

Marketing and Communications

FY 22-23 Work Plan

Sept 2022

Supporting the organization's goals through intentional storytelling.

Major Projects

- Branding study/Rebranding (Pending Council approval)
- Canva Enterprise License (In process)
- Building internal and external processes (In process)
- Decentralized Communications Planning (Spring 2023)

Improving Processes

Marketing and Communications is taking several major steps to improve internal processes for the department that will enhance the services that we offer to the organization. This will be done through:

- **Marketing Request System** (Maria lead): Following the staff retreat, a team was formed to design and implement a new marketing request system. This will be beneficial to be able to fully understand the request from the department in order to create a comprehensive marketing plan, set service expectations, balance staff workload, and be able to communicate the status of projects. Staff expects to have the intake system ready internally to the department in early October, and unveil to the larger organization in November. Once implemented, staff will train communicators/requesters in the City on the new system.

Improving Services and Operations

Marketing and Communications has been very strong in the level of service that is provided to the organization. In the upcoming year, staff hopes to implement a series of service and operation improvements that will benefit clients.

- **Creating Templates and Other Resources** (Amber lead): First focusing on City Council power point presentations, the team will routinely create templates that the wider organization can utilize, revamping them to be more up-to-date and appealing to the eye. The team will update photos and graphics, and provide social media sizing templates. Once the Canva Enterprise license is effective, this will aid the department in providing a standard set of resources to continue to message using “One City, One Voice.”
- **Providing Trainings** (Ashley lead): Staff are developing trainings that can be provided to staff in the City for:
 - Submission timelines, forms, and processes (once request system is developed)

- Templates and Canva best practices (once Canva license is effective)
- Marketing best practices including a checklist for what is needed, making information appeal to intended audiences, eliminating jargon, project/event descriptions, and readability
- Digital and Print Marketing best practices including social media, website, and printed media.

Trainings will be developed throughout the fall and should be available in January 2023. The trainings will be available in person and the team will work with HR to explore having recorded versions available through NEOGOV.

- **Survey of users** (Ashley lead): Distribute a survey of department's current practices, wants and needs (September, due October)

Improving Customer Service and Transparency

With a full staff in place, staff will make a concerted effort to educate the organization about the services that the department offers. This will be done through outstanding customer service including the following:

- Engage at all levels of the organization to share ideas (All)
- Request system (Maria lead)
- Offer trainings (Ashley lead)
- Have a Marketing staff member meet with individual departments quarterly to determine needs and gather story ideas (All)
- Develop meaningful metrics (Maria lead)

Building Marketing and Communications Team

With a full staff on board this summer, staff kicked off the new team with a staff retreat in July 2022. During the retreat, the staff discussed (and laughed):

- **Four Lenses Training:** Helped to understand how we work and how can work best with others on the team
- **Storytelling:** What is an example over the past year of something that you are proud of? Are there any areas or topics that we have missed? Are there any audiences that we have missed? How do we connect with them? What is a new story that we can tell? What is an old story that we can tell in a new way?
- **Get to know you/Icebreaker**
- **Growth and Development:** What tools does staff need to help the team be successful? How can our team facilitate growth for the organization? How can each staff member 1) grow individually; 2) serve others on the team; 3) tools that you need to be successful. Additionally, we discussed how our team facilitates growth and development for the organization.

- **Internal Services:** Including Marketing/Service request intake system, templates and other resources, organizational trainings, and in-house expertise.

The retreat was a great kick-off for the team to build upon. One thing that was evident in the retreat and during the normal operations is that we have an extremely strong staff that desires to continually improve. Over the next year, I believe that it is important for us to:

- Continue to recognize individual and team accomplishments
- Schedule and budget for teambuilding (fun) activity to develop interpersonal relationships
- Schedule tours of City facilities (Ongoing, Stuart)
- Continue to adapt format of staff meetings
- Rely on the expertise and skill of staff
- Continually engage staff on the direction of the department and ask for feedback
- Encourage staff to attend trainings and other skill building/creative conferences and workshops
- Support staff with the necessary equipment as needed
- Introduce new staff to people throughout the organization

All in all, I am excited of what the upcoming year will bring to Marketing and Communications and to the City. We will continue to engage with our internal and external stakeholders to provide the best service possible. We will build on the solid foundation that we are currently creating to be known as a department that can be relied on.