

2023 Communications Budget - Discussion Document

Introduction

The Communications Department within the City of Alexandria continues to move forward with demand and change in the environment.

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

PBB Inventory & Costing Estimate

Program	%
Internal Communications	15%
External Communications	35%
Community Collaboration	20%
Public Relations	20%
PIO	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, dedication of time will increase as efforts will be allotted to actively engaging all employees.

Activity: External Communications: My work in this area will be increased dramatically. I see regular interviews with employees to get the word out about our services.

Activity: Community Collaboration: I still chair or attend these meetings: Community Collaboration, LGCC, CIC, Downtown Merchants Association Chamber of Commerce Membership Committee

Activity: Public Relations: I would like to attend and set up trainings for City Council on responses and public work.

Activity: Public Information Officer: My goal will be continue the certification of this PIO position. There are needs to help our emergency communications.

How has my work changed in 5 years? On the brink of everything - is how I feel when looking forward. The opportunities are endless when I can concentrate on public awareness and communications. My work load hasn't changed in 5 years, but it sure will in 2023!

Community Awareness fund: my only Communication allotted dollars is \$5000 from this line item.

2023 Considerations: PIO Training time, Increase in Community Awareness fund – for more work. A dedicated Arts fund for me to get movement on our city art displays.