

MINNEAPOLIS **COMMUNICATIONS**

business plan 2010-2014

Trends and Challenges

- Many sources for news & information
- High demand & need for online/digital
- Diminished resources
- Transparency & accountability



Vision & Values

VISION:

- The City of Minneapolis is recognized locally, regionally and nationally for its high quality of life and sound and innovative governance. It has a well-informed and engaged public that is knowledgeable of City services, processes, and issues and proud of the value and quality the City provides.

Values

- Teamwork
- Honest & Accurate
- Innovative & Creative (Ingenuity)
- Proactive



Goals

Communications has four overarching goals:

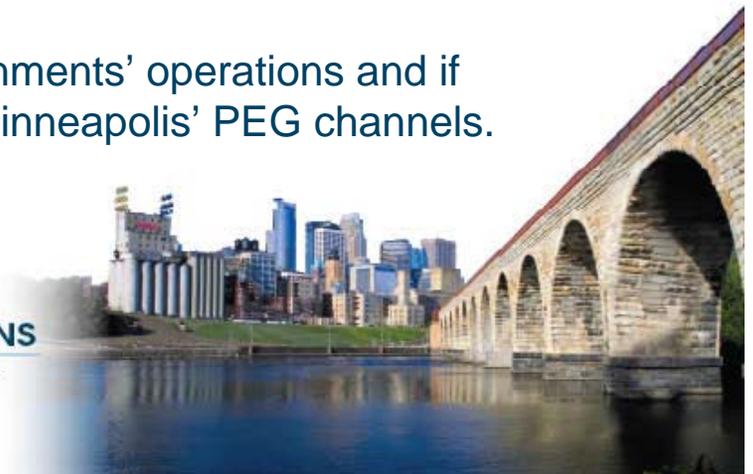
- Deliver open transparent access to City news and information
- Manage the City's image so that Minneapolis is recognized as safe, green, healthy, vital, diverse and well-managed
- Partner with City departments and leadership to foster an engaged and informed City workforce
- City's Communications strategies and tools continuously evolve and improve to match emerging trends and best practices



Key Objectives & Tactics

GOAL 1: Transparency

- City's online assets are well-managed and provided 24/7 access to City news, information & online services.
 - Use existing assets to cross-promote viewership on web, social media, Youtube & Minneapolis Channels 14 & 79
 - Develop guidelines/systems for responding to comments, inquiries & calls for service on web and social media (includes working with 311 to pursue social media efforts for self service)
- Video services productions provide professional, round the clock access to City news, the policy-making process and opportunities to get involved.
 - Develop video library (in multiple languages) that build understanding of City services.
- Ensure City makes appropriate use of/implements best practices related to the future of Government, Public & Education access channels.
 - Research best practices, review other City governments' operations and if appropriate, make recommendations related to Minneapolis' PEG channels.



Key Objectives & Tactics

Goal 2: Proactive, Goal-Driven

- Communications plans developed proactively, highlight City goals & strategic directions, and leverage existing (and emerging) communications tools.
 - Develop & manage annual communications calendar.
 - Every strategic direction has a communications lead assigned and managing communications plans/activities.
 - Develop & maintain photo & graphic images that reflect City goals and priorities and are available as a resource for departments.
- Develop & manage City government brand (short-term & long-term).
- The department is prepared to manage the communications around daily & major community crises.
 - Maintain emergency/crisis resource materials that are easy-to-access for all staff.
 - Identify & participate in emergency/crisis trainings and exercises.
- Strategic partnerships are developed & leveraged when needed to advance promotion of the City's goals and strategies.
 - Convene periodic meetings with communications leads from key stakeholder groups.

Key Objectives & Tactics

Goal 3: An Engaged, Informed Workforce

- Employees are informed of relevant City news & information, and are engaged in enterprise efforts to improve services and the workplace.
 - Produce quality employee newsletter and annual editorial calendar to provide up-to-date and relevant information for City employees.
 - Partner with BIS to:
 - pursue improvements to existing intranet site.
 - to explore collaborative technologies for City departments/employees to improve cross-department collaborations and enterprise projects.
- City employees are aware of available Communications resources, and as appropriate, are trained in best practices in communications tools and approaches.
 - Expand Communications training program & related handouts for City employees with opportunities for employees at all levels of the organization.



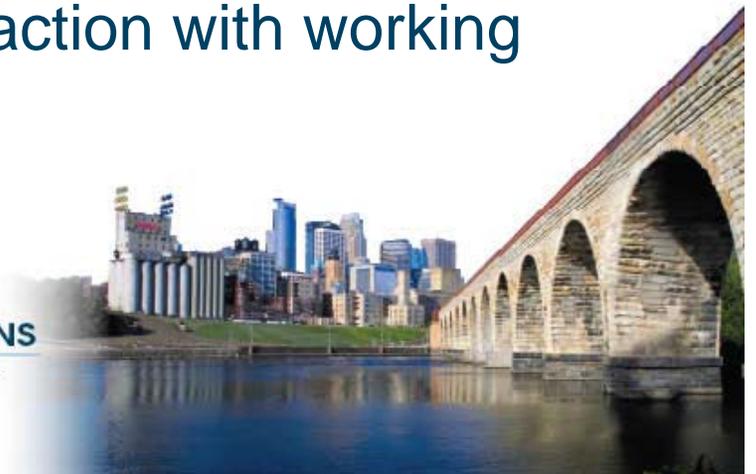
Key Objectives & Tactics

Goal 4: An Innovative, Strategic Department & Staff

- Communications staff are able to provide excellent service to City departments thanks to training, professional growth opportunities and a supportive work environment.
 - Every employee identifies annual professional development/training plan as part of performance review.
- Communications is innovative, and staff identify and incorporate best practices and continually seek ways to improve communications tools and service delivery.
 - Quarterly in-services with public/private sector communications professionals.
 - Continually research new tools and technologies to improve communications with City stakeholders.

Key Measures to Monitor Progress

- Percent of Minneapolis residents who feel informed by City Government on major issues in the City. *(Resident survey)*
- Growth in web hits, social media ‘followers,’ etc.
- Publicity value of proactive media hits
- Number of employees trained and training evaluations.
- Measure (to be developed) to gage non-English communications effectiveness and reach.
- Employee survey responses for satisfaction with working as a team (city department).



Key Contributions to City Goals

- Many People, One Minneapolis
 - New arrivals welcomed, diversity embraced.
- A City That Works
 - 21st century government: collaborative, efficient and reform-minded.
 - City employees high-performing, engaged and empowered.
 - Transparency, accountability and fairness are our hallmarks.



Highlights from Resource Plans

- Finance Plan:

- 5-year financial direction currently includes no *additional* cuts to the department.
- Revenues through cable franchise are percentage of gross revenue, growth will depend on business success; Comcast access fee is slated to increase in 2012.
- May seek CLIC funding for some equipment needs – specifically for Council Chambers

- Space Plan

- Long-range plan to have entire department (public affairs, video services & graphics) located in one office suite (currently we are in three locations).

- Technology Plan

- Applications/solutions are related to: Web (existing and/or future intranet & public website), collaborative technology (future needs), bandwidth to ensure City can rely on web, video and social media to inform and engage City employees & the public.

Conclusion

Questions?



Appendix

Mission

- To proactively partner with City departments and policymakers and be a driving force in effectively and accurately communicating information about the City, promoting transparency, and inviting the public to engage in the governing process so people who live, work, and play in Minneapolis better understand, appreciate, and benefit from the work the City does.

- Organization chart



Appendix

Organization Chart

