

2020 Communications Budget - Discussion Document

Introduction

The Communications Department within the City of Alexandria is brimming with new and exciting ways to reach out to and engage the city residents. The ultimate goal of the department is to break down walls internally and externally. Creation of easy communication flowing both directions for each of these unique target markets is the continuous effort. Transparency is the way we communicate, but listening is the way we succeed in communication. In the Communications Department, dedication to all forms of communications is imperative. Electronic – hardware (Phones, Computers), Electronic – software (website, social media) and Public Relations (letters, community involvement)

- ✓ Internal Communications
- ✓ External Communications
- ✓ Community Collaboration
- ✓ Information Technology
- ✓ Public Relations

PBB Inventory & Costing Estimate

Program	%
Internal Communications	10%
External Communications	30%
Community Collaboration	15%
Information Technology	35%
Public Relations	10%
Total	100%



The following includes some of the activities within each program element noted in the PBB estimate table above:

Activity: *Internal Communications:* In this area, work is mainly in a supportive role. When people need help with presentations, public events or internal team initiatives, I am available to screen, edit or advise on their work. This work will continue to inspire and encourage teamwork through the full enterprise of vastly different teams and work.

Activity: *External Communications:* The vast majority of time working in this area is generally spent on messaging from internal to external. Each department has different goals and purposes, the communications of each of those departments to our external audience is given from the Communications Dept. Examples: snow removal, park information, open skate timing, liquor store specials, etc. The external communication work also includes the social

media platform work as well as the website and sustaining current and accurate information on that site.

Activity: Community Collaboration: the beauty of Alexandria is that we have many dedicated, driven people and organizations working towards a better Alexandria. It is imperative that the City is part of and leads some of those conversations. Work in this area is invaluable to our long-term success.

Activity: Information Technology: If the city employees cannot communicate through technology like phones and computers, our work can come to a standstill. The Communications Department is always looking for ways to encourage better, more efficient work through technology.

Activity: Public Relations: Monitoring, addressing, researching and listening to our community is a priority that is taken seriously. The cumulative voice of the community and the residents is something we take seriously. Our concern and proactive work in Emergency Management is important for all. Every effort is made in working directly or sometimes indirectly with the public to attain communication flow.