

Communications 2024 Business Plan Presentation

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2022 – 2023 YTD Recap

Accomplishments

- Filled majority of new positions
- Secured on-demand professional services contract
- Expanded capacity for streaming video
- Enhanced department access to branded assets

Challenges

- Incorporating Outreach Division
- Recruiting and retaining staff
- Capturing audience attention
- Measuring effectiveness
- Communicating complex topics and large quantity of messages
- Maintaining brand integrity



External Influences

- Sociopolitical climate
- Social media
- News media

Notable Metrics/Trends

- 37% of Gwinnett residents speak languages other than English at home
- Steady growth in social media following
- Reduction in media coverage and influence
- Increase in demand for communications services by departments and agencies





Identified Constraints & Opportunities

- Volume and complexity of information to be shared
- Diverse audiences
- Message oversaturation
- Audience attention span
- New channels to better target audiences
- Brand awareness and recognition
- One County, One Brand, One Voice



Operational Decisions

- Use on-demand professional services contract to enhance capacity
- Expand digital asset management
- Enhance project management tools
- Continue website modernization project



County Initiatives

- Develop strategic communications plan based on analytics
- Identify and launch improved methods and messaging for employee communication through all levels of the organization
- Explore information access for residents with hearing or visual disabilities or limited English proficiency
- Explore real-time urgent communication solutions
- Support coordinated effort to address Operational Performance Assessment recommendations

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Planning for the Future

- Pursue language equity and accessibility across platforms
- Evaluate future demand on video production and graphic design resources
- Use data and analytics to determine where to spend time and budget to maximize effectiveness

Total Budget

Total Requested Budget	\$9,773,382
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