



Asian American Resource Center Strategic Plan

PRESENTED TO THE ASIAN AMERICAN QUALITY OF LIFE ADVISORY COMMISSION
BY TAJA D. BEEKLEY, AARC CITY FACILITY MANAGER
TUESDAY, FEBRUARY 21, 2017



City of Austin Vision, Mission and Values

AARC City facility operates under the City of Austin; Parks and Recreation Department and Museum & Cultural Programs Division's Vision, Mission, Values and Goals.

Vision: We want Austin to be the most livable city in the country.

Mission: To be the best-managed city in the country.

PRIDE Values:

- P – Public Services & Engagement
- R – Responsibility & Accountability
- I – Innovation & Sustainability
- D – Diversity & Inclusion
- E – Ethics & Integrity

Parks & Recreation Department Vision, Mission, Values and Goals

Vision: To be an innovative leader in parks and recreation experiences.

Mission: Inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

Values: Lifelong Recreational Opportunities; Inclusion; Health & Wellness; Sustainability; Accountability; Collaboration; and Customer Service.

We also work towards achieving the Department's Strategic Plan (2017-2021) **Goals:**

- I: Implement Comprehensive Communication Strategies
- II: Provide Accessible, Diverse, Inclusive, and Innovative Programs and Services
- III: Protect Austin's Parkland and Facilities for our Future Generations
- IV: Achieve and Maintain a Standard of Excellence for Park Systems
- V: Diversify Funding Strategies for Austin Parks and Recreation Services

AARC Strategic Plan Background

Summer/Fall 2016, we hired Consultant Meeta Kothare (Neeva Solutions) to facilitate the AARC City facility strategic planning process.

Purpose: Develop a five-year Strategic Plan for Phase 1 • Address systematic growth in keeping with our Mission • Reflect upon changing needs of AAPI community.

Stakeholders: Museums and Cultural Programs Division Manager; AARC City Facility Staff; AAQOL Advisory Commission (AARC Working Group); AARC Nonprofit; Network of Asian American Organizations (NAAO); and the General Public.

Process: Consultant Interviews; Staff Surveys; Consultant Retreat (September 23, 2016); and Community Engagement Forum (November 10, 2016).

AARC Vision and Mission

Vision: Empower Austin's diverse communities through cultural understanding and life-enhancing opportunities.

Mission: Provide spaces, services, programs and resources through an Asian American Pacific Islander (AAPI) perspective.

AARC Strategic Plan Development

City staff and stakeholder feedback gathered and organized by the Consultant
Goals prioritized with public input at the Community Engagement Forum



Goal I

Achieve a balance of program offerings that are reflective of the AAPI community needs.

- Adapt to changing demographics (ex: RICE Program)
- Expand youth programs (ex: After School)
- Increase programs and services for refugees and new immigrants



Goal II

Ensure AAPI community and general public are well-informed about the AARC City Facility.

- Evaluate, modify and create communication tools/mechanisms
- Increase frequency and quality of community engagement activities (ex: video presentation)
- Build relationships with schools and organizations that serve refugees and new immigrant families



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AARC NEWS



A Girl Named Sue, Feb. 12

Tues., 2/7 and 2/21,
7 to 8:30pm
[The Inner Matrix Book Club](#)

Thurs., 2/9, 6-8pm
[Oita, Japan Visiting Artist Kuniyuki Sashihara Reception](#)

Thurs., 2/10, 10am-12pm
[Bridging Cultures Storytime: Cinderella Tales from Asia](#)

Sat., 2/11 and 2/12, 1-4pm
[Art & Mindfulness Chinese Brush Painting Workshop](#)



Get ready for the Year of the Mango, the new theme for the AARC's fourth annual CelebrASIA Austin Food & Heritage Festival, free





AARC RICE Program
Senior Lunch Social
Recreational & Intergenerational Community Education (RICE)
Meals ♦ Transportation ♦ Classes ♦ Activities



Every Monday
through Thursday
10am-12:30pm

- > Vegetarian, Indian meals on Wednesdays
- > Yoga and Meditation classes
- > Volunteer opportunities
- > Limited van transport

Register in person
or by phone

AARC Hours
M-Th, 9am-9pm
Fri-Sat, 9am-5pm
Closed Sundays



Asian American Resource Center
8401 Cameron Road, Austin 78754
512-974-1700
www.austintexas.gov/aarc



The City of Austin is proud to comply with the American Disabilities Act. If you require special assistance for participation in our programs or use of our facilities please call 512.974.3914.

Goal III (tied)

Seek active partnerships.

- Define partnerships:
 1. Interlocal Agreements
 2. Co-sponsorships
 3. Collaborations
- Ensure partnerships are mission-focused and relevant
- Diversify partnerships (ex: programs, services, special events, etc.)
- Make efficient use of AARC facility resources



Goal III (tied)

Provide improved and safer access to the facility.

- Pedestrian Bridge to Rutherford Lane Campus
- Public Transportation Options (MetroAccess)
- Reconstruct Cameron Road median for vehicles turning in/out of the facility
- Repair sidewalks along Cameron Road
- Expand street and building lighting



Goal IV

Ensure facility features and amenities are consistent with program and organization goals.

- Ballroom partitions (8 sections)
- Children's playscape
- Outdoor exercise and recreational equipment
- Outdoor picnic tables
- More signage
- Address limited office and storage space



Community Engagement Results

Primary Feedback and/or Requests:

- Increased Parking
- More Asian Language and Conversational English Classes
- Adult Counseling/Mental Health Services and Anti-Bullying Prevention for Youth
- Increased Evening Activities (theater, karaoke, guest speakers, foreign films)

Secondary Feedback and/or Requests:

- More Volunteer Opportunities
- Gardening and other Outdoor Activities
- Citizenship Classes
- Culinary Classes
- Computer and Technology Classes
- Language Interpretation Services and Translated Documents

* Beneficial to continue dialogue and offer information sessions to the AAPI community.

Additional Consultant Recommendations

- Plan for Succession
- Focus on the Mission
- Establish Success Metrics (timelines/milestones)
- Be Flexible
- Continue to clarify relationship between AARC City facility and AARC Nonprofit
- Use a Collective-impact Model amongst AAPI organizations

Conclusion

Strategic planning process has provided clear and comprehensive direction for moving forward while uniting our team of City staff and stakeholders.

AARC City facility is in a strong position, but there are challenges in meeting the high degree and variety of AAPI community needs:

- Limited Space
- Limited Personnel
- Limited Funding