January – June 2020 Communications Strategy

Ensure Responsive, Robust, and Transparent Information

Objective and Outcome	Lead	Deadline	Deliverables
Re-Engineer Improving Denton *Reorganize Improving Denton website to improve clarity and information accessibility, enhance graphics, reduce staff maintenance commitments, and align with the format of the Construction Guide.*	Stephanie/Sarah F.	**TBD**	Webpages that align with 2020 Construction Guide, showcase progress on bond programs, and provide complete and easily discovered project information
Crisis Protocols & Team Training *Develop a general crisis communications protocol and 8-12 incident-specific protocols. Create and implement training schedule to ensure effective communication and operational sustainability during times of crisis.*	Amy	**Jan. 31:** General Protocol **Jan. 31:** Severe/Winter Weather Protocols **Monthly:** Subsequent Issue Protocols (11)	Manual containing all protocols, additional resources, and training schedule for 2020.
Website Business Case and Strategy *Complete a website evaluation and business case study to determine the effectiveness of our current web solution, standard web products and features, and an analysis of the benefits and challenges of creating a new City of Denton website.*	Sarah F.	**Feb. 15:** First Draft **Mar. 1:** Final Draft **Mar. 31:** Budget Submission	1) Website business case study report, including staff recommendation, timeline, and budget impacts 2) Budget Request (if applicable)
Communication Campaign Toolkit *Develop a resource to assist in the development and execution of effective communication campaigns. The resource would help ensure the efficient creation of a thoughtful, thorough, and tailored campaign plan and a consistent high-quality experience for the communications team and departments.*	Victoria	**Feb. 29:** First Draft **Mar. 15:** Final Draft	Communication Campaign checklist, communication campaign template, and best practices guide (which will be improved/edited going forward)
Enhance Email Communications *Research and evaluate effective practices to utilized email lists for broad or topic-specific communications. Make recommendations on how Constant Contact, or a similar service, may be more effectively utilized for targeted communications.*	Justin	**Mar. 31:** Self-Evaluation/Peer City Survey **Apr. 30:** Draft Strategy and Guidelines **May 30:** Implementation of Strategy	1) Memo outlining the practices of peer cities and opportunities to improve use of email communications. 2) Strategy memo to enhance email communications including use guidelines for PA and organizational.
Services Guide *Develop a concept for an annual services guide that conveys critical and practical services information to residents including content, layout, and cost. Recommend how this guide may also be used or adapted to serve as a new resident guide or "welcome packet".*	Justin	**Mar. 15:** Concept Outline and Budget **Mar. 30:** Budget Submission	1) Memo outlining the annual services guide content, format, budget, and timeline. 2) Budget Request (if applicable).
2020 Citizen Survey *Coordinate the planning of the 2020 Citizen Survey (to occur in the summer of 2020).*	Ryan	**TBD**	Planning timeline with checklist and deadlines.
Implement Targeted Communications Campaigns in Support of Key Service Initiatives *Dyno Dirt Products – Product Marketing and Sales Impact* *Community Improvement Services – Demonstrate Value Campaign* *Human Resources (Recruiting) – Expand Reach and Engagement* *Human Resources (Benefits) – Build Employee Knowledge and Engagement* *Water/Wastewater – Demonstrate Value* *2020 Census – Public Awareness*	Victoria Victoria Amy Justin Ryan Ryan/Rachel	**Monthly:** Individual Plan Check-In	Implementation of individual communication campaign plans

Build Trust and Effectively Engage with Strategic Audiences

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Develop and Execute Neighborhood Engagement Plan *Evaluate and develop a plan to engage individual City of Denton neighborhoods to improve the reach and effectiveness of current communications. Include strategies to strengthen neighborhood engagement and participation with the City and its programs. Ensure all departments that interact with neighborhoods are involved and supportive of the Plan.*	Stephanie	**Feb. 29:** SWOT Analysis/Engage Depts. **Mar. 31:** Draft Engagement Plan **Mar. 31:** Budget Submission **Apr. 30:** Final Engagement Plan	1) Memo summarizing SWOT analysis results and feedback from department stakeholders. 2) Engagement Plan that specifies objectives, projects, responsibilities, timelines, outcomes, etc.

Coordinate Organization-Wide Communications to Enhance Messaging, Storytelling, and Foster Audience Connections

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Social Media and Communications Standards Training *Complete the update of the City's Social Media Policy and Communications Standards Policy. Create and implement a training schedule to ensure that employees, as needed, are aware of our communications standards.*	Amy/Justin	**Jan. 31:** **Jan. 31:** **Feb. 29:**	Final Social Media Policy/BP Guide Final Comms Standards Policy Implement Training	In addition to policies, a document outlining training schedule, training session agenda, and specific employees and departments to be trained.
Implement Blog Platform *Research and evaluate solutions to enhance our storytelling through short narratives, or blogs. If not feasible within the current website framework, make recommendations for the use of an external platform to host and, if possible, broadcast these communications.*	Victoria/ Stephanie/ Sarah F.	**Jan. 31:** **Mar. 1:** **Mar. 31:**	Deploy Blog Storytelling Blog Platform Recommendation Budget Request	1) Memo summarizing the needs (if applicable) of an external platform, including implementation info. 2) Memo outlining how blogs will be incorporated into regular content development and delivery system 3) Budget Request (if applicable).
Create Outreach and Engagement Toolkit *Create a department toolkit that provides valuable resources and practical advice and guidelines for hosting public meetings and engaging in public outreach.*	Stephanie	**Apr. 31:** **May 30:** **Jun. 30:**	Toolkit Outline Draft Toolkit Final Toolkit	Final Toolkit/Guide Document (minimally, but visually designed)
Expand Photo Library *Build the City's library of high-quality photos that showcase all aspects of the community and municipal government. Utilize student photographers as available and professional photographers as needed. Ensure the photo library is well organized and catalogued.*	Devin	**Jan. 31:** **Jan. 31:** **Monthly:**	List of Key Image Gaps Image Capture Timeline Progress Check Ins	List of Key Image Gaps in our photograph library, including schedule to capture each gap area within 6-month period
Develop 6-Month Video Work Plan *Develop a work plan for video production that outlines a video strategy for the next 6 months, prioritizes video needs across the organization, matches a video format to each need, and outlines a timeline for production. The work plan will target areas of the greatest communication need across the organization.*	Billy/ Adam/ Steve	**Mid-Jan:** **Jan. 31:**	Draft Work Plan Final Work Plan	Six Month Work Plan document, including video production priorities (proactive videos, dept. requested videos, ongoing video series), timeline for production, production format, and other relevant information.
Implement Regular Department and Communicator Engagement *Consistently engage communicators across the organization to evaluate methods, review successes and challenges, reaffirm communications standards and procedures, and share communications best practices. Implement bi-annual department meetings (early and mid-year) and quarterly communicator meetings.*	Ryan	**Jan. 15:** **Jan. 15:** **Feb. 29:** **Qtly:**	Scheduled 2020 Dept. Mtgs. Scheduled 2020 Comm. Mtgs. Summary of First Dept. Mtgs. Summary of Communicator Mtgs.	1) Summary report and recommendations of Jan-Feb department meetings 2) Summary report and recommendations of quarterly communicator meetings

Invest in the Development and Improvement of City Communications and Communications Team

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Fully Deploy Post-Construction Surveys *Evaluate the successes and lessons learned from the Post-Construction Survey Pilot. If the pilot is determined to be successful, make improvements to the survey and fully deploy as an ongoing program*	Stephanie	**Mar. 31:** **Apr. 30:**	Pilot Program Evaluation Report Full Deployment	1) Pilot program summary/recommendation memo 2) Full Deployment SOP
Analyze, Interpret, and Report Organization-Wide Communication Metrics *Create a reasonable and pragmatic system for collecting, analyzing, interpreting, and reporting communications metrics across the organization. Ensure conclusions and recommendations are explored and implemented, if applicable.*	Ryan	**Jan. 31:** **Feb. 29:** **Apr. 30:**	SOP Review SOP in Policy Trainings Quarterly Metrics Report	SOP to collect and analyze communications metrics on quarterly basis
Create Development Plans for Communications Office Team Members *Support Communications team members by creating simple, achievable development plans that reflect each member's professional goals, capitalizes on their strengths, and remediates skill gaps.*	Ryan	**Jan. 31:** **Qtly:**	Development Plans Completed Development Plan Check-Ins	Individual 2020 development plan for each team member that outlines professional objectives and growth opportunities.
Develop Grass Roots Strategies for Cultivating Communications Feedback *Research, evaluate, and recommend practical and sustainable strategies and programs to cultivate audience feedback on the effectiveness of our communications methods and messaging.*	Sarah F.	**Mar. 31:** **Mar. 31:** **Apr. 31:**	Draft Strategy Recommendations Budget Submission Strategies Implementation	1) Memo recommending strategies/practices to for Public Affairs to adopt, including implementation steps, resources, needed, responsibilities, and timelines. 2) Budget Request (if applicable)