



#### *Our*

#### *Leadership Philosophy*

*In order to achieve effective leadership at all levels, and excellence in public service, we believe...*

*(1) Trust and integrity are essential.*

*(2) In departments working together as one organization.*

*(3) In employees being involved in key program and policy decisions that impact the organization.*

*(4) That investing in and supporting employee development results in the retention and promotion of quality employees.*

*(September 9, 2013)*

## COUNTY OF MENDOCINO EXECUTIVE LEADERSHIP TEAM

# Communication Improvement Team Project Charter

Date Created: 1/23/2017	Date Last Revised: 12/18/17
-------------------------	-----------------------------

### **Team:**

Mendocino County Communication Improvement Team

### **Purpose:**

Improve both internal and external communication through evaluation of current communication strategies used throughout the County organization; develop a County-wide communications strategy including recommendations for innovative and realistic mechanisms to improve information sharing throughout Mendocino County.

### **Scope:**

Identify existing communication strengths and weaknesses through a communication assessment. The Team will be reviewing the following type of communications:

- Media Relations: Produce publishable content rather than simply distributing press releases.
- Crisis Communications: Responding promptly, accurately and confidently during an emergency in the hours and days that follow. to their interests and needs.
- Digital Communications: Producing content for digital platforms to deliver messaging to the public.
- Strategic Communications: Supporting the design and delivery of high priority policy initiatives. Leading campaigns that are targeted at the right audience. Frame the communication narrative.
- Internal Communications: Cross department coordination to engage staff in delivering the County's/Departmental priorities and supporting organization and cultural change.
- Community/Stakeholder Engagement: Building alliances with partners and third parties to disseminate messages and share content.

The team will prepare findings for the top communication needs for the county, recommendations and project implementation strategies.

**Goals:**

- Complete a Communications Assessment to ensure verbal and written communications and instructions are clear to our community users
- Identify the top 5 communication needs for the County
- Develop recommendations and implementation strategies
- Enhanced use of social media
- Enhance digital communications
- Improve internal communications
- Increase engagement

**Projects:**

- Communication Survey
- Social Media Engagement
- Website content and usability
- How to video series
- Rate Your Experience form
- Diversify publishable content - i.e. nonfictions, newsletters
- Community Campaign – i.e. Mendocino Strong and Grow Your Business (currently under development by the EO)

**Timelines:**

Phase I: January 2018 - June 2018

- Communications Assessment
- Communications Survey
- Identify top 5 communication priorities and prepare recommendations/projects

Phase II: July 2018-June 2019

- Coordinate the top 5 communication projects
  - Examples: video series, increase social media presence, new website content, rate your experience feedback survey/form.

**Evaluating Success:**

- Work with Goal Getters to define a metric to determine success.

Important Questions to consider:

External

- Have you achieved your objectives (i.e. create awareness...etc)?
- Did you reach the right audience?
- Did you use the right tools?
- Were decisions taken as a result?
- Did you come in on budget? If you didn't, why not?

#### Internal

- Did you reach the right people within the organization?
- Did they understand what the message was - did they do what had to be done?
- Did you use the right tools?