

Pasadena Citizens' Advisory Council  
PCAC Plant Input on How to Increase Community Membership  
1-23-24

**10 things PCAC could do to increase visibility and membership**

1. Reach out to schools
  - a. Schools
  - b. Use ISD communication channels to reach parents
  - c. Visit to nearby schools
  - d. Ask schools for nominations from schools to participate
  - e. Pasadena ISD outreach
  - f. Reach out to tech schools
  - g. If we want to reach students, college professors or admin need to be contacted; if high school, consider a meeting or a few during school hours
  - h. Community college students in industry, safety process or environmental sciences, San Jacinto, UH-D, UH-Clear Lake
  - i. Outreach to the community college & seek interest from students who live in the area
  - j. Reach out to different surrounding ISDs
  - k. Outreach to science classes in local ISDs
  - l. Broader advertisement to interested population (San Jac, U of H, ISDs)
  - m. High school student council president
  - n. Offer extra credit, volunteer hours to draw in younger generations
  - o. Approach the school district for extra credit or volunteer hours for high school students to interact and build members
  - p. Mentorship programs
  - q. Have students be involved and possibly have a mentorship/intern program
2. Social media – Facebook, LinkedIn
  - a. Social media pages
  - b. Facebook page is a good idea
  - c. Consider posting meeting notes for people interested in org. info
  - d. Expand social media blitz (X, Facebook, etc., PISD, church, media)
  - e. Advertise on socials (FB)
  - f. Social media presence, networking & monitoring
  - g. I think it's time for some type of social media presence
  - h. Advertise more online, allowing more people to attend and voice opinions
  - i. Networking – social media
  - j. Social media
  - k. More digital presence
3. Advertise @ LaPorte Safety Fair
  - a. Speakers at local community events
  - b. Have a CAC/CAP booth set up at public events
  - c. Safety fair, career fairs
  - d. Career fairs (San Jac, & other colleges) booth
  - e. Have fairs to get more following
  - f. Festival booths

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- g. Community event/town hall
4. Advertise with local homeowners' associations
  - a. Neighborhood HOAs outreach
  - b. Maybe consider attending HOA mtgs to talk about CAP and encourage participation
  - c. Civic clubs
  - d. Civic newsletters
5. More fliers at public locations
  - a. Might want to add fliers in library, colleges
  - b. Send a flier to community churches to join
  - c. Church bulletins (2)
6. Have meetings during lunch?
  - a. Identify other possible meeting times to broaden
  - b. Need to consider hybrid model
  - c. Hold the meeting during lunch time
7. Newspaper article on PCAC purpose/any outcomes (w/a solicitation for members)
  - a. Advertise meals. Everyone likes a free meal
  - b. Consider more marketing about PCAC among community
  - c. There needs to be more advertisement to increase community involvement
8. Identify community leaders to target for membership (churches, etc.)
  - a. Invite community members
  - b. Encourage a bring-a-friend from community & industry involvement as well
9. Forge relationship w/chamber of commerce
  - a. Forge relationship with chamber of commerce (marketing help)
10. Joint community outreach activities partnered with residents
  - a. More volunteering opportunities
11. Reach out to plants to try to get employee family involvement
  - a. Promote in plants
12. Highlight solutions that have come about as a result of the organization
  - a. We could have industry talk about some of the changes they made due to the conversation from this group
13. Bring a buddy for community member
  - a. Spanish outreach/member
14. Reach out to nonprofits that are in the area who have similar interests
15. Polling of the community/awareness that PCAC exists

**Who should do what, first?**

- Group sponsors a community project for community nonprofits