

Communications Advisory Committee

February 23rd, 2009, 7:00 pm

Audrey P. Beck Building, Conference Room B

AGENDA

- I. Call to order
- II. Approval of Minutes
- III. Public Comment
- IV. Old Business
 - A. Mission (***See Attached "Mansfield Communications Advisory Committee Goals" for this agenda item***)
 - B. Budget process
 - C. School projects (Mansfield & Region 19) communications efforts
 - D. Comparable towns / programs; review materials from Windsor if received
 - E. Television broadcast of Council Meetings
 - F. Membership Issues
- V. New Business
- VI. Reports
- VII. Communications
- VIII. Agenda for the Next Meeting
- IX. Adjournment

ATTACHMENT (for Item IV. A. in the agenda):

APPROVED 11/3/08:

Mansfield Communications Advisory Committee Mission Statement:

Our mission is to promote successful communications which will facilitate good governance in Mansfield.

Governance refers to the way the Town manages and governs itself. Governance requires a dialogue among Mansfield town government, departments, Town Council, committees, citizens and community organizations. Effective communications is the

timely and ongoing activity of transferring information and ideas back and forth among all parties, using a variety of available communications channels.

APPROVED 11/3/08:

Mansfield Communications Advisory Committee Values Statement:

"We encourage, engage and empower."

PROPOSED 12/15/08 FOR 2/23/09 MEETING DISCUSSION:

Mansfield Communications Advisory Committee Goals:

1. Identify education opportunities, and propose improvements in making town government operations more understandable to citizens

Objectives:

- Identify current level of knowledge of the governance process
- Identify gaps in knowledge and educational opportunities
- Propose instruction (curricula) to citizens and employees
- Review and comment on Town Budget documentation
- Review and comment on referendum process regarding communications

2. Identify communications methods and propose best practices

Objectives:

- Determine current channels, that is modes, of communication used
- Evaluate effectiveness of current channel use
- Identify opportunities to improve communications effectiveness by altering the mix and use of channels through which we communicate
- Propose best practices for each channel to maximize effectiveness

3. Evaluate and optimize communications efforts and effectiveness

Objectives:

- Identify ways to evaluate effectiveness of communications efforts
- Identify data points, that is measurable points of information
- Prioritize data points to collect for evaluation
- Identify baseline evaluation methods
- Execute baseline survey(s)
- Recommend opportunities for improvement

4. Review (create) communications strategies for the Town

Objectives:

- Draft and adopt mission statement
- Confirm proposed goals and objectives are clearly understood
- Research comparable towns
- Propose Town-wide communications strategy
- Propose communication policies and procedures

List of Communications Channels to Review (including, but not limited to)

- Interpersonal / word-of-mouth / face-to-face
- Television
- Radio
- Telephonic
 - automated messages
- Web
- Bulletin Boards
 - Town properties
 - Village posts
 - Architecturally updated for 21st Century
- News
 - Newspapers
 - News Letters
 - "Broadcaster," etc.
- Wikis
- Blogs
- Signage
 - Static bijou-type
 - dynamic event driven
- Video