DEPARTMENT ORGANIZATIONAL CHART
Communications & Community Affairs/Youth Center

- Director
  - Communications & Community Affairs Manager
  - Public Information Officer
  - Youth Center Assistant Director
    - Senior Assistant
      - Youth & Teen Counselor
      - Youth & Teen Counselor
    - Senior Assistant (Program Assistant)
Topics of Discussion

* Department Overview
* Staff
* Goals
* Marketing & Branding
* Communications
* Community Affairs & Engagement
* Opportunities
* Essential Services
Department Overview
Broad Goals

Proactive + Strategic = Controlled Narrative
2021 Department Goals

- Community Engagement
- Sub-committees
- Essential Services
- Consistent Branding
Communications Goals

Internally
- Expert Staff
- Processes & Procedures

Externally
- Marketing
- Branding
Marketing & Branding
Communications

LIKE
TWEET
PHOTO
SHARE
NEWS
CHAT
BLOG
Marketing

* Brochures
* Newsletters
* Social media
* Website

Branding

* Public Identity
* Branding
Message From the Acting President & CEO, Shelton J. Haynes

As the Acting President and CEO of the Roosevelt Island Operating Corporation (RIOC), I am excited about the important projects and initiatives that are in the pipeline. I am also happy to announce that we will be providing regular updates with our new bi-weekly RIOC newsletter publication, **RIOC News**.

The goal of this newsletter is to inform the Roosevelt Island community and its stakeholders of ongoing beautification efforts, island infrastructure improvements, and sustainability initiatives. More importantly, we want to highlight our community partnerships and dedicated employees, whose work and contributions may at times go unnoticed. We are committed to excellence and look forward to telling our story.

The impact of the COVID-19 pandemic has been catastrophic across the nation, with New York State being greatly impacted. Sadly, RIOC lost two members of our Public Safety Department due to complications from COVID-19; Detective Valerie Jones, and Officer Corey Fischer, who, combined, had over 50 years of service to the R.I. community. Both men were truly dedicated to their job, their colleagues, and were well known and respected within the community. They will be greatly missed.

As we move towards a new sense of normalcy, RIOC is still reeling from the financial impacts of the pandemic. We continue to be strategic and resilient while having to do more with less, which places a greater emphasis on being efficient. I ask for your patience as we prepare for the challenges ahead; with the understanding that we will communicate any impacts to the Roosevelt Island community regularly.

I would like to commend our staff, who kept the island running during the critical months of the pandemic by continuing Tram and Red Bus operations and keeping the island safe and clean. Our essential staff worked tirelessly throughout this difficult period by providing needed services and support to maintain the high quality of life for the community.

With each new phase of NY Forward, RIOC has recalibrated operations to adhere to...
Community Affairs
Community Events & Engagement
ROOSEVELT ISLAND
BIKE SAFETY VIRTUAL TOWN HALL
THURSDAY, OCTOBER 29TH, 6:30 PM

HOSTED BY
RIOC Acting President & CEO
SHELTON J. HAYNES
RIOC Public Safety Chief
KEVIN BROWN
RIOC Public Safety Deputy Chief
ANTHONY AMOROSO

Engagement
Opportunities for Improvement

- Website
- Social Media
- Clear Messaging
- Enhancing our Essential Services
Essential Service:
R.I. Youth Center
“Providing a safe space for development and creativity through innovative and diverse programming.”

- Days and Hours of Operations
- Virtual Learning Support
- Afterschool Programming
- School-Age Child Care (SACC)
Strategic Planning
SACC E-Learning Courses

Summer Day Camp
Program Training
School Year Training Program

Task Force Committees
Operations
• Unit Youth, Tween, Teen
• Health & Safety
• Program Schedule
• Youth Center Orientations

Data
• Enrollment
• Attendance
• YC Family & Participant Survey
Ethnicity

- Native American Indian: 1.3%
- Hispanic, Latino: 6.6%
- White: 34.2%
- Asian: 25.0%
- Black or African American: 14.5%
- Other: 18.4%
Program Model

4 Season Model
- Spring
- Summer
- Fall
- Winter

Program Offerings

Offerings
- Academic
- Wellness
- Arts
- Sports
  - Special Events
Challenges

Adjusted Health & Safety Plan

Solutions

Diverse Programming Offerings

FR YIG 04 <#
Sdgghp 1f#

Wz hhq# #Whhq#
Uhwhqwrq#
Swimming Club
Performing Arts
Culinary Club
Bike New York
Internship Program
Leadership Seminar
CPR & First Aid Training