

WHITE STADIUM SUPPLIER DIVERSITY INITIATIVES



Outreach Plan

On March 13, 2025, the Mayor's Press Office sent out a press release announcing the formation of the White Stadium Supplier Diversity Advisory Group. This coalition of community leaders and small business organizations supports the City and BUSP's commitment to awarding 50% of all contracting dollars to local, minority-owned, and women-owned business enterprises (MWBEs).

The press release announces a Virtual Project Team Meet & Greet, taking place on March 12 at 12pm. It also announces a series of Contracting Opportunity Fairs, taking place in March, April, May and June. Specific event days, times, and locations are as follows:

- March 18 at 6pm (Buying Plan Announcement)
 - National Center of Afro-American Artists, 300 Walnut Ave
- May 20 at 6pm
 - Grove Hall Library, 41 Geneva Ave
- June 24 at 6pm
 - William E. Reed Auditorium, 24 Washington Street

For background information, we will use the following materials:

-  White Stadium Contracting Opportunities Events
-  Press release: MAYOR MICHELLE WU ANNOUNCES WHITE STADIUM S...

For promotion, we will use the following materials:

-  Contracting Opportunities Fairs Graphic.png
-  March 12 Project Team Meet and Greet.png
-  March 18 Contracting Opportunities Fair.png
-  May 20 Contracting Opportunities Fair.png
-  June 24 Contracting Opportunities Fair.png
- [Buying Plan Graphic—Based on Postcard—Once We Have It]

OUTREACH PLAN BY CATEGORY

SOCIAL MEDIA

- Emma will create a [social media toolkit](#) to share with other departments and external partners. It will include:
 - A link to the flyers
 - A link to the social media graphics
 - Proposed captions for social media
- Emma will share this toolkit with the City of Boston, Office of Neighborhood Services, Black Male Advancement, and Women's Advancement.
- Luke will share this toolkit with external partners.
- Emma will create a schedule for posting on social media.

EMAIL MARKETING

- Kelsey will draft a series of emails to send to the Supplier Diversity list. This series will include:
 - One email announcing the entire slate of events
 - Emails promoting each month's event
 - Reminder emails for registrants
 - Thank you emails to send to attendees
- Emma will format the Supplier Diversity emails in Upaknee [Please change this to my task if you prefer]
- Emma will include the events in the bi-weekly Small Business newsletter
- Proposed email outreach schedule:
 - Friday, March 7
 - Encourage contractors to attend the virtual meet & greet
 - Tuesday, March 11
 - Reminder to attend the virtual meet & greet
 - Thursday, March 13
 - Thank you to attendees of meet & greet and encourage contractors to attend March 18 event
 - Monday, March 17
 - Reminder to attend March 18 event
 - Wednesday, March 19

- Thank you to attendees of March 18 event and Encourage contractors to attend April 15 event and let them know about the Buying Plan ([☰](#) Buying Plan, Outreach Plan)
 - Tuesday, April 2
 - Encourage contractors to attend April 15 event and let them know about the Buying Plan ([☰](#) Buying Plan, Outreach Plan)
 - Monday, April 14
 - Reminder to attend April 15 event
 - Wednesday, May 7
 - Encourage contractors to attend May 20 event
 - Monday, May 19
 - Reminder to attend May 20 event
 - Tuesday, June 10
 - Encourage contractors to attend June 25 event
 - Monday, June 24
 - Reminder to attend June 25 event
- *Please note that we cannot begin email marketing until we have registration links. A call to action is very important for engagement.*

WEBSITE


- Emma will update the website to include event pages for all events
 - They will include Supplier Diversity, White Stadium, and OEOI in the related content

PRINTED MATERIALS

- Emma and Kelsey will use the City Hall print shop to print the flyer and deliver copies to ONS liaisons, asking them to distribute this flyer to community gathering spaces.
 - We need to determine as soon as possible if this information should be in multiple languages.
- At the March 18 event, Procurement will distribute the Buying Plan [postcard](#).


PRESS

- Kelsey will send the press release to select media outlets, including:
 - El Mundo
 - La Planeta

- Dorchester/Mattapan Reporter
- Jamaica Plain Gazette
- Bay State Banner
- Boston Globe
- Boston Herald
- Kelsey will encourage reporters to attend the meet & greet and the opportunity fairs, and also alert them of the Buying Plan ( Buying Plan, Outreach Plan).

NEXT STEPS BY DATE

MARCH 6

- Emma to post about virtual meeting
- Kelsey to send out email about virtual meeting
 -  White Stadium Contracting Opportunities, Email Copy
- Emma to make sure Supplier Diversity webpage has link to meeting registration at the top *and* in event section

MARCH 7

- Emma finalizes all graphics
- Kelsey drafts all email text
- Emma drafts all event pages
- Emma creates social media toolkit and posting schedule
- Emma and Kelsey determine if translation is necessary. If so, Emma sends Kelsey a spreadsheet for translation that includes:
 - Social media copy
 - Email copy
 - Registration form copy
 - Event page copy

MARCH 10 AND MARCH 11

- Kelsey follows up with media
- Emma shares social media toolkit with departments
- If necessary, Kelsey sends out all text for translation

MARCH 12 TO MARCH 18

- Emma follows the social media schedule

MARCH 19 TO MARCH 21

- If necessary, Emma creates multilingual versions of the graphics, and re-shares social media toolkit

MARCH 21 TO JUNE 26

- Emma follows the social media schedule, posting reminders about events, as well as photo recaps of events
- [ANYTHING ELSE]