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Internal Parks and Recreation Department (PARD) Staff Communications Matrix				
Title and/or Description	Recipient(s)	Owner	Format	Frequency
Quarterly Report	All PARD Staff, City Manager, Assistant City Manager	Director	Email	Monthly
Weekly Report	All PARD Staff	Management Analyst	Email	Weekly
Performance Measures Report	Managers and Supervisors	Business Manager	Email	Quarterly
SharePoint	All PARD Staff Users	PARD Admin	Online	Daily
Smartsheets	All PARD Staff Users	PARD Admin	Online	Daily
PARD Microsoft Teams	All PARD Staff Users	Individual Users	Mobile, Online	Weekly
Yammer	All PARD Staff Users	Individual Users	Mobile, Online	As Needed
Engage Denton	Administrative Assistant	Public Affairs	Mobile	As Needed
Cisco Telecommunications	All PARD Staff	Individual Users	Phone	Daily
Microsoft Outlook	All PARD Staff	Individual Users	Email	Daily
Radio Communications	Park Maintenance Staff	Park Managers	Broadcast	Daily
ClickUp	PARD Leisure Services Staff	Special Events Staff	Online, Email	As Needed

Parks and Recreation Department (PARD) Marketing and Public Outreach Matrix				
Title and/or Description	Recipient(s)	Owner	Format	Frequency
PLAY Guide Magazine	Park and Program Users, Subscribers	Marketing Staff	Print, Email, Online	Seasonally
Senior Recreation Magazine	Park and Program Users, Ages 50+	Marketing Staff	Print, Email, Online	On-Going
Water Park Promo Texts	Text Message Subscribers	Marketing Staff	Mobile	Monthly
www.dentonparks.com Updates	Subscribers and Users	Marketing Staff	Online	Weekly
www.dentonwaterworks.com Updates	Subscribers and Users	Marketing Staff	Online	Weekly
www.dentonparkscatalog.com (CivicRec) Updates	Users	PARD Staff	Online	On-Going
www.kdb.org Updates	Subscribers and Users	PARD & Marketing Staff	Online	Weekly
PARD Program E-Blasts	Park and Program Users, Subscribers	Marketing Staff	Email	Weekly
Dallas Child Magazine E-Blasts	Dallas Child Subscribers	Marketing Staff	Email	Seasonally
Dallas Child Magazine	DFW Area Distribution	Marketing Staff	Print	Seasonally
Dallas Special Needs E-Blasts	Dallas Child Special Needs Subscribers	Marketing Staff	Email	Bi-Annually
Dallas Special Needs Magazine	DFW Area Distribution	Marketing Staff	Print	Bi-Annually
North Texas Child Magazine	North Texas Area Distribution	Marketing Staff	Print	Seasonally

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Program Flyers	Segmented by Market	PARD Staff	Print	Monthly
Peach Jar Flyers	Segmented by Market	PARD Staff	Email	Seasonally
Facebook Ads, Posts, Boosts	Followers	Marketing Staff	Online	Weekly
PARD Newsletter	Subscribers	Marketing Staff	Email	Monthly
Senior Center Newsletter	Subscribers	Recreation Coordinator	Print	Monthly
Keep Denton Beautiful Newsletter	Subscribers	Programs & Events Manager	Online	Monthly
Park Foundation Newsletter	Board Members, Subscribers	Executive Director	Email	Monthly
iPlay and explainer videos	Followers and Segmented by Market	Marketing Staff	Online	As Needed
Resident Update Newsletter	All Residential Households	PARD Marketing Staff with Marketing & Communications Department	Print and Online	Bi-Monthly
Citizen Connection (Utility Bill Insert)	All Utility Users	Marketing & Communications Department	Print and Online	Monthly

Internal Parks and Recreation Department (PARD) Meetings Matrix				
Title and/or Description	Recipient(s)	Owner	Format	Frequency
Park, Recreation, and Beautification Advisory Board Meeting	Board members, all Parks and Recreation Department staff	Management Analyst	Email, In-Person	Monthly
Assistant City Manager Direct-Report Meeting	Director	Assistant City Manager	In-Person	Bi-weekly
Leadership Team Meeting	Director, Assistant Director, Superintendent, Managers	Director	In-Person	Bi-weekly
Director's Direct-Report Meeting	Leisure Services Assistant Director	Director	In-Person	Weekly
Director's Direct-Report Meeting	Business Manager	Director	In-Person	Weekly
Director's Direct-Report Meeting	Park Maintenance Director	Director	In-Person	Weekly
Director's Direct-Report Meeting	Management Analyst	Director	In-Person	Weekly
Director's One-on-One Meeting	Internal Full-time Staff	Director	In-Person	Bi-weekly
Assistant Director Direct-Report Team Meeting	Program Area Managers, Athletic Manager, BEES Manager	Assistant Director	In-Person	Bi-weekly
Park Maintenance Assistant Direct-Report Team Meeting	Planning, Managers, Crew Leaders,	Park Maintenance Superintendent	In-Person	Weekly
Program Area Manager Direct-Report Team Meeting	Recreation Center Supervisors	Program Area Manager	In-Person	Bi-weekly
Business Manager Direct-Report Team Meeting	Administrative Assistants	Business Manager	In-Person	Bi-weekly

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Leisure Services, Business Management & Keep Denton Beautiful Division Meeting	Managers, Supervisors, Coordinators, Admin. Assistants	Rotates monthly between Home Business Units (aka sub-divisions)	In-Person	Monthly
Budget Review Meetings	Managers and Supervisors	Business Manager	Email	Seasonally
Senior Advisory Council Meeting	Volunteer Council Members	Senior Center Supervisor	In-Person	Monthly

City-Wide Parks and Recreation Department (PARD) Communications and Meetings Matrix				
Title and/or Description	Recipient(s)	Owner	Format	Frequency
City Manager's Office Executive Team Meeting	Department Directors, Assistant Directors, Deputy Directors	City Manager's Office	In-Person	Weekly
Content Management Meeting	PARD Marketing Staff	Marketing & Communications Department	In-Person	Weekly
Pre-Application Conference Meeting	PARD Park Planner	Development Services Dept.	In-Person	Weekly
Pre-Construction Meeting	PARD Park Planner	Development Services Dept.	In-Person	Weekly
Employee Forum	All Staff	City Manager's Office	Teams Meeting	Monthly
Supervisors Forum	All-City Supervisory Staff	Human Resources Department	Teams Meeting	Monthly
Project Review Team Meeting	PARD Park Planner	Development Services Dept.	In-Person	Weekly
The HUB (aka Intranet SharePoint)	All-City Staff	PARD Marketing Staff	Online	Annually
Human Resources Policy Review Committee	PARD Recreation Coordinator and other Department Representatives	Human Resources Department	Email, In-Person	Quarterly
State of the City	Residents	Marketing & Communications Department	In-Person	Annually
Technology Services Dept. Project Management Meeting	PARD Leadership Team Members	Chief Technology Officer	In-Person	Quarterly
Bond Oversight Committee Meeting	PARD Director	Director of Finance		Bi-Annually
Emergency Operations Center Annual Meeting	Director, Assistant Director Marketing Manager	Emergency Management Coordinator	In-Person	Annually
City Limits Employee Newsletter	All-City Staff	Marketing & Communications Department	Email/Online	Monthly
City Safety Committee	Select PARD Staff	Human Resources Department	Online	Quarterly

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Employee Insurance Committee	Select PARD Staff	Human Resources Department	In-Person/Online	Monthly
Public Meetings	Residents	PARD Staff	In-Person/Online	As Needed
PARD Open House	Residents	PARD Staff	In-Person	Annually
Outreach Events & Special Events	Residents/Attendees	PARD Staff	In-Person	Semi-Weekly