



Legislation Details (With Text)

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Title:	FY22 Strategic Communications Report and Website/Newsletter Updates				
Sponsors:	City Administrator				
Indexes:	Presentation, Report				
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Attachments:	1. Abridged-FY 22 Communications Presentation for Council				

Date	Ver.	Action By	Action	Result
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Submitted by: Cindy Zork
Submitting Department: Communications
Agenda Section: Presentation

Item Title:
FY22 Strategic Communications Report and Website/Newsletter Updates

Suggested Action:
Presentation.

Summary Background:

Following up on last year's presentation of the FY21 Communications Goals and Priorities, the Communications team will share a brief progress report with updated goals and progress made in FY22. This includes two (2) significant updates to City Communications, a modernized www.hyattsville.org and a new City e-newsletter. The presentation will include a brief overview of the updated website and a sneak peek at the e-newsletter.

Next Steps:

- The updates to www.hyattsville.org went live on December 2, 2021. Communications staff has been monitoring the site for errors and will continue to work with staff on updating content.
- The weekly e-newsletter will streamline City email communications starting on December 7, 2021. Daily notices for time sensitive items will continue, but on a reduced basis from a current average of four to five (4-5) email/text communications per day, to a goal of one (1) per day. The newsletter will be modified as appropriate given staff and community feedback.
- Communications staff will continue to explore alternatives to the current CivicSend email/text platform to meet our goals of a simple sign-up and user-friendly interface.
- An updated Strategic Communications Plan will be prepared for FY23 starting in the spring/summer of 2022.

Fiscal Impact:
N/A

City Administrator Comments:

For presentation. The Communications Team has worked hard to ensure these changes and updates improve our ability to reach residents and visitors while providing accessible, clear, effective, and creative communication and information.

Community Engagement:

Communications staff will be tabling in high-traffic areas during the holiday season to share news of the new website and newsletter and encouraging community members to sign up for City communications. The first outreach tabling took place on Small Business Saturday in the SoHy corridor, the next event is tentatively planned for Aldi on December 13.

Strategic Goals:

Goal 5 - Strengthen the City's Identity as a Diverse, Creative, and Welcoming Community

Legal Review Required?

N/A