



Strategic Plan 2016- 2018

Priority: Innovate and Adapt

Goal: To increase citizen understanding of county government, county staff will develop a series of public service messages that showcase innovative or creative practices used to meet citizen needs by June 1, 2018.

Goal Team: Charity Zich, Lisa Wells, Adam Kohls, Kelli Engen

Goal Outcome:

The team worked with all county departments to create a comprehensive list of opportunities for departments to utilize to distribute their public service messages. The list includes mainly free opportunities with local TV stations, newspapers, public libraries, etc.

Recommendations for Implementation:

- Provide training for county employees responsible for public service messaging to include guidelines on educational information vs. lobbying and tips to communicate effectively with various forms of written and verbal correspondence.
- Distribute the list of opportunities to all county employees for departments to utilize for public service messaging.
- Develop a marketing committee comprised of the various media contacts within the county for quarterly discussions on best practices, etc.
- Schedule a monthly interview with the TV stations for departments to sign up. For departments that are uncomfortable with TV interviews, coordinate a written article, library display, etc.
- Share all interviews, articles, etc. on county social media accounts and the county website.