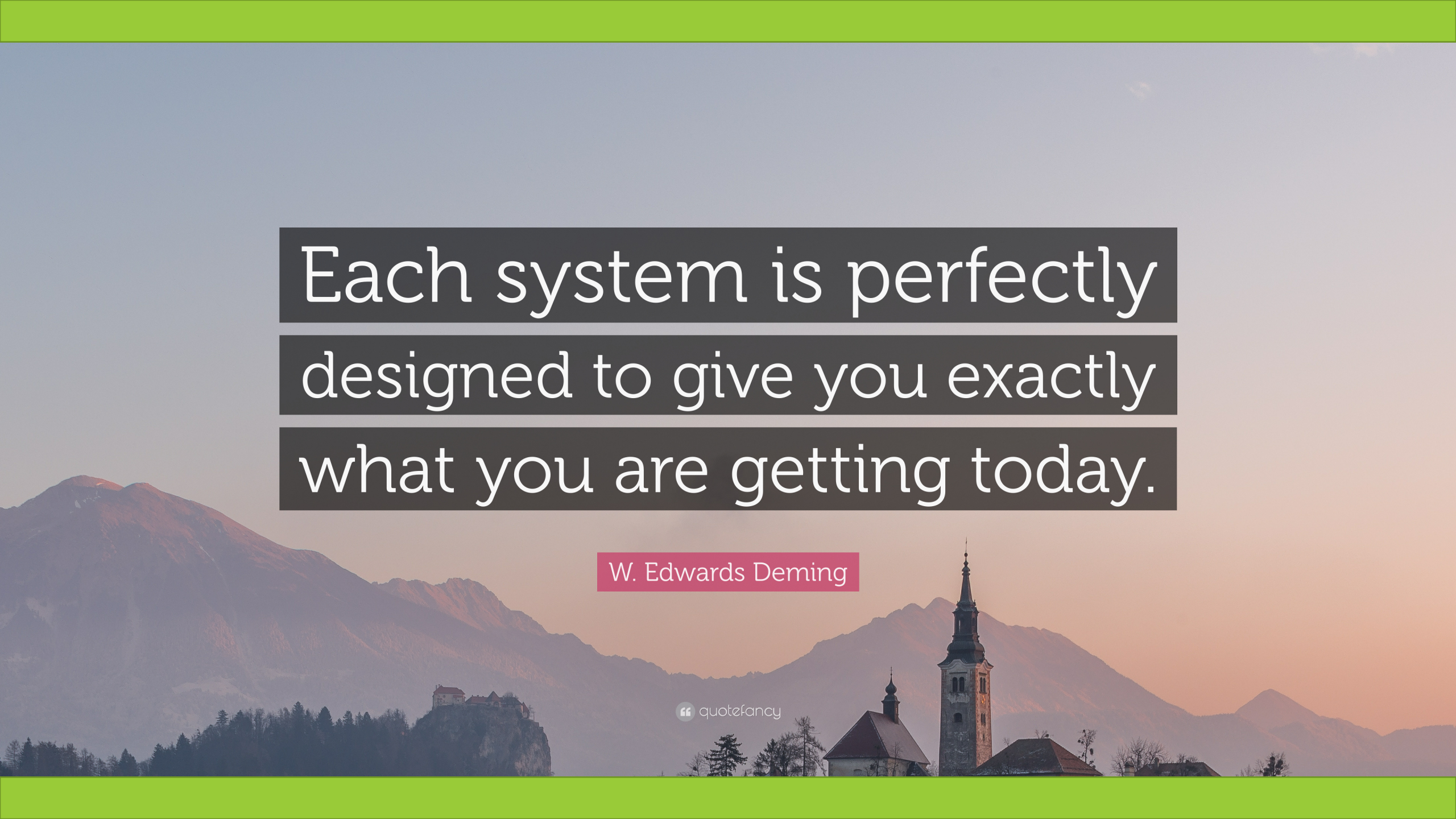




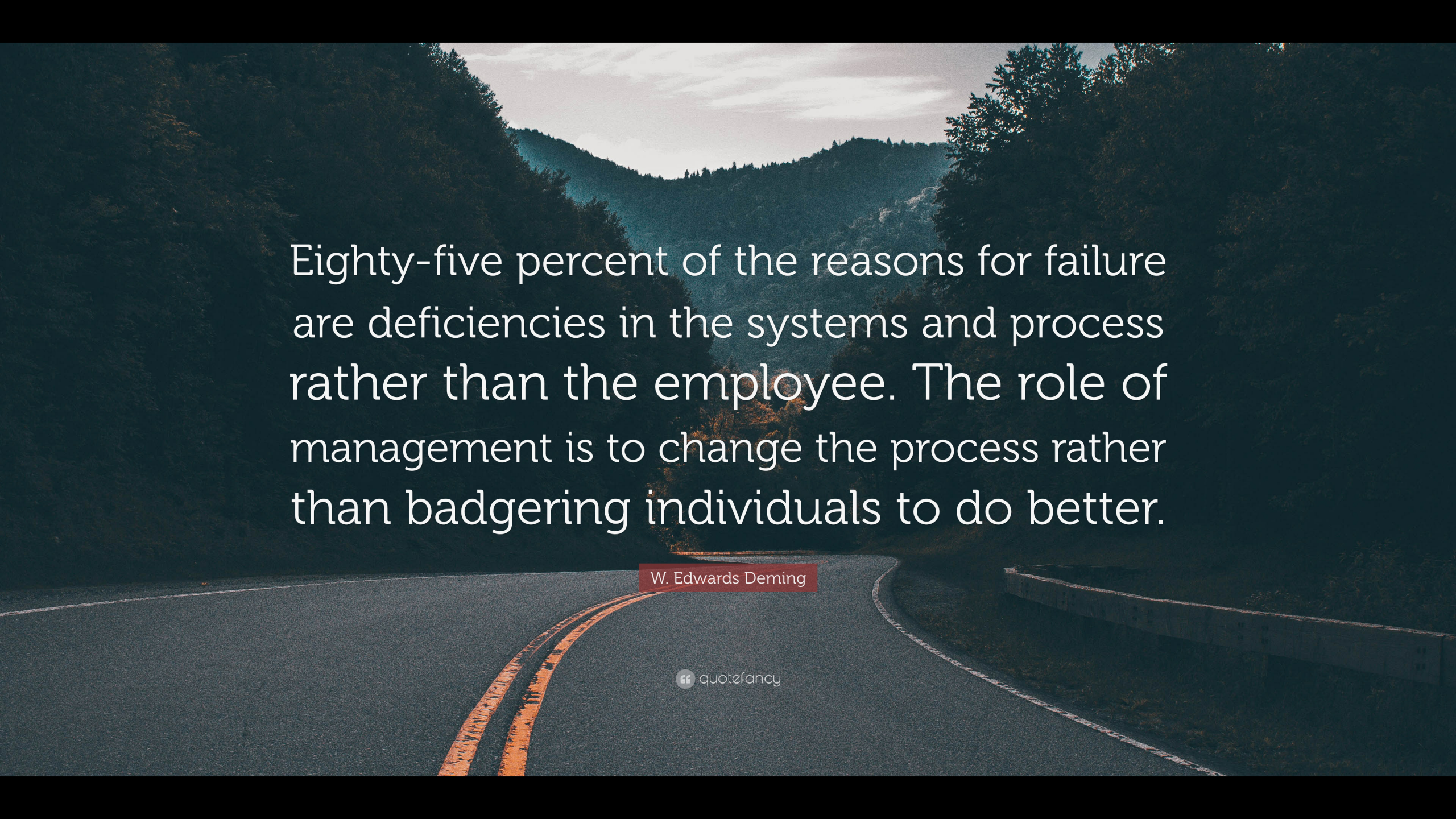
COMMUNICATIONS UPDATE

Trevor Cahoon – Communications Manager

The background of the slide is a scenic landscape. In the foreground, there are silhouettes of trees and a church with a tall, dark steeple. In the middle ground, a small castle sits atop a rocky hill. The background features a range of mountains under a sky with a warm, orange and pink sunset glow. The quote is centered in the upper half of the image, and the author's name is in a pink box below it.

Each system is perfectly
designed to give you exactly
what you are getting today.

W. Edwards Deming

A photograph of a two-lane asphalt road winding through a lush, green forested valley. In the background, rolling hills and mountains are visible under a soft, overcast sky. The road has a double yellow line in the center and a white line on the right edge. A concrete guardrail is visible on the right side of the road.

Eighty-five percent of the reasons for failure are deficiencies in the systems and process rather than the employee. The role of management is to change the process rather than badgering individuals to do better.

W. Edwards Deming

“ quote fancy

W. Edwards Deming

IF YOU DON'T UNDERSTAND HOW TO RUN AN EFFICIENT OPERATION, NEW MACHINERY WILL JUST GIVE YOU NEW PROBLEMS OF OPERATION AND MAINTENANCE. THE SURE WAY TO INCREASE PRODUCTIVITY IS TO BETTER ADMINISTER MAN AND MACHINE.

GOALS FOR TONIGHT



COMMUNICATIONS
SCOPE AND CHANGES



DISCUSSION ABOUT
MOVES



DISCUSSION ABOUT
TIME

SCOPE OF COMMUNICATIONS

- Move one 30hr Communication Position to Community Services
- See attached Job Description.
- Duties to include:
 - All marketing for CSD programing including recreation, arts, parks, CFAC.
 - Assist with planning and executing CSD events and other community events under the CSD lead.
 - Manage social media for the CSD. The CFAC social media pages should be renamed and positioned to cover marketing for all CSD programing. It should be managed by CSD and shared to the City's social media pages by Communications Division.
 - Create and distribute digital and published marketing pieces for CSD programming and events, including contributions for the city newsletter, mass emails, utility mailings, etc., published by the Communications Division.

COMMUNICATIONS TIME – TOTAL 67.5 HRS/WEEK

• Publications	-8hrs/week	• Resident Requests	-4hrs/week
• Quarterly General Newsletters	-3.25hrs/week 40hrs/quarter	• Facebook Lives	-4hrs/week
• Quarterly Utility Newsletters	-1.25hrs/week 16hrs/quarter	• Video Creation-	-1.5hrs/week 6hrs/month
• Monthly Utility Inserts	-1hr/week 4hrs/month	• Photography/Graphics	-4.5hrs/week
• Other Ad Hoc Publications	-2hr/week 4-24hrs/month	• Internal Services	-10hrs/week
• Press Releases	-.5hrs/week 4-8hrs/Quarter	• CD support	-2hrs/week
• Website	-9.25hrs/week	• PW support	-2hrs/week
• Content Management	-8hrs/week	• PD support	-2hrs/week
• Blogging or updates	-1hr/week 4-8hrs/month	• HR/Exec support	-3hrs/week
• User maintenance/training	-.25hrs/week 1-2hrs/month	• CSD support	-1hrs/week
• Social Media	-20hrs/week	• Management	-8hrs/week
		• Community Engagement Events	-3hrs/week
		• Council and Additional Requests	-5hrs/week

WE ARE
REACTIONARY



CREATE A
PLACE
WHERE
PEOPLE
WANT
TO BE

Hedgehog
Concept

Clearfield City



HEDGEHOG

PRIORITIES?

MESSAGING

Talk about the why?