



PUBLIC INFORMATION STRATEGIC PLAN

2024-2025

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BACKGROUND

- The Public Information Strategic Plan was developed to provide a data-driven evaluation of the priorities of the stakeholders.
- The identified priorities were the foundation for Strategic Initiatives that were designed to guide the work-efforts of the PIO through July 2025.
- This strategic approach will ensure that the County's resources are focused where they can have the most significant benefit for its stakeholders.



STAKEHOLDER SURVEYS

- Three separate Surveys were launched in March.
- Surveys were anonymous.
- Survey was designed to take 5 minutes to complete.
- Community Survey: 69 Participants
- BoCC Survey: 4 Participants
- Management Team Survey: 15 Participants



CUMULATIVE SWOC ANALYSIS

	Community Members	BoCC	Management Team	Cumulative SWOC Results
Strengths	None	None	None	None
	Provides Basic Information	Honesty / Transparency	Provides Basic Information	Provides Basic Information
Weaknesses	Trying to Improve			
	Coordination / Reach	Coordination / Reach	Coordination / Reach	Coordination / Reach
	Responsiveness Website / Stream Meetings	None	None Website	Website / Stream Meetings
Opportunities	Better Outreach	Honesty / Transparency	Better Outreach	Better Outreach
	Honesty / Transparency	Better Outreach	Honesty / Transparency	Honesty / Transparency
Challenges	Reach the Community	Reach the Community	Reach the Community	Reach the Community
	Honesty / Transparency	None	Factual Information	Factual Information
	Factual Information			



STRATEGIC INITIATIVES

Strategic Initiatives

1. Communication Technology
2. Community Outreach
3. Internal Staff Communication



INITIATIVE 1: COMMUNICATION TECHNOLOGY

Goal	Launch a more user-friendly and informative website.
Objectives	1.1.1 Request approval from the BoCC to award a vendor contract to redesign the website. Due Date: March 19, 2024
	1.1.2 Website Phase 1: Initiate (Project Kick-Off Meeting, Planning, and Scheduling). Due Date: April 15, 2024
	1.1.3 Website Phase 2: Analyze (Deliverable Submission, Design Discovery Meeting, and Content Process Meeting). Due Date: June 1, 2024
	1.1.4 Website Phase 3: Design and Configure (Design Concept Development, Content Development, Agendas and Minutes Migration, and Website Completion). Due Date: August 15, 2024
	1.1.5 Website Phase 4: Optimize (Website Finalization). Due Date: September 1, 2024
	1.1.6 Website Phase 5: Educate (Training Engagement). Due Date: September 15, 2024
	1.1.7 Website Phase 5: Launch (Launch Confirmation Meeting, Website Launch). Due Date: October 15, 2024
	Outcome: A more user-friendly and informative BoCC Website.



INITIATIVE 1 CONTINUED

Goal 1.2	Investigate the feasibility of live-stream video of the BoCC Meetings.
Objectives	1.2.1 Research whether / how other counties live-stream video their meetings, including the associated costs of both video and achieving. Due Date: July 1, 2024
	1.2.2 Present a formal plan to the BoCC for consideration and possible action on the live-streaming of meetings. Due Date: July 16, 2024
	Outcome: A definitive plan for the future about whether or not the BoCC meetings will be live-streamed.
	Goal 1.3
Objectives	1.3.1 Identify vendors that specialize in improving the acoustics in public meeting rooms. Due Date: May 1, 2024
	1.3.2 Meet with vendors to identify the potential scope of work and estimated costs related to improving the acoustics in the BoCC Meeting Room. Due Date: June 1, 2024
	1.3.3 Present a formal plan to the BoCC for consideration and possible action to improve the acoustics in the BoCC Meeting Room. Due Date: September 1, 2024
	Outcome: A definitive plan for the future about whether or not the acoustics of the BoCC Meeting Room will be improved.



INITIATIVE 2: COMMUNITY OUTREACH

Goal	Expand the BoCC Social Media Reach
2.1	
Objectives	2.1.1 Increase the number of followers of the BoCC Facebook Page from 3,740 to 4,000.
	Due Date: September 1, 2024
	2.1.2 Increase the number of followers of the BoCC Facebook Page from 4,000 to 4,500.
	Due Date: February 1, 2025
	2.1.3 Increase the number of followers of the BoCC Facebook Page from 4,500 to 5,000.
	Due Date: July 1, 2025
	Outcome: An expanded BoCC Social Media Reach.



INITIATIVE 2 CONTINUED

Goal 2.2 Explore the potential to increase BoCC Member and Staff In-Person Community Interactions

Objectives

2.2.1 Explore the feasibility of running a Community Academy.

Due Date: January 1, 2025

2.2.2 Present a formal plan to the BoCC for consideration and possible action on running a Community Academy.

Due Date: March 1, 2025

2.2.3 Explore the feasibility of running a Levy County Day to showcase the services provided to the county by the BoCC.

Due Date: October 1, 2024

2.2.4 Present a formal plan to the BoCC for consideration and possible action on running a Levy County Day.

Due Date: June 1, 2024

2.2.5 Explore the feasibility of running a Student Government Day at the Levy County Government Center.

Due Date: July 1, 2024

2.2.6 Present a formal plan to the BoCC for consideration and possible action on running a Student Government Day at the Levy County Government Center.

Due Date: December 1, 2024

Outcome: Increased interactions between BoCC Members and Staff with members of the Community.



INITIATIVE 2 CONTINUED

Goal 2.3 Share BoCC Information in a way that is more user-friendly to the community.

2.3.1 Post the links to all BoCC Agendas on Social Media.

Due Date: April 1, 2024

2.3.2 Post the links to all BoCC Meeting Audio Recordings on Social Media.

Due Date: April 1, 2024

2.3.3 Issue a summary sheet of every BoCC Agenda that briefly explains each agenda item.

Due Date: April 1, 2024

2.3.4 Issue a summary sheet of every BoCC Meeting that briefly explains the action taken for each agenda item.

Due Date: April 15, 2024

Outcome: Better community access to BoCC information.

Objectives



INITIATIVE 3: INTERNAL STAFF COMMUNICATION

Goal	Increase communication among BoCC Staff Members.
3.1	
Objectives	3.1.1 Host a monthly Informational Meeting for members of the Management Team to share the current activities of their departments. This will aid the PIO in sharing this information with the community and will encourage more collaboration among Staff Members.
	Due Date: May 1, 2024
	3.1.2 Coordinate with Human Resources to share information about promotions and retirements with all staff members in a timely fashion.
	Due Date: May 1, 2024
	Outcome: Increased communication among BoCC Staff Members.

Goal	Improve the flow of communication between BoCC Members and Staff Members.
3.2	
Objectives	3.2.1 Develop a communication plan that defines the roles and responsibilities of BoCC Members and Staff Members, identifies the type and quantity of information that will be shared, and how it will be shared.
	Due Date: January 1, 2025
	3.2.2. Present a draft communication plan to the BoCC for consideration and possible action.
	Due Date: February 1, 2025
	Outcome: An improved flow of communication between the BoCC Members and Staff Members.



PROGRESS REPORTING TEMPLATE

Date	Objective	Status:		Explanation
		Ahead of Schedule	On Schedule Behind Schedule	
March 19, 2024	1.1.1 Request approval from the BoCC to award a vendor contract to redesign the website.			
April 1, 2024	2.3.1 Post the links to all BoCC Agendas on Social Media.			
April 1, 2024	2.3.2 Post the links to all BoCC Meeting Audio Recordings on Social Media.			
April 1, 2024	2.3.3 Issue a summary sheet of every BoCC Agenda that briefly explains each agenda item.			
April 15, 2024	1.1.2 Establish Branding for the BOCC to include county seal, color scheme, and fonts.			
April 15, 2024	1.1.3 Website Phase 1: Initiate (Project Kickoff Meeting, Planning, and Scheduling).			



NEXT STEPS

- This Public Information Strategic Plan provides a detailed roadmap for the BoCC based on the priorities of its stakeholders.
- Ideally, the BoCC will adopt this Public Information Strategic Plan or some variation of the plan.
- The approved document should then be shared with all members of the community and regularly updated as goals and objectives are completed or modified.



QUESTIONS?

