

City of Des Moines Communication Review

Findings and Recommendations

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Goal



➤ **INFORM**

➤ **RESPOND**

➤ **ENGAGE**

Approach



- **Individual, group interviews**
- **Identify themes**
- **Review key communication methods, channels**
- **Recommend strategies, tactics to achieve goals**

Problem Areas

- **Unable to promote positive messages and push information**
- **Lack of strategy, unified messaging, process, policy**
- **Reactive vs. Proactive**



Cont'd...

Problem Areas



- **Communication Silos**
- **Ineffective communication**
- **Lack of communication skills**
- **Perception as not transparent**
- **Repetitious issues & complaints**
- **Citizen's Advisory Committee**

Key Channels



- **Individual Email**
- **Website**
- **City Currents**
- **In person meetings**
- **Channel 21**
- **Reader Boards**

Conclusions

- **Lack of strategy and oversight**
- **No established processes and procedures**
- **Inefficient, ineffective use of channels and tools**
- **No PUSH communication**

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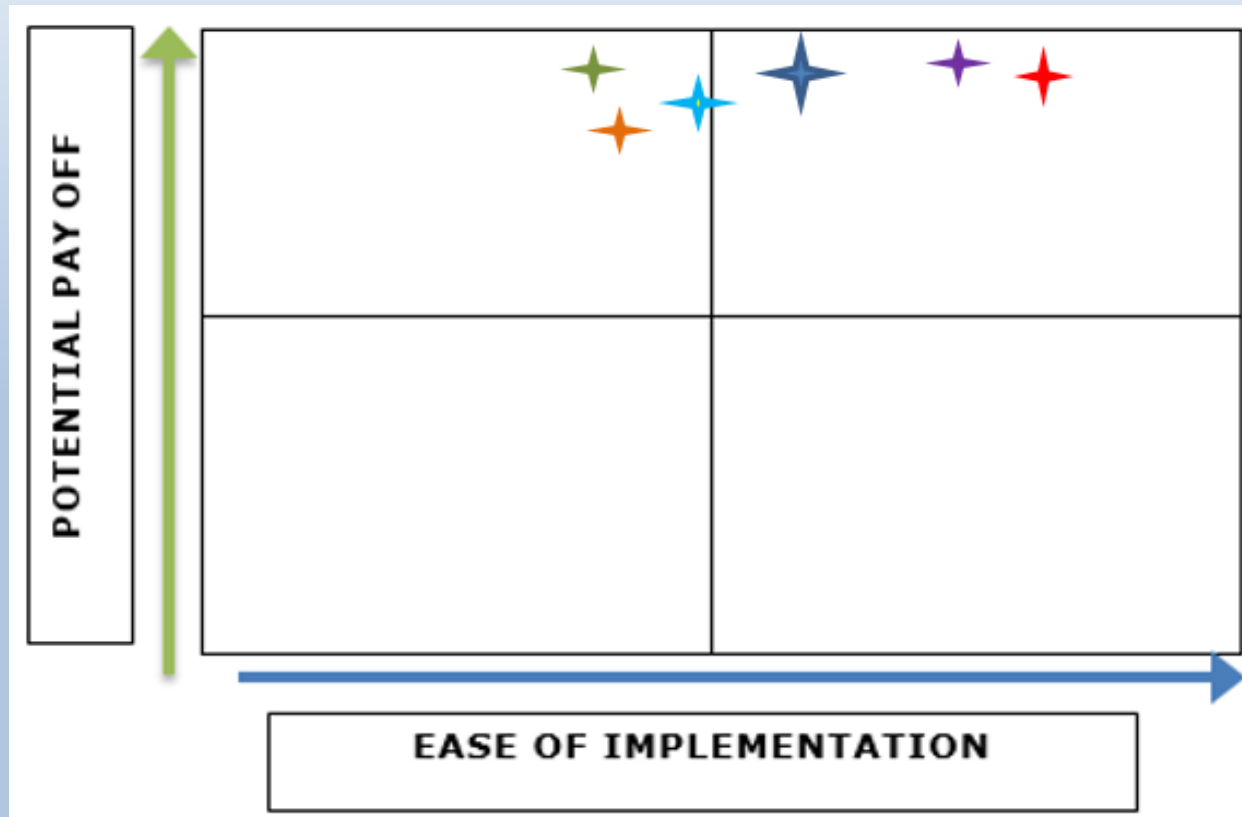
Conclusions

- **Deficit of communication skills**
- **Inability to promote positive messages**
- **Repetition, duplication**
- **Perceived lack of transparency**
- **Lack of data and metrics**

Recommendations

- 1. Hire Director of Communication**
- 2. Request/Complaint Procedures**
- 3. Enhance Website**
- 4. Develop PUSH Communication**
- 5. Create a Monthly eNewsletter**
- 6. Develop a Social Media Strategy**

Which is best?



- ★ Communications Director.
- ★ Policies and procedures.
- ★ Website Enhancements, tracking, measurements.

- ★ Monthly eNewsletter.
- ★ PUSH communication plan.
- ★ Social media strategy and plan

What & How



- **Director of Communications**
- **Policy & Procedures**
- **Website Enhancements**
- **Create eNewsletter**
- **PUSH Communication**
- **Social Media Strategy**

What Questions do you have?

