



Outreach and Marketing Content Committee

Committee Charge

To increase minority homeownership in Portland, we (the industry) must be able to reach out to and connect with each community of color in a way that resonates with them. The consistent message received at each of the Operation HOME town hall meetings was a request for:

Information that is accessible to me, with a message that speaks to me, in a language I understand, at a reading level I comprehend and from a source I trust.

The charge of the Outreach and Marketing Content Committee is to develop prioritized strategies recommendations, with an estimate of the resources needed to implement each strategy and to identify an “owner” of each strategy that will move it towards implementation.

The Challenge

The industry has coined the term “emerging markets” to describe minority and new immigrant communities. A term many find insulting and would better describe as neglected markets. And as the industry has reached out to these markets, many have deployed the same tools and strategies used to serve conventional home buying markets. For many reasons, they are falling short.

Reaching out and marketing to communities of color requires understanding and honoring the history (often painful histories), culture and traditions of the audience because they impact how people receive and process information. That understanding must be demonstrated in the messages developed and the methods used to transmit those messages. The messages must resonate and the delivery methods must be accessible to and trusted by the audience. As a result, unique messages and methods may be needed to reach each community.

Additionally, language can be a significant barrier, especially within the Hispanic/Latino and Asian communities. It’s not just that these communities speak different languages it’s that they speak so many different languages. Many think Hispanics speak Spanish. While that is technically true, they speak it with the dialects learned in 17 different Latin-American countries, Puerto Rico and the Caribbean Islands. It is similar within Asian communities. They originate from more than 20 countries, from Bangladesh to Vietnam, and they all use language differently. Additionally, each of these homelands has its own cultural history and traditions that impacts how people receive and process information.