

## **– Strategic Outreach Plan for Empowerment and Unity**

### **Introduction**

The Central Louisiana Juneteenth Association is the annual sponsor of the celebration that commemorates the day when 250,000 slaves were declared free on June 19, 1865, in Texas. The Emancipation Proclamation had been signed in 1863 by President Abraham Lincoln freeing all slaves in the United States.

The Empowerment Summit of 2025 highlighted a desire by panelists and guest speakers to forge an effort to unify the community to improve the quality of life for underserved communities as it relates to (1) Education, (2) Crime and Safety, (3) Voter Participation, (4) Health Care, and (5) Small Businesses.

The Juneteenth Association held an inspirational planning meeting at the Bentley Hotel on October 30, 2025. The meeting featured the President of Christus Cabrini Hospital, Monte Wilson as guest speaker, and leaders of Rapides Parish. The urgency of unification was expressed by leaders who spoke that morning. Preparing concise plans for 2026 is crucial for improvement of underserved communities.

The Juneteenth Association realizes the importance of leaders in our community sharing their knowledge and expertise in addressing the issues stated above. The Association wish to provide venue assistance and notices to committee participants to move this plan forward. The Strategic Outreach Plan in this correspondence was prepared to serve as a starting point for leaders to adjust, delete, or improve to meet the proposed Mission Statement.

### **Mission Statement**

To collaboratively engage with underserved communities by coordinating outreach efforts across partner agencies and organizations. Providing equitable access to vital resources and fostering long-term community empowerment through shared knowledge and consistent support.



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## **EDUCATION**

### **Goal:**

The overall goal of the Education Committee is to reach out to agencies and organizations, especially, racial/ethnic communities and share educational plans that can improve outcomes for disadvantage youth.

### **Goal 1**

Provide additional community type counselors in disadvantage schools to address mental problems of At-Risk students.

### **Goal 2**

Identify interested and talented individuals who are possible candidates for the Rapides Parish School Board from disadvantaged school districts.

### **Goal 3**

Explore implementing programs in disadvantage neighborhoods that can improve educational outcomes and provide healthcare access.

## **EDUCATION COMMITTEE**

-Chair

Co-Chair



## **CRIME and SAFETY**

### **Goal:**

The overall goal of the Crime and Safety Committee is to reach out to agencies and organizations, especially, racial/ethnic communities and share crime and safety plans that can improve disadvantage communities.

### **Goal 1**

Present a plan of action for churches, fraternal organizations, civic-service organizations and others on minimizing crime in disadvantaged neighborhoods. Support Community-led initiatives.

### **Goal 2**

Communicate with neighborhood leaders in disadvantaged neighborhoods and seek input on how crime can be eliminated. **Increase mental health access as noted by Health Care Committee findings.**

### **Goal 3**

Hold listening tours in disadvantaged neighborhoods and register comments of citizens who live in predominant Black communities.

### **Goal 4**

Identify talented and interested citizens in disadvantaged neighborhoods and encourage participation in city government.

## **CRIME and SAFETY COMMITTEE**

Chair

Co-Chair



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### **VOTER PARTICIPATION**

Goal:

The overall goal of the Voter Participation Committee is to reach out to agencies and organizations, especially, racial/ethnic communities and share voter participation plans that can improve disadvantage communities.

Goal 1

Present a plan of action for Central Louisiana disadvantage communities that will ensure voter registration

Goal 2

Converse with community leaders to forge an alliance to seek qualified citizens as political candidates for 2026 and beyond.

Goal 3

Prepare a template for civic-service organizations, fraternities, sororities, churches, neighborhood groups, and others that will establish an accountability system to identify black voters and their families and neighbors.

Goal 4

Prepare a plan of action during each election cycle that will afford disadvantaged communities an opportunity to see and hear the platform of candidates.

## **Voter Participation Committee**

Chair

– Co-Chair



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### **Small Business**

Goal:

The overall goal of the Small Business Committee is to reach out to agencies and organizations, especially, racial/ethnic communities and encourage more solicitation and use of Black owned products.

Goal 1

Communicate with minority small business owners to assist in building a strategy to improve sales and marketing.

Goal 2

Plan of Action to assist minority owned businesses in obtaining access to local government contracts.

Goal 3

Develop a Round Table Seminar on minority own business owners and community leaders to discuss how to grow local small businesses. (Include: Maximize Social Media, Hire the Right People, Reduce Risk, Prioritize Customer Service, and Develop Strategic Partnerships)

### **Small Business Committee**

-Chair

Co-Chair



## Health Care

### Goal:

The overall goal of the Health Care Committee is to reach out to agencies and organizations, especially, racial/ethnic communities and share Health Care plans that can improve disadvantage Communities.

### Primary Goals:

The primary health care goals for disadvantaged communities are to **achieve health equity, improve access to high-quality care**, and address the underlying **social determinants of health** such as economic stability and education.

Health Care Committee



Notes:

- The next Empowerment Unity Meeting will be held after Martin Luther King Day, Tuesday, January 20, 2026, at 10 am The location for the meeting Bentley Hotel
- Each committee will hold its' first meeting between January 26, 2026, and February 6, 2026.
- Each committee will hold its' second meeting between February 16, 2026, and March 1, 2026. This meeting will finalize the Plan of Action. The committee Plan of Action will be presented to the full Empowerment Unity body.
- The Central Louisiana Juneteenth Association will assist in arranging committee meetings (location, refreshments, announcements, etc.) Contact Director Carolyn Frazier at (318) 792-6736.
- Empowerment Unity full meeting for Committee Reports – March 26, 2026 (Thursday)
- Circulate Committee Plan of Action on social media, church association, to fraternities, sororities, civic-service organizations, elected officials, neighborhood groups, non-profit organizations, etc.
- Implement Plan of Action prior to candidates qualifying for elected offices during the Summer of 2026.

**Central Louisiana Juneteenth Association Committee**

Rev. Frank Jackson – Chairman

Sally Cowan – Recording Secretary

Rev. John Belvin

Rick Horton

Herbert B. Dixon

Carolyn Frazier – Director

Juneteenth Volunteers

