

Strategic Plan Quarterly Update

– Q1/2024



Community of Choice:

- The Belonging & Inclusion Resource Group had their first meeting in March. Each member was assigned pages to review in the employee handbook. The group will meet twice more this year to review language and make recommendations to bring to Council for the annual handbook update in the fall.
- Ongoing upgrades have started and will continue to the park/playground systems. The Aquatic Center, LaFollette Park, and Jonen Pavilion will be completed in June of 2024.
- Special Event application records have been updated to reflect attendee counts. Community Enrichment & Recreation Director is following up with each special event application to verify attendance.
- Special events application updates (fillable online, adding amplified music/noise, possible fees, etc.) have been reviewed and updates are being made.

Communication Plan:

- Enhance communication with Council
 - Guidelines for Mayor/Department Head communications with Council were drafted with input from Mayor, Department Heads, and representation from Council. Will be presented to the rest of the Council during this meeting.
 - Resources have been gathered for an Elected Officials Orientation Guide – will include communication guidelines once they've been finalized.
- Enhance internal communication
 - A Media Relations Policy has been drafted and is awaiting legal counsel from the City Attorney.
 - A platform has been established for the employee intranet and a meeting was held to identify what resources would need to be shared to the intranet. We will be reviewing layout/design options next.
 - Department Head training and team building is scheduled for May 20.
 - The employee newsletter has been changed to a monthly distribution starting the first week of April.

- Enhance external communication
 - Communication plans have been developed for communicating various events and City updates both internally and externally including Summer Hours, Farmers Market dates/time changes, Aquatic Center registrations and Rec Guide release, and for the Fire Department’s leadership event.
 - A communications calendar was created to outline a schedule for future communications, from social posts to internal/external newsletters, aligning with the communication plans.
 - The Marketing and Communications Manager entered into an agreement with Powderkeg to develop a new website. Department Heads are working on auditing their own pages. The kick-off meeting was held March 28.
 - Progress is being made on the social media training for City social page administrators.
- Anticipated focus for next quarter:
 - Edit and finalize guidelines for Mayor/Department Head communications with Council.
 - Finalize Elected Officials Orientation Guide.
 - Finalize Media Relations Policy and continue working with Department Heads to implement it.
 - Continue the monthly distribution of the Scoop – evaluate engagement rates with new pace to determine if a different format would be needed (employee podcast?).
 - Continue working on communication plans with Department Heads as events and updates come up.
 - Website will be 75% complete.
 - Finalize social media training and hold first training session.
 - Begin work on developing a resident guide.

People Management Plan:

- Quarter 1 tactic progress
 - A standardized staffing assessment was developed. It will be shared with Department Heads for review and completion during quarter 2. This will help support the “people plan” and org chart review.
 - A marketing plan was developed to better advertise and show city benefits during the recruitment process.
 - A recruitment strategy was started to identify strategies and talent pipelines and hiring practices were reviewed to ensure effective selection processes. This tactic’s due date was pushed back from 3/31/2024 to 5/30/2024 due to the departure of the HR/Payroll Generalist who was helping support this tactic.

- Compensation and performance management were reviewed and a new proposed compensation plan was drafted.
- Anticipated focus for next quarter(s)
 - Complete recruiting strategy
 - Facilitate the completion of the standardized staffing assessment
 - Continue potential implemental of any updated compensation plan
 - Finalize standardized onboarding process