

MOSQUE EXCELLENCE AWARDS 2005

APPENDIX D1

COMMUNITY RELATIONS CATEGORY

Criteria

A. Outreach Programmes (15%)

- i) Mosque promotes the understanding of the practices/celebrations of Islam/ Muslims.
- ii) Mosque organises an Open House annually.
- iii) Mosque is considerate to its neighbours with regards to activities, sound level, etc.
- iv) Mosque organises activities in which there are interactions with members of other communities.
- v) Mosque organises a Meet-the-Jemaah session at least once a year.
- vi) Mosque conducts block visits (or estate visits) within the neighbourhood.

B. Networking (15%)

- i) Mosque works with other mosques or do collaborative programme with other mosques especially those within its zone.
- ii) Collaborates with Community Development Council (CDC) and other social service agencies in organising 2 Social Development programs annually.
- iii) Participates in at least 1 national campaign to address national concerns annually.
- iv) Represented in the Inter Religious Consultative Circle (IRCC), Community Club Management Committee (CCMC) and/or Community Consultative Committee (CCC) and works with organisations of other religions.
- v) Network with Malay-Muslim organisations, Members of Parliament (MPs) and grassroots organisations.
- vi) Initiate networking with government agencies like Police (for example on parking management issues), Singapore Civil Defence Force (SCDF) (building and fire-safety issues).

C. Qaryahs (15%)

- i) Maintains a register of the qaryah list and has records of the qaryahs key appointment holders.
- ii) Has active qaryahs within the boundaries of the town in which the mosque is located.

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- iii) Each *qaryah* organises an average of 2 community relations programs annually for the mosque.
- iv) Effective bridging programs that embraces “non-inducted” into the mosque fraternity.
- v) MMB meets Qaryah twice yearly.

D. Set-up (15%)

- i) Use of different mediums in the dissemination of information to the jemaah
 - Customer Frontline Counter
 - Notice-board
 - Newsletter/Website
 - Banner
 - Brochure/Flyer
 - Media advertisement
 - Electronic mailing list
 - Mailing list
- ii) Mediums used to display information prominently located.
- iii) Contents displayed in an organised manner.
- iv) Front office’s location is convenient for the public to visit.
- v) Mediums of communication are well-maintained.

E. Content (20%)

- i) Mosque’s programmes/activities fully displayed using all the different mediums.
- ii) Frontline officer has the information to answer public queries related to mosque’s activities.
- iii) Mosque displays information on income and expenditure including the audited accounts, Friday Collection, etc.
- iv) Schedule of Islamic Learning and Social Development programmes are displayed.
- v) Availability of photographs of MMBs and staff and their designations displayed on notice board and website.
- vi) Displaying of mosque facilities and operational hours.
- vii) Mosque displays other information that is educational and pertinent to the jemaah.

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F. Timeliness and Currency (of news, information, etc) (5%)

- i) Information is put up in a timely manner.
- ii) Information which is put up has current information (not outdated).

G. Innovativeness and Creativity (5%)

- i) Mosque is creative in the way information is disseminated.
- ii) Mosque is proactive in getting sponsorship sources of funding for mosque's public communication.

H. Customer Satisfaction/Feedback (10%)

- i) Mechanism used by the mosque to gather feedback. Feedback form is available.
- ii) Suggestion box is in a prominent location.
- iii) Quick response to feedback submitted by jemaah.
- iv) Front office/main telephone line manned during the hours specified by the mosque.
- v) Frontline officer is friendly, courteous and helpful.