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# EQUITY IMPACT PLAN ANNUAL REPORT

## CALENDAR YEAR 2024

### BACKGROUND INFORMATION

Department Name: McLean Community Center

Equity Lead(s): Betsy May-Salazar, Executive Director  
Danielle Van Hook, One Fairfax Agency Manager

Date: November 27, 2024

### EQUITY IMPACT PLAN REPORT

#### DEPARTMENTAL GOALS

Review your department's Equity Impact Plan for CY 2024 at [Equity Impact Plans | Topics \(fairfaxcounty.gov\)](https://www.fairfaxcounty.gov/equity-impact-plans). Add each departmental 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 listed in your CY 2024 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:

1. This year the McLean Community Center (MCC) expanded its physical marketing pieces to be more visible in the community. At the Old Firehouse Center (OFC) these include:
  - a. Event banners on the fence that face Chain Bridge Road—a main road for motorists, cyclists and pedestrians. Most of the events highlighted on these banners are free.
  - b. The redesign of the OFC's logo was installed on a new illuminated sign in downtown McLean.
  - c. A digital sign for McLean Central Park at the intersection of Dolley Madison and Old Dominion Road is being designed with hopes to install it next year. This intersection is highly visible for motorists, cyclists and pedestrians as well.
2. The MCC changed its strategy for mailed pieces to resident homes in order to reach every household. The three seasonal program guides and one camp guide are now printed on lighter paper and the number of pages has been reduced. This savings allows for additional postcards to be sent to residents, so the wide variety of programs offered at the center are more consistently communicated. Seven postcards were mailed to promote specific programming like Governing Board Elections and Cultural Programs.
3. The center was among the first agencies to establish a NextDoor account and reestablished a LinkedIn account to be able to target more niche segments of the community.
4. MCC Board members receive a monthly list of events that they can attend including sample text to use on personal social media and any event tasks they can sign up to

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work. A monthly board engagement report is created, and members are encouraged to share their thoughts on events that they attended during board meetings.

5. All media created by the center includes standardize language that avoids stereotypical, offensive, or exclusionary language.
6. The MCC continues to encourage McLean business to be an exhibitor or vendor at its community building events and tracks this participation. For example, this year 38 local businesses and organizations participated in McLean Day.
7. The MCC is increasing its presence in the broader Fairfax County community by building relationships with Rec Centers, staffing an MCC information table at Frying Pan Park's Fall Festival and advertising diverse and low-cost theater events on the back covers of ParkTakes issues.

**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:

1. In March 2024 MCC Staff presented the findings of the first Community Input Survey at the annual Public Hearing on Programs/Board Meeting. These surveys asked community members for feedback on program offerings and their opinions on new programs. These were available in English, Spanish, Korean and large-scale print and received during the fall of 2023. 1,246 people responded to the survey. Below are some of the findings:
  - a. **75% of respondents agree or strongly agree that having the MCC, The Alden and The OFC in their community provides them with a better quality of life through programs, learning opportunities, services and community events.** (Less than 10% of respondents responded negatively.)
  - b. The top four programs that respondents participate in and plan to participate in are: **large-scale community events (all are free); The Alden performances; classes; and outdoor concerts (all are free).**
2. The MCC remained committed to free and low-cost programs in CY 24 through:
  - a. Matinee and evening showing of all films in the free Foreign Language Film Series as well as matinees in the Performing Arts **Film Series remain free.** In 2024, there were 27 film screenings.
    - i. 18 of these screenings (9 films shown twice) were part of the Foreign Film series. These screenings are shown in the original language with English subtitles.
  - b. **The cost of the Seniors in Action membership** was kept low throughout most of the year. In November, staff made the decision to eliminate the membership fee and charge a very low fee for class-type activities such as fitness classes. Other activities like open bridge and weekly, special workshops will be free to the public.
  - c. **Major events that remain free to attend** include McLean Day, Fourth of July, outdoor concerts (7), Pet Fest, Parking Lot Sale (2), Earth Day Recycling Event, Fiesta del Sol, Lunar New Year, Spring Fest, Harvest Happenings, Touch a Truck, Block Party (2), Sensory Day, Family Bingo and Trunk or Treat.

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- d. **Financial Assistance Scholarships** were more widely promoted and awarded to three families. Through this, a total of seven children were able to participate in 12 activities.
  - e. Half-priced tickets to some Alden performances were included in **FCPL's Summer Reading Program for adults**.
3. The MCC remained committed to Cultural Celebration Programs in CY 24. Programs included:
  - a. Our first **Lunar New Year** event that featured hands on crafts, dance workshops, treat samples, appearances by a running dragon and more. This event was free and prior to the Nai-Ni Chen "Lunar New Year Celebration" performance.
  - b. In partnership with the Fairfax County Library the MCC presented the lecture: "**A Mighty Long Way: My Journey to Justice at Little Rock Central High School**" by Carlotta Walls LaNier, member of the Little Rock Nine.
  - c. Our second **Fiesta del Sol** event celebrated the many cultures, music and food of Latin and Caribbean countries. The center was packed with those dancing along to the bands, sampling food and browsing artist vendors.
  - d. The MCC's 3<sup>rd</sup> **Juneteenth** family music concert featured local musicians who specialize in sharing their stories through music with Children: Devin Walker, "Ms. Nicky" and "Groovy Nate."
4. The Alden hosted several artists this season who have unique cultural performances: "Navidad Flamenco: A Three Kings Day Celebration," Nai-Ni Chen Dance Company's "Lunar New Year Celebration" (including local Chinese dance students and several pre-show master classes taught by the company), "A Mighty Long Way: My Journey to Justice at Little Rock Central High School," Brush Theatre's "POLI POP," DMV Fam-Jam Allstars, Elena Moon Park and Friends, "Alice: Dreaming of Wonderland," "SUGAR SKULL! A Día de Muertos Musical Adventure" and "L'Chaim."
5. MCC made programmatic improvements to create additional access to programming, including:
  - a. Commitment to **sensory rooms or sensory hours** at all youth events and many community events, including McLean Day.
  - b. Ansley's Angels, a local group that **supports athletes who use a wheelchair in races**, participated in the McLean 5K at a reduced cost.
6. The center's three program guides and one camp guide are posted on issuu, an online document/publication viewer, which allows patrons to **increase the size of the type** to their liking.
7. MCC made a significant donation so that the renovated McLean Central Park would have a playground that is accessible to children of all abilities.

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

**Goal 3 Progress:**

1. In CY24, the MCC partnered with other Civic Groups to support the launch of the "McLean Today" website that **consolidates all the volunteer opportunities in McLean** in one place and promotes upcoming community programs. The MCC partnered with the following community groups to produce special events:

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- a. **McLean Citizen Association:** “Senior Safety Summit,” annual “I Love McLean” event and free financial lectures on topics of concern to seniors.
  - b. **Safe Community Coalition:** An ongoing monthly mental health discussion group: “Mindful Exchange”
  - c. **NV Falls Prevention Alliance of Marymount University:** “Saving Clare” documentary screening and panel discussion on fall prevention.
  - d. **McLean Revitalization Corp:** Provided staff expertise and a financial contribution to their effort to bring back the Winterfest Parade for the community.
2. The Youth Ambassadors Program continued to grow in 2024. Ten teens were selected and are hosting two volunteer programs: drop-in tutoring and a park clean-up program. In addition, they participated in a focus group for the Safe Community Coalition and planned a year-end party for their peers after Advanced Placement exams were complete so that they had a safe space to celebrate.
  3. The Seniors in Action Program grew to provide a minimum of five programs per week for most of the year. Programs include educational, cultural, social and fitness topics. The program has gotten so popular that it reached its capacity and had to start a waitlist. MCC will roll out a plan 2025 that will allow space for everyone who wants to participate at an affordable price.
  4. The renovations at McLean Central Park wrapped up in the fall. The MCC is planning to move its summer concert series to the new pavilion, which has significantly better ADA access. MCC is also proud to have been a financial sponsor that made the new playground a safe place for children of all ages and abilities.
  5. Throughout 2024, the MCC and OFC Staff developed construction plans so that the ADA restroom and front door renovation of The Old Firehouse Center can begin in early 2025. This will allow significantly more independence, safety and privacy for many patrons and may even allow others access for the first time.
  6. The new sensory room at the OFC is scheduled for completion by the end of 2024. This space will increase the accessibility of the OFC and make it welcoming for new patrons.

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

**Goal 4 Progress:**

1. The MCC adopted a shared definition of excellence for programs and operations:
  - a. “An appreciation of and dedication to a level of performance, responsiveness and continual improvement on our processes, meeting and exceeding our community’s expectations while honoring our core values and taking risks to expand our horizons.
2. In Fiscal Year 24, the MCC began implementing universal survey questions for all programs so that the same metrics can be used across programs and years to measure patron satisfaction over time. Some of the findings from surveys received between 10/1/23 and 6/30/24 are below. Please note these surveys were collected to reflect our standard fiscal year reporting. The rating scale is 1-5 (1 being the lowest and 5 being the highest)
  - a. **4.38;** My MCC program or service was a high-quality offering.
  - b. **4.25;** My MCC program or service was provided at a reasonable cost.
  - c. **4.51;** My MCC program or service was appropriate, clean and accessible.

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3. The MCC continued to invest in staff attendance at professional development trainings and conferences. Some trainings from 2024 include: the National Parks and Recreation Society (NPRS), International Festivals and Events Association (IEFA), the Association of Performing Arts Presenters (APAP), the United States Institute for Theatre Technology (USITT), One Fairfax and others to remain experts in their fields and learn new best practices that can be implemented at the MCC. Upon their return, staff share updates about what they learned at these trainings.
4. MCC staff are encouraged to nominate each other or apply for awards and recognition. These accolades are shared on the MCC webpage and in the MCC Program Guide to show how staff enhance the lives of all members of the community.
  - a. Three of MCC's staff received Outstanding Performance Awards:
    - i. **Graphic Designer, David Craig** received the award for his work on the website redesign and sustainability efforts, and
    - ii. **Social Media Manager, Kyle Corwin** received an award for his extensive design work on MCC print and digital materials and full production of videos that highlight many of the events that the MCC and OFC manage.
    - iii. **Director of Youth Theatre Programs, Danielle Van Hook** received the award for developing the center's first Lunar New Year event.
  - b. **Holly Novak, Executive Assistant and Danielle Van Hook** were recognized in the Fairfax County article: "Women who Advocate for Equity, Diversity and Inclusion."
5. McLean Community Center's (MCC) **2023-2024 Governing Board Chair, Rasheq Rahman**, received the Virginia Recreation and Park Society's (VRPS) Distinguished Volunteer Service Award at its 71<sup>st</sup> Annual Conference.

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

**Goal 5 Progress:**

1. A new attendance report and financial report were developed in 2024 to reflect new statistics being collected and evaluation priorities. This will help ensure continued program excellence and patron experience as well as show areas for improvement.
2. The hiring process continued to follow more equitable guidelines which include posting jobs on a wide array of sites including LinkedIn, Facebook, etc. and ensuring current staff know about these positions as opportunities for growth.
3. A newly created Deputy Director position was filled in Winter 2024 that will provide greater capacity to focus on customer service, employee engagement and data analytics, among other things.
4. Continue to provide and improve staff development in both formal and informal ways. Consistently marking staff personal milestones, achievements, recommendation for staff to take county and other outside trainings, et
5. By creating the Annual Programs Survey and providing the results at the Annual Hearing on Programs, a more robust community feedback cycle is now a part of our operation.

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### COUNTYWIDE GOALS

*Report progress on Countywide goals related to the Regional Fair Housing Plan, if relevant to your department. As above, copy in each Countywide goal from your CY 2024 Equity Impact Plan, and describe progress made in CY 2024. If none, write "Not applicable."*

Not applicable

### OTHER EQUITY-RELATED WORK

*Was other equity-related work completed in addition to the goals above? If so, please describe.*

Not applicable