

Community Outreach and Engagement Division (COED)

2025 – 2027 Strategic Plan



Vision

Bloomington has a vibrant culture of engagement where people are valued, connected, and proud of the city we cultivate together.



Mission

COED enriches our organization and community by building trusted relationships, civic engagement, and inclusive decision-making across Bloomington.



Guiding Priorities

- Advance the mission of the citywide strategic plan, Bloomington. Tomorrow. Together. (BTT)
- Enhance the City’s commitment to the International Association of Public Participation (IAP2) principles and practices.



Timeline

2023	2024	2025	
Sept '23 - June'24	July - Sept	Oct - Nov	and Beyond
Engagement and planning	Department review and input	Implementation planning and leadership review	Collaborative Implementation

Mission Pillar

Outcomes

Strategies

1

Relationships



1. COED is a high-performing team that is recognized as a leader in public participation
2. COED is a central connection for relationship building
3. People understand the role of COED and the value of the work

- A. Strengthen COED team skills through professional development
- A. Nurture and sustain inclusive relationships within the community, emphasizing duty to reach harder to reach residents
- A. Grow visibility and awareness of COED within the City organization and community
- B. Enhance collaboration with Communications and OREIB to strengthen service delivery and impact

2

Civic Engagement

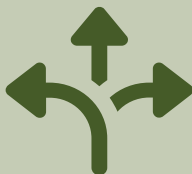


4. Neighbors are connected to each other and the City
5. Residents have enhanced opportunities to lead

- A. Create a neighborhood identity model (BTT)
- B. Establish a community asset map model (BTT)
- A. Implement City board and commission continued process improvement and strategic planning (BTT)
- B. Create a comprehensive civic engagement plan
- C. Expand and standardize the City's Volunteer Management Program (BTT)

3

Decision-Making



6. COED shares understanding and implementation of public participation
7. COED serves the City organization to provide strategic direction and grow capacity for the public participation process
8. The community has confidence in the public participation process

- A. COED refreshes and refines the public participation practice and process
- A. Refine and strengthen the model for COED to partner with staff on public participation
- B. Empower staff through comprehensive public participation training
- A. Adopt a City-wide framework for public participation
- B. Elevate community knowledge and practice of public participation