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| GOAL IV: To significantly improve internal and external communication. | | |
| Measures: | a. | Improve by 20% the percent of citizens that report improved receipt of information in a timely manner as good or excellent. |
| | b. | Improve by 20% the percent of citizens that report increased knowledge of city activities. |
| | c. | Increase by 20% the number of opportunities for citizen input. |
| | d. | Improve by 20% the percent of employees that report improved internal communication. |
| Strategic Initiative A: | To create standard internal communication policies and procedures that are consistently implemented and that are proactive. | |
| Measures: | a. | Standardized operating policies and procedures for all citywide internal communication will be created and adopted. |
| | b. | Deviations to internal communication procedures will be eliminated; no deviations will be evident. |
| Strategic Initiative B: | To significantly improve the ability of staff to effectively communicate and serve as city representatives. | |
| Measures: | a. | The number of staff participating in professional development in all aspects of effective communication will increase by 20%. |
| | b. | Pre & Post testing of staff involved in professional development will document improved knowledge of effective communication methods. |
| | c. | 100% of staff will be informed of the standard communication procedures. |
| Strategic Initiative C: | To create standard external communication policies and procedures that are consistently implemented and that are proactive. | |
| Measures: | a. | Standardized operating policies and procedures for all external communication will be created and adopted. |
| | b. | Deviations to external communication procedures will be eliminated; no deviations will be evident. |
| Strategic Initiative D: | To broaden and expand communication with the community, using multiple methods appropriate to the audience. | |
| Measures: | a. | The availability of up-to-date technology for communication will be regularly maintained, based on available funding. |
| | b. | The number of hits on social media will increase by 20%. |
| | c. | The number of pieces of material distributed at all city functions will increase by 20%. |
| | d. | The City website homepage will be updated daily and the department pages will be updated monthly, at a minimum. |