

Communications Plan Implementation Tracking

Oct. 2017

Item		Start Date	Target Finish Date	Staff	Status/Comments
4.1.3	Create external and internal newsletters to communicate Town news and information citizens and employees	8/9/2017	6/30/2018	Julie Eckenrode, Will Potter	Team reviewed internal newsletter survey feedback and recommends launching the internal newsletter in January in correlation with website relaunch. Julie will present sample external newsletter to Management Team. Will will work on a header for newsletter and everyone will brainstorm newsletter names.
2.2.1	Centralize Town event information via Community Events Calendar	8/9/2017	6/30/2018	Julie Eckenrode	The Team will investigate this as part of the internal newsletter research.
2.1.4	Investigate ability to create video content for use in various places (i.e. website, local channels)	8/9/2017	6/30/2018	Julie Eckenrode, Chris Atack	Some team members visited CH Lib Media Lab to learn about video equipment. Team will work on a sample PSA using equipment at library to better understand potential financial and time costs of creating video more regularly. Chris is investigating equipment options for PD and will share findings with Team.
5.5.2	Require department heads to participate in NIMS/ICS training to awareness and understanding of emergency communication. Offer all town personnel option of attending same training	8/9/2017	6/30/2018	Will Potter	Management Team will be surveyed to determine needs of ICS training per feedback from Kirby Saunders, OC EM.
4.2.2	Establish a process to periodically monitor and evaluate Town communications activities.	9/5/2017	6/30/2018	All Comm. Team	Communications Team received a demo from ArchiveSocial to gain understanding about municipalities archiving social media. Team recommends proceeding with the free trial from ArchiveSocial. Julie will investigate purchase process and follow-up with ArchiveSocial to get answers on questions from the Team.