



## Communications Strategy

In the past year, the Partnership Board has expressed a desire to enhance and increase the Partnership's communications efforts to its stakeholders within the San Joaquin Valley. Elected officials, staff, businesses and residents must be made aware of the good things accomplished through the collaboration of the Partnership. Staff and the Partnership Board have recognized that the most effective communications will require a team approach with both staff and board members making presentations to various entities on Partnership activity. Additionally, there is a need to use all forms of communications to move the Partnership's activities forward.

After reviewing all communications channels, the Secretariat is recommending the following comprehensive Communications Strategy:

### **OBJECTIVES**

The Partnership Communications Strategy has three primary objectives: 1) Increase communications among the 8 counties and 62 cities, 2) Identify, educate and outreach to Valley organizations exhibiting the priority initiatives and policy developments; and 3) Increase preference as the Valley's primary advocacy and cross-regional planning vehicle.

### **STRATEGY**

This multifaceted communications plan strategically aligns the Partnership's objectives with its desired target audiences. Leveraging the established civic channels, networks and media, this plan will be executed through two strategies: Civic Engagement and General Public.

#### **Strategy I: Civic Engagement**

Strategy I is focused on targeting public elected officials by County. Five target audiences have been identified for this strategy, including 1) Boards of Supervisors, 2) City Councils, 3) Legislators and their staffers, 4) Councils of Government 5) League of California Cities 6) County Economic Development Corporation Board of Directors and 7) County Workforce Investment Boards. The primary tactics are speaking engagements, electronic information distribution, marketing events and organization web site.

#### *Speaking Engagements:*

As the Secretariat has seen an increase in Partnership participation and awareness through speaking engagements, it has been decided as necessary to maximize this tactic and expand into additional venues and include the Partnership Board in this effort. The Secretariat of the Partnership will request to be included on the agenda,

multiple times a year, at the meetings of Boards of Supervisors and selected City Councils. At each meeting, the selected Partnership Board member from that County and/or Secretariat staff will provide a progress report. A special meeting will be convened with staffs from each County twice a year to discuss priority initiatives and policy developments.

*Electronic Information Distribution:*

The development of a comprehensive distribution list including cities, counties and agencies will increase outreach for the dissemination of Partnership publications including but not limited to monthly newsletters, e blasts, ARRA updates and the Annual Report.

*Marketing Events:*

The Annual Summit and quarterly board meetings will continue as viable marketing events. Continuing to rotate the quarterly board meetings among the 8 counties, each County will be asked to host a board dinner the night prior to the board meeting for its designated rotation. Moreover, a standard board meeting agenda item will be added that will include a panel of County representatives who will report their county's needs.

Also, other events throughout the 8-county region will be researched and prominent events will be targeted. Requests for exposure, speaking opportunities and attendance will be made. Speaking engagements will be scheduled throughout the year for Partnership Board members, Work Group Consultants and staff to report out Partnership activities and engage the public.

*Organization Web Site:*

For the benefit and convenience of public elected officials and their staff, a web page will be developed for their specific needs and points of interest segmented by County. Work group accomplishments will also be current and posted for the convenience of public elected officials. Additionally, the web site will have two new features. 1) **Translation** option to Spanish and 2) **Share** feature for social marketing, i.e., Facebook and twitter.

**Strategy II: General Public**

The focus for Strategy II of the communications plan is customized to engage the general public. Three target audiences have been identified, including 1) community leaders; 2) businesses and executives; and 3) universities and educational centers. The primary tactics are media relations, co-branding and speaking engagements.

*Media:*

Traditional methods of communications efforts with the media will continue including press releases, media advisories and editorial content and interviews. The collaborative between the Maddy Institute and the Partnership will also continue in joint communications activities. The Maddy Institute produces television and radio shows specifically focusing on Partnership activities and Valley issues. The Maddy

Report is televised on KSEE 24 several times a calendar year. Additionally, the Maddy Forum is broadcasted on KFSR 90.7FM radio on a weekly basis. As these methods have proven effective, broadening outreach and media channels is desired; therefore, additional tactics will be implemented.

The production of one or more Partnership videos of various lengths are to be shown at local government meetings, special occasions and on local channels throughout the 8 counties. A special broadcast on PBS is desired.

Another communications channel that will be developed is new media including but not limited to Facebook, Blogs, Forums, and viral marketing. Creating a social marketing effort among the general public and providing a virtual environment to engage the community will be implemented.

*Co-Branding/Joint Communications:*

Aligning the Partnership with other community engaging organizations throughout the 8-county region will broaden its outreach and increase the brand's credibility. A collaborative will be formed among Valley universities to increase outreach and leverage resources for communications purposes. The Partnership will continue to encourage Work Groups to partner and co-brand with appropriate organizations while ensuring that the Partnership be given public recognition for its role.

*Speaking Engagements:*

Throughout the year, social clubs and organizations will be targeted for speaking opportunities such as Rotary/Kiwanis/Lions Club, **League of Women Voters, and Chamber of Commerce**. Partnership representatives from that County will be requested to report on the Partnership's activities. Future efforts will also include engaging trade associations and the private sector by providing information on applicable policy developments and other related topics.