLE EDUCATION AND AWARENESS PROGRAMMING. UTILIZING PROGRAMMING MECHANISM SUCH AS; WORKSHOPS, INFORMATIONAL SESSIONS, ONLINE RESOURCES, VARIOUS MEDIA OUTLETS, COMMUNITY AND VILLAGE EVENTS.

RELEVANT: A WELL-INFORMED AND WELCOMING COMMUNITY PROVIDES MEASURABLE AND IMMEASURABLE BENEFITS. EXAMPLE - ACCORDING TO THE NATIONAL EQUITY ATLAS, COMMUNITIES THAT SCORED A RANKING OF “INCLUSIVE” SAW AN INCREASE OF ECONOMIC VIABILITY.

TIME-BOUND: ACHIEVE AN X% INCREASED PARTICIPATION RATE BY THE END OF 202X.

PROGRAM DEVELOPMENT

GOAL: DEVELOP AND IMPLEMENT AT LEAST ONE EQUITY AND SOCIAL IMPACT-RELATED PROGRAM OR INITIATIVE ANNUALLY THAT CAN ADDRESS COMMUNITY CHALLENGES, CULTURAL OR IMBALANCES IN OPPORTUNITY. THE OBJECTIVE IS TO CONTRIBUTE TO THE DEVELOPMENT OF A COMMUNITY THAT IS OPEN TO ALL INTERNALLY OR EXTERNALLY.

SPECIFIC: INTRODUCE AT LEAST ONE EQUITY AND SOCIAL IMPACT FOCUSED PROGRAM OR INITIATIVE EACH YEAR.

MEASURABLE: TRACKING THE NUMBER OF COMMUNITY MEMBERS PARTICIPATING IN EACH INITIATIVE. WITH A BENCHMARK GOAL OF A X% INCREASE YOY. MEASURABLE VARIABLE – PARTICIPANTS.

ACHIEVABLE: BY UTILIZING VILLAGE OF MCFARLAND AND COMMUNITY STAKEHOLDERS AS RESOURCES TO SUPPORT DEVELOPMENT AND IMPLEMENTATION OF PROGRAMS OR INITIATIVES.

RELEVANT: A WELL-INFORMED AND WELCOMING COMMUNITY PROVIDES MEASURABLE AND IMMEASURABLE BENEFITS. EXAMPLE - ACCORDING TO THE NATIONAL EQUITY ATLAS, COMMUNITIES THAT SCORED A RANKING OF “INCLUSIVE” SAW AN INCREASE OF ECONOMIC VIABILITY.

TIME-BOUND: DEVELOP AND IMPLEMENT ONE NEW INITIATIVE ANNUALLY
