
CALENDAR YEAR 2023 EQUITY IMPACT PLAN

ANNUAL REPORT

BACKGROUND INFORMATION

Department Name: McLean Community Center (MCC)

Leadership Sponsor: Betsy May-Salazar, Executive Director

Equity Lead(s): Danielle Van Hook, Director of Youth Theatre Programs

Date: November 30, 2023

EQUITY IMPACT PLAN REPORT

Review your department's Equity Impact Plan for CY 2023 at [Equity Impact Plans | Topics \(fairfaxcounty.gov\)](#). Using that plan, fill in each goal below and describe: 1) what was done to make progress toward the goal, 2) with whom (partners), and 3) how work toward this goal was measured/evaluated and the results. If you have data for the performance measures in your CY 2023 Equity Impact Plan, report them. Add more goals as needed.

Goal 1: Be Visible: Make our buildings, programming, and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

Goal 1 Progress:

- In 2023, the MCC Governing Board approved the center's strategic plan for the next five years. The One Fairfax lens was used in creating this plan and is embedded in many of the goals and tactics.
- With the help of many county agencies and colleagues, the MCC finalized its Code of Conduct for all patrons using the building. This document ensures fair use of the center for all and is posted in key locations in the buildings and on the website.
- The MCC is now utilizing The Old Firehouse's location in the center of McLean to promote free and low-cost community events and entertainment.

Goal 2: Welcome all of McLean and its global community: Cultivate a warm, inclusive environment for all, becoming the flagship location for McLean's residents who wish to learn, play, relax, and connect.

Goal 2 Progress:

- The MCC launched its Fall Community Feedback Survey in English, Spanish, Korean and have large print versions and kiosk in the lobby. MCC Staff are actively asking patrons to complete the survey at programs, in all patron emails and from the stage at performances.
- The MCC remained committed to Free and Low-Cost Programs in CY 23 through:
 - Expanded the viewing times for our Free Foreign Language and Performing Arts Films, so that patrons have the option of matinee and evening.
 - Included a free ticket to some Alden performance in the library's Summer Reading Program for adults.

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- Kept the cost of the Seniors in Action membership cost low. Resident rate is about \$4 per month.
- Major events that remain free to attend include McLean Day, Fourth of July, Outdoor Concerts (11), Pet Fest, Parking Lot Sale (2), Recycling Event, Fiesta del Sol, Spring Fest, Harvest Happenings, Touch a Truck, Block Party (2), Sensory Day, Family Bingo, Trunk or Treat.
- The MCC hosted its first weeklong artist-in residence program with BLCKSMTH. This program allowed the MCC to host nine free community workshops with community leaders, families, millennials, teens, retirees and veterans to express their creativity and have dialogue with the artist.
- Scholarships to 12 families across programs
- The MCC remained committed to cultural celebration programs in CY 23. Programs included:
 - In partnership with the Fairfax County Library, the MCC presented a lecture from the 1619 Project Pulitzer Prize winning author Nikole Hannah-Jones.
 - Our first Fiesta del Sol event celebrated the many cultures, music, and food of Latin and Caribbean countries.
 - The MCC's 2nd Juneteenth family music concert with local musician and activist, Uncle Devin and friends.
 - The Alden hosted several artists this season who have uniquely American cultural performances: "Sweet Honey in the Rock", Mad River Works: "Freedom Flight", Dasha Kelly Hamilton's Makin Cake, "L'Chaim: A toast to the Jewish legacy of Broadway" Furia Flamanca, "The Pursuit Of Happiness - Music For Social Wellbeing", Calvin Earl and Honolulu Theatre for Youth "The Pa'akai We Bring."
 - Several performances this season featured companies from Ireland, New Zealand and Australia. The Alden received gracious feedback from those with roots in those cultures.
- The MCC made programmatic improvements to create additional access to programming, including:
 - Continuing to have sensory rooms at all youth events and many community events, including McLean Day.
 - Adding a sensory hour at "Touch a Truck" where families with noise sensitivity could enjoy the trucks without honking and sirens.
 - The local group Ansley's Angels, that support athletes who use a wheelchair in races, participated in the McLean 5K at a reduced cost.
 - Began planning and construction on the Sensory Room at the Old Firehouse Center, who also hosted their popular "Sensory Day" event.

Goal 3: Invite Discovery: Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

Goal 3 Progress:

- In CY 23, the MCC hosted Civic Group Meetings with the goal of sharing resources and networking among McLean based organizations. The group's first initiative is to create a single webpage for all those who have volunteer opportunities to promote as well as those who want to volunteer in the community.

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- The MCC also partnered with the McLean Citizen Association to host the “Senior Safety Summit” and the annual “I Love McLean” event as well as the Safe Community Coalition for their “Ethics Day.”
- Led by the youth governing board members, the MCC launched its Youth Ambassadors Program—a leadership program that provides real-world program planning and marketing training to high school students.
- The MCC’s Senior’s in Action Program launched right before the Covid-19 pandemic and has been growing into the program it was meant to be. This year, the number of members is well over 100 and they are engaged in a minimum of five programs per week for most of the year. Programs include educational, cultural, social, and fitness topics.
- The MCC committed \$50K to the McLean Central Park Playground which will support upgrades like accessible play structures as well as locating multi-age playgrounds near each other in McLean Central Park. The MCC works with the Park Authority to program outdoor concerts in the park and has worked with staff on initiatives to connect the park, library and community center.
- The Fairfax County Board of Supervisors approved carryover funds to update the restrooms at the Old Firehouse Center to make them ADA compliant. This will allow significantly more independence, safety and privacy for many patrons and may even allow others access for the first time.
- The Alden provided several opportunities for patrons to make a deeper connection with professional artists through Q&A sessions and meet and greets following many performances as well as performing arts workshops, including: “Hula for Active Seniors” and “Djembe Drumming for Families”.

Goal 4. Showcase Excellence: Deliver excellent programming in an operationally innovative fashion.

Goal 4 Progress:

- The MCC implemented standardized questions to surveys that are given to patrons following all programming. This will allow the staff to track patron experience and satisfaction with programming in a consistent manner over time.
- The MCC staff attended professional development training with Virginia Recreation and Parks Society (VRPS), Government Alliance on Race and Equity (GARE), The Association of Performing Arts Presenters (APAP), The United States Institute for Theatre Technology (USITT) and others to remain experts in their fields and learn new best practices that can be implemented at the MCC.

Goal 5: Model Sustainability and Good Stewardship: Represent the utmost integrity in our use of financial, physical, human, and other resources.

Goal 5 Progress:

- MCC engaged with the Human Resources Department on the Staffing Compression survey which allowed some staff members an equitable adjustment to pay.
- The MCC continued to make hiring process more equitable including posting jobs on a wide array of sites including LinkedIn, Facebook, etc. and ensuring current staff know about these positions as opportunities for growth.

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- The MCC's Equity Lead began sending monthly celebrations emails highlighting major holidays, remembrances and events with information and links so that staff can learn more about milestones that may be important to our patrons.

Describe other equity-related work completed in CY 2023 (efforts that advance racial and social equity that your department was involved in within the department or countywide) not in the department's Equity Impact Plan.

None