eliminating racism
empowering women
ywca
Hartford Region

THE FIFTY 50 CAMPAIGN

Participation on municipal boards and commissions can be a pathway to empowerment for underrepresented communities, especially for people of color and those who identify as women. YWCA Hartford Region is spearheading an effort to increase equitable gender and racial diversity on municipal boards and commissions, especially those focusing on quality of life issues for all residents.

PHASE 1: DISCOVERY

- Discover barriers to recruitment, appointment and retention for people of color and those who identify as women.
- Community participation: Take the survey, attend a session and share your experience.

PHASE 2: STRATEGY

- Strategize to reduce barriers and improve accessibility of public information (i.e. boards and commissions, functions and activities).
- Use community feedback to advance the recruitment and retention of underrepresented communities.

PHASE 3: PUBLIC CAMPAIGN

- Municipalities mobilize public awareness campaign targeting underrepresented communities.
- Community members and organizations support public awareness campaign to strengthen recruitment of diverse applicants.

PARTICIPANTING MUNICIPALITIES

- The Town of Bloomfield
- The Town of East Hartford
- The City of Hartford

STORIES

- State Representative **Kate Farrar**: We need more underrepresented voices to be heard.
- Former Bloomfield Mayor **Suzette DeBeatham-Brown:** What I am going to do is extend your table so that it reflects the entire community.

CAMPAIGN DESCRIPTION

- **50 % of our effort is in partnership with Hartford Region municipalities** who are seeking to reform policies, processes and practices to promote equitable racial and gender representation on municipal boards and commissions.
- **50 % of our effort engages and educates community members** on the roles, authority and impact of boards and commissions on their community while using community voice to inform the campaign.

CAMPAIGN BACKGROUND

- In 2020, the Office of the Secretary of State published the Secretary of State's Report on Gender and Racial Composition of Connecticut State Boards and Commissions. During the 2021 Legislative Session, the Connecticut General Assembly enacted Public Act No. 21-49 which set in action efforts to diversify state boards and commissions.
- This 50/50 Campaign is a **localized effort** developed in response to Public Act 21-49, with the goal to **diversify municipal boards and commissions**.

COMMUNITY BENEFITS

- **Improved public accessibility** and increased understanding of local boards and commissions.
- **Increased community readiness** to participate in key decision-making positions.
- **Enhanced quality of life** for all residents through the inclusion of diverse perspectives.