

# Connecting with Your Community



WICHITA STATE  
UNIVERSITY

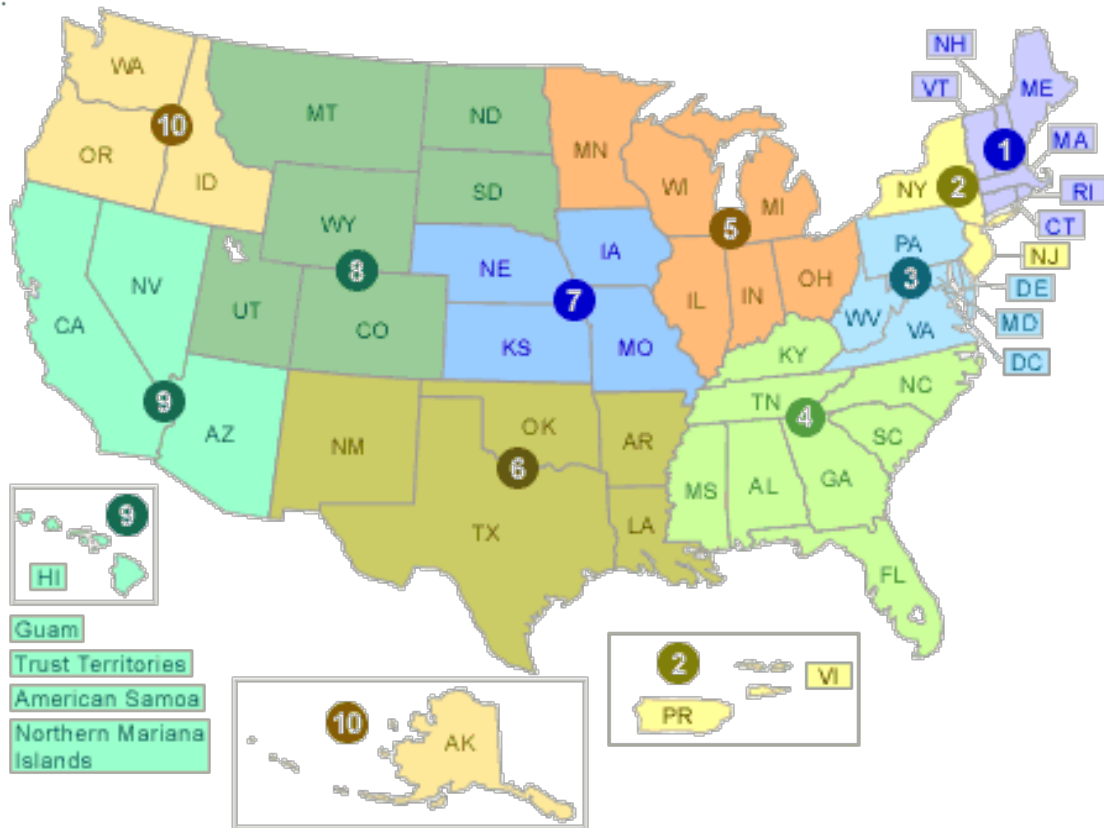
HUGO WALL SCHOOL  
OF PUBLIC AFFAIRS

*Environmental Finance Center*

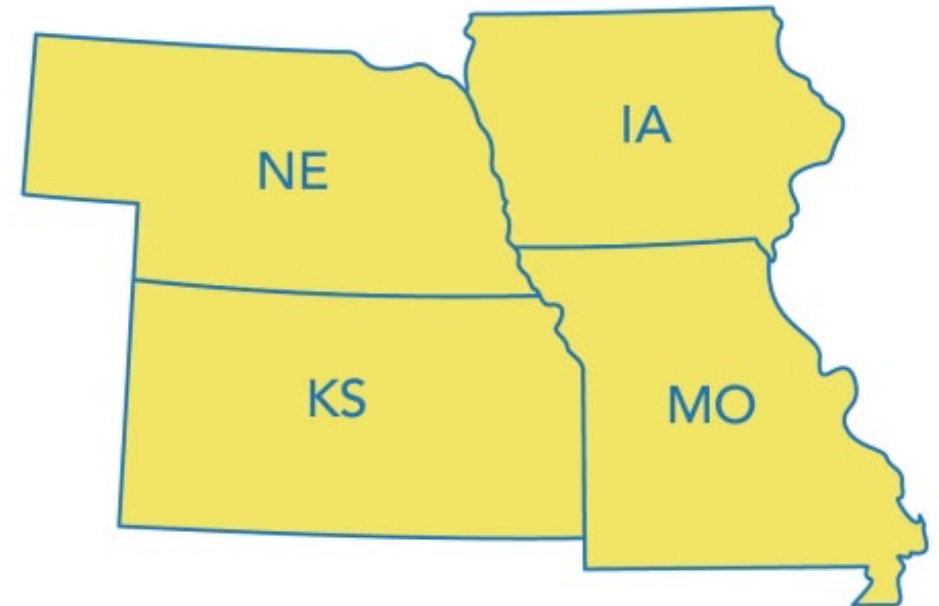


## ENVIRONMENTAL FINANCE CENTER

# Region 7



**Region 7 serves 4 states  
and 9 tribes**



# Our Vision

*Communities are empowered to take actions that enhance their environmental and financial health to improve the quality of life for everyone*



WICHITA STATE  
UNIVERSITY

HUGO WALL SCHOOL  
OF PUBLIC AFFAIRS

Environmental Finance Center

# Our Mission

*To build capacity for addressing environmental challenges*



WICHITA STATE  
UNIVERSITY

HUGO WALL SCHOOL  
OF PUBLIC AFFAIRS

*Environmental Finance Center*

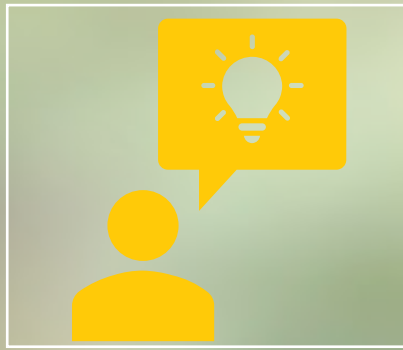
# Core Functions

## SERVE



- Leadership
- Facilitation
- Research
- Expertise
- Technical Assistance

## EDUCATE



- Best Practices
- Professional Development
- Workplace Support

## ANALYZE



- Gather
- Analyze
- Interpret

## CREATE



- Resources
- Tools
- Outreach

## CONNECT



- People
- Ideas
- Organizations
- Staff
- Faculty
- Students

# AGENDA



**1**

Benefits of  
connecting  
with your  
community

**2**

Ways to  
connect

**3**

Resources



# Connecting with Your Community

What does that mean?

It can mean...



Communication



Humanization



Pride



WICHITA STATE  
UNIVERSITY

HUGO WALL SCHOOL  
OF PUBLIC AFFAIRS

Environmental Finance Center



# Communication

- Updates
- Short- and long-term plans
- Emergencies
- General information
- Fun!





# Humanize

- Utility Staff
- Operators
- Community members

# Community Pride

---

- Contributes to success
- Improves funding flows
- Increases participation





# Why is Connection Important?

COMMUNITY | INFORMATION | SUPPORT

# Communication



Informed community



Education

# Community Support

Value



Support



WICHITA STATE  
UNIVERSITY

HUGO WALL SCHOOL  
OF PUBLIC AFFAIRS

*Environmental Finance Center*

# Community Pride

- Sense of community
- Unity





We Know It's Important!

NOW WHAT?



The image features a dark blue background with a network of white human figures. Each figure is positioned at a node of a network, with thin black lines connecting them to form a complex web. The figures are stylized, white, 3D-like icons of people. A large, white, circular frame is superimposed on the left side of the image, containing the text 'How do you connect with your community?'. The text is in a bold, black, sans-serif font, centered within the circle. The overall composition suggests themes of social networking, community building, and digital communication.

**How do you  
connect with  
your  
community?**

# Poll




CCR

Newsletters

Bill Stuffers

Website

Social  
Media

The background of the image consists of diagonal stripes in yellow and black, creating a caution or hazard pattern. A white diagonal band cuts across the center, containing the main text.

What prevents you from  
connecting with your  
community?

UNDER  
CONSTRUCTION

# Poll



Capacity  
(Time and Staff)

Skills

Knowledge

Desire

Content  
Creation



# Efficient Communication

---

- Know your audience
- Planning tools
- Emergency communication processes
- City-wide communication methods
- Templates



# Resources

---



Social media  
planners



Webpage  
templates



Flyer templates



Communication  
SOPs

# Resources

---



Social media planners



# Social Media Planners

---



# Resources

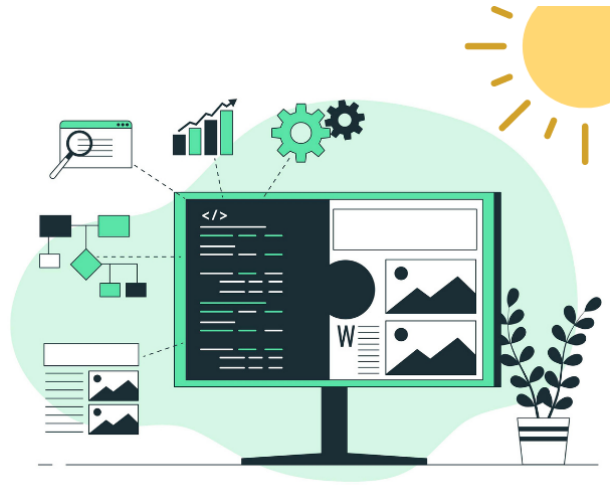
---



Webpage templates

# Webpages

---



# Resources

---



Flyer templates

# Resources

---



Adobe Spark

# Resources

---

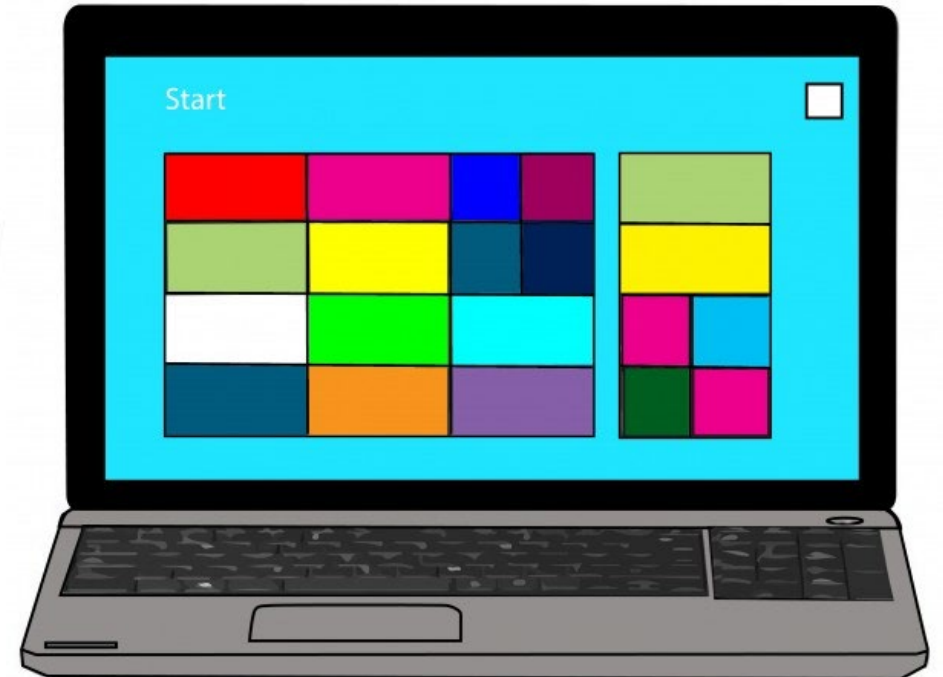


Communication Plans

# Communication Services

---

- Civic Plus
- Notify Me
- Regroup Mass Notification
- Dial My Calls
- Nextdoor
- Neighborly
- Etc.



# Did it Work?



Reduced complaints



On-time payments



Increased participation



# Evaluation Process



IDENTIFY THE  
CHALLENGE



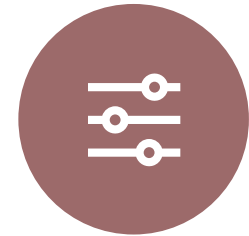
DETERMINE  
COMMUNICATION



GOAL



EVALUATE



ADJUST

The background of the slide is a network diagram. It consists of numerous white, stylized human figures of varying sizes, each standing on a small circular base. These figures are interconnected by a web of thin, light grey lines, creating a complex, interconnected network. The overall color palette is muted, with greys and whites, giving it a professional and modern feel.

In short....

Connecting with your community is important

Resources available

Evaluate and adjust your plans



Questions?



What would be helpful?



## Technical Assistance from EFCN

- Various topics
- Customizable



*Thank You!*

Contact Us

**Baylee Vieyra**

[baylee.vieyra@wichita.edu](mailto:baylee.vieyra@wichita.edu)

**John D. Colclazier**

[john.colclazier@wichita.edu](mailto:john.colclazier@wichita.edu)