# CITY COUNCIL AGENDA



#### DATE December 7, 2009 – 5 p.m., Committee Room C (Rm 137)

Please turn off or place on non-audible all cell phones, PDAs, Blackberrys and pagers during the meeting.

# INFORMATION SESSION ON CORPORATE COMMUNICATIONS STRATEGY

- 1. Introduction and Goals
- 2. Research Activity Completed
- 3. Early Findings and Themes
- 4. Workshop Discussion
- 5. Open Discussion and Wrap-up

#### ADJOURNMENT – 7 p.m.

# Council workshop Corporate communications strategy

Making a Difference



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## Proposed agenda for today

- Introductions and goals 1. 5 minutes
- 2. Research activity completed
- 3. Early findings and themes
- 4. Workshop discussion
  - 4 questions for input and discussion
- 5. Open discussion and wrap-up 20 minutes
- 5 minutes
- 20 minutes
- 45-60 minutes

# Research activity

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Guelph

Public Survey re: City branding 2007Staff focus groups – 3Guelph Community Foundation Vital Signs reportKey informant interviews – 25 community stakeholdersLeadership and management workshops – 2Leadership and management workshops – 2Public Survey 2009 – online and print – 193 respondentsCouncil workshopImage: Council workshopPublic Focus Group – GuelphImage: Council workshopImage: Council workshop	Public Inp	out	Staff Input	Other Practice Research
2007 Vital Signs report   Key informant interviews – 25 community stakeholders Leadership and management workshops – 2   Public Survey 2009 – online and print – 193 respondents Council workshop   Public Focus Group – Guelph			1 2 2	communications – competitive
community stakeholdersworkshops – 2Public Survey 2009 – online and print – 193 respondentsCouncil workshopPublic Focus Group – Guelph		ey re: City branding	Staff focus groups – 3	Guelph Community Foundation Vital Signs report
and print – 193 respondents Public Focus Group – Guelph	,			
			Council workshop	
Civic League	Public Focu Civic Leagu			



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### The current environment

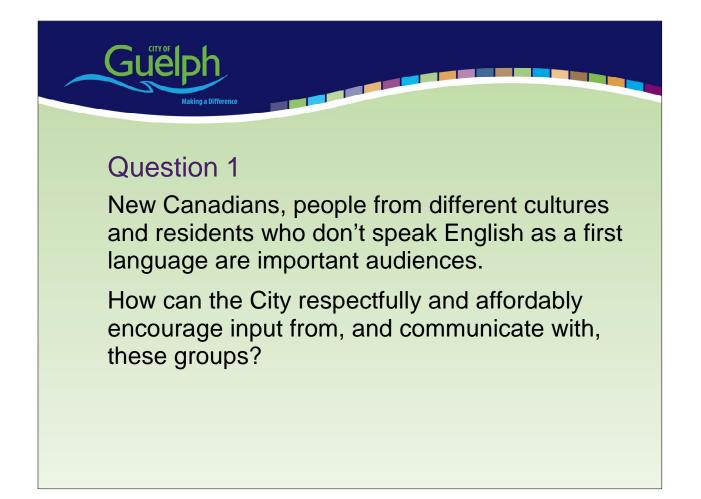
- 1. Diversity and inclusiveness strong themes
- 2. Strong shift to paperless, web and social media
- 3. Engagement, input, two-way communication
- 4. Multiple community news sources
- 5. Active, enthusiastic community organizations
- 6. Council, senior administrators can have a voice
- 7. Emphasis on customer service
- 8. Enhanced internal communications
- 9. Do more with less

# Guelph

## Early themes

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- 1.Centralize content around user-friendly themes
- 2.Shift to web, social media; in-person
- 3.Create more interaction, engagement
- 4.Community-based issues identification
- 5.Leverage community channels
- 6.Simple, inexpensive tools
- 7.Succinct messaging with more available
- 8.Advance media relations
- 9. Multi-layered internal communications





### Question 2

Consultations suggest the City's communications strategy include a stronger commitment to community engagement, prioritization and responsibility.

Specifically, this can include an active role by elected officials and senior administrators. Explore some of the ways the communications can be better informed by leadership-directed public engagement.



### **Question 3**

Many community organizations have established communication channels. This presents a partnering opportunity for reaching specific audiences for dialogue, and with messages that are relevant to them.

Explore the pros and cons of this strategy and how the City can build effective collaborations along these lines.

