

Communication Strategy

Below are some ideas about goals for two projects—the committee should review and expand/modify these ideas.

Advertising the Advisory Group application process

Inform City residents about the opportunity to participate on the Advisory Group
Solicit eligible residents to apply to the Advisory Group

Informing Minneapolis residents about redistricting

Educate City residents about redistricting
Solicit input about proposed redistricting maps

We are also interested in better advertising openings on the Charter Commission.

I suggest we focus on a smaller set of targets and strategies for advertising Advisory Group openings, mostly because the timeline is so short.

The matrix is an organizational tool to identify work that needs to be done. The committee should identify the organization responsible for enacting an item and setting a due date to complete the work.

| <u>Item</u> | <u>Who</u> | <u>Due</u> |
|--|-------------------------------|-----------------------|
| A. Develop lists of those to target | | |
| A.1. Individuals | Committee | Ongoing |
| A.2. Neighborhood organizations (NRP/NCR) | Clerk-NCR | Complete |
| A.3. Religious institutions | Committee | Ongoing |
| A.4. Educational institutions including libraries | Committee | Ongoing |
| A.5. Other nonprofits | Committee | Ongoing |
| A.6. Business associations | Committee | Ongoing |
| A.7. Other | Committee | Ongoing |
| B. Identify & document communication strategies | | |
| B.1. Email: will need group specific messages | | |
| B.1.a. Charter Commission listserv | Committee | 2-3-2011 2-25-2011 |
| B.1.b. NCR listserv | Clerk-NCR | 2-3-2011 2-25-2011 |
| B.1.c. City Council newsletters (news bites) | Comm'cations | 2-4-2011 |
| B.1.d. Other: Police Chief Advisory Group | Committee | ? |
| B.1.e. Keep apprised of activities via Clerk's Office (the City Attorney's Office, Elections Department, and the Intergovernmental Relations Department) | Clerk | Ongoing |
| B.2. Charter Commission/City website | | |
| B.2.a. Introductory message (similar to PSA) | Comm'cations | 2-3-2011 |
| B.2.b. Post links to application and job description | Clerk | 2-3-2011 |
| B.2.c. Develop Frequently Asked Questions (FAQ) about redistricting for website | Committee Comm'cations | 2-3-2011 |
| B.2.d. Develop stories for front page of City website | Comm'cations | 2-3-2011 2-25-2011 |
| B.3. Other websites | | |
| B.3.a. NRP Digest Blog includes City and NRP activities http://nrpneighborhoods.blogspot.com/ | NRP | 2-3-2011 2-25-2011 |
| B.3.b. NRP uses Google Calendar to post most events | NRP | 2-4-2011 |
| B.3.c. Other? Ask neighborhoods to post link on their websites Post on e-democracy website | Clerk-NCR NRP Committee | 2-4-2011 |
| B.4. Meetings (see below) | | |
| B.4.a. Develop strategy to solicit invitations to make presentations | Committee Clerk-NCR | Ongoing |
| B.4.b. Develop materials (PowerPoint, poster boards, brochures) | Committee Comm'cations | Ongoing |
| B.5. Print (Strib, Journal, other local papers) | | |

| <u>Item</u> | <u>Who</u> | <u>Due</u> |
|---|---|-----------------------|
| B.5.a. Develop strategy to identify venues Communications distributes to neighborhood and citywide papers including ethnic publications | Committee Comm'cations | Ongoing |
| B.5.b. Printed material/PSA | Comm'cations | 2-3-2011 2-25-2011 |
| B.5.c. Develop core message | Comm'cations | Ongoing |
| B.6. Video/cable TV/radio | | |
| B.6.a. Script/printed materials | Comm'cations Clerk-printer | Ongoing |
| B.6.b. Develop cable slide for Ch 79, 14 | Comm'cations | 2-3-2011 2-25-2011 |
| B.6.c. Identify venues such as KFAL, MPR, KMOJ, Access Mpls | Comm'cations | Ongoing |
| B.6.d. Develop list of talking points | Comm'cations | 2-4-2011 |
| B.6.e. Identify spokesperson for radio/video | Committee | 2-4-2011 |
| B.6.f. Determine need for video recording of presentations: determine on cases by case basis after assessing cost-benefit | Comm'cations | Ongoing |
| B.7. Social networking media: Facebook, Twitter | Comm'cations | 2-3-2011 2-25-2011 |
| B.8. Develop list of milestones for messages Re-think strategy after two weeks | Committee | 2-4-2011 |
| C. Develop meetings & presentations | | |
| C.1. Speakers Bureau | | |
| C.1.a. Redistricting Group members | Committee | Ongoing |
| C.1.b. Others (need recruitment strategy) | Committee | Ongoing |
| C.2. Information fairs: More personal than large meetings but not in presentation format | | |
| C.2.a. Strategy to identify venues | Committee | Ongoing |
| C.2.b. Strategy for presentation including how to collect feedback | Committee Comm'cations Clerk NCR | Ongoing |
| C.2.c. Brochure/fact sheet/designed FAQ/handout | Committee Comm'cations | Ongoing |
| C.3. Small group meetings: More personal than large meetings but requires presentation | | |
| C.3.a. Strategy for presentation including how to collect feedback | Committee Comm'cations Clerk NCR | Ongoing |
| C.3.b. Poster boards/script | Committee Comm'cations | Ongoing |
| C.3.c. PowerPoint | Committee Comm'cations | Ongoing |
| C.3.d. Brochure/fact sheet/designed FAQ/handout | Committee Comm'cations | Ongoing |

| <u>Item</u> | <u>Who</u> | <u>Due</u> |
|--|---|------------|
| C.4. Large group meeting: Less personal but more efficient venue for presentations | | |
| C.4.a. Strategy for presentation including how to collect feedback | Committee Comm'cations Clerk NCR | Ongoing |
| C.4.b. Poster boards/script | Committee Comm'cations | Ongoing |
| C.4.c. PowerPoint | Committee Comm'cations | Ongoing |
| C.4.d. Brochure/fact sheet/designed FAQ/handout | Committee Comm'cations | Ongoing |
| D. TECHNICAL ISSUES | | |
| D.1. Provide materials in multiple languages Follow up on multi-translation options similar to those used by NRP (funded by McKnight) for meetings in Harrison and Corcoran | Clerk-NCR NRP | Ongoing |
| D.2. Provide docs and PDFs | Committee Comm'cations | 2-3-2011 |
| D.3. Consider how to accommodate those with visual and auditory impairments. | Clerk-NCR | Ongoing |

Key for Who: Committee: Advisory Group Committee
 Comm'cations: Communications Department
 Clerk- NCR: City Clerk's Office/Neighborhood & Community Relations
 Clerk-printer: Printer services access through Clerk's office
 NRP: Robert Thompson at the Neighborhood Revitalization Program