Legislation Details (With Text)

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File created:	4/16/2021		**In control:**	Town Council
On agenda:	4/27/2021		**Final action:**	
Title:	Communications & Community Engagement Improvement Plan			
Sponsors:				
Indexes:				
Code sections:				
Attachments:	1. CCE Improvement Plan_4.27.2021.pdf, 2. CCE Improvement Plan_presentation_4.27.2021.pdf			

Date	Ver.	Action By	Action	Result

SUBJECT: General Business
Communications & Community Engagement Improvement Plan

DEPARTMENT: Communications & Community Engagement

PRESENTER: Gabi Rae, Director

TIME ESTIMATE: 30 minutes

STAFF RECOMMENDATION:

Recommend moving forward with the Plan as it is written. Understanding that any additional direction from the Board about communications and engagement will be integrated into the Plan going forward.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

As the Board may recall, the 2021 Work Plan specifies that a Communications Audit will be completed during the first quarter. This Communications & Community Engagement Improvement Plan (Plan) is a result of the completed Communications Audit. It is intended to guide the Town in connecting with the broader community and understanding the needs and desires of those who live, work, and play in Erie. The Plan is also intended to be a living document that will change and grow as the makeup of the community and the needs also evolve. The CCE Department will continually reference the Plan and make adjustments as necessary.

This Plan addresses specific communications objectives including; determining if audiences are getting the information and messages they want and we intend; identifying which strategies, tools, media, and tactics are most effective; steps to achieving measurable results.

In creating the Plan, the team completed an audit of current communications strategies (both internal and external), compiled an analysis of important audiences, researched best practices in communication and engagement, and collected data to analyze effectiveness of current tools.

Some of the areas of focus for improvement include:
- External
    - Website enhancements
    - Social media quality
    - Consistency in branding
    - Diversity, equity, and inclusion auditing
    - Enhanced engagement events
- Internal
    - Intranet redesign
    - Email protocols
    - Guides and training for consistency
    - Staffing needs

Each area for improvement includes a discussion of potential funding needs and overarching goals with respect to that area. The CCE Department will schedule regular check-ins with the Board of Trustees to report on milestones and successes.

Any official funding or staffing requests will be presented to the Board during the supplemental process or the regular budget cycle.

Board Priority(s) Addressed:
- ✓ Engaged and Diverse Community
- ✓ Effective Governance

ATTACHMENTS:
1. CCE Improvement Plan
2. Improvement Plan Presentation