

President's Work Group to Review Council
Communications Tools and Processes
Status Update - March 2020

[Link to resolution](#)

8 meetings last year (August - December 2019)

4 meetings YTD (January - February 2020)

6 additional meetings planned (March - May 2020)

Accomplishments to date:

- Analyzed results from alder communications survey to come up with work group priorities, goals/objectives and strategies
- Blog tool improvements
 - Created prioritized list of desired improvements to the alder blog tool
 - Worked with IT to decide upon an improved blog tool solution with more design options, realistic preview view, improved analytics, email list and post scheduling capabilities. Project begins in Q3 2020 w/late 2020 anticipated go live.
- Resident engagement
 - Developed and distributing a survey to better understand Madisonians communications preferences and habits
 - Engaged NRTs to gain qualitative data on the communications preferences and habits of underserved Madison populations
- Improved online contact email form
 - Revised the order and information that displays in the email triggered by the online contact form in order to make them more easily scannable by alders
- Reduced redundant press release emails from PIOs

In progress:

- Updating social media policies & establishing tools & processes
 - Working with IT & City Attorney's Office on an updated CC Social Media Policy draft & investigating options for official alder social media accounts
- Development of Weekly Summary Content for Alders to Share
 - Working with PIOs and Council staff to create a weekly summary of city-wide updates to be sent to all alders each week, making it easier for alders to share timely, relevant and consistent information with their districts.

Future topics under consideration by WG:

- Review survey and NRT results
- Comms related feedback for Legistar (tool and processes)
- Inbound all.alder email reduction
- Focused discussion with Planning & Traffic Engineering divisions
- Calendaring (tools and processes)
- Comms related alder training
- Produce report

3/3/2020

Alders Foster & Lemmer