

Communications 2023 Business Plan Presentation

Joe Sorenson
Department Director



2021 – 2022 YTD Recap

Accomplishments

- Established Communications Department
- Hired Marketing and Analytics Manager and other key leadership positions
- Enhanced department access to branded assets

Challenges

- Recruitment and retention
- Capturing audience attention
- Measuring effectiveness
- Volume and complexity of messaging
- Maintaining brand integrity

External Dependencies/ Influences

- Sociopolitical climate
- News media
- Social media



Notable Metrics/Trends

- 34.7% of Gwinnett residents speak languages other than English at home
- Slow growth in social media following
- Reduction in media coverage and influence
- Increase in demand for communications services by departments and agencies

Identified Constraints & Opportunities

- Volume and complexity of information to be shared
- Diverse audiences
- Message oversaturation
- Audience attention span
- New channels to better target audiences
- Brand awareness and recognition
- One County, One Brand, One Voice

Operational Decisions

- Pursue external support to bolster Communications' capacity and enhance messaging
- Improve communications with the public
- Implement analytics strategy
- Expand digital asset management
- Enhance project management tools



2023 Operational Budget Changes

Decision Packages

- *5 positions (3 Administrative Support Assistants and 2 Audio-Visual Specialists)*
- Provide enhanced service delivery with dedicated administrative and A/V support

Cost \$303,323

County Initiatives

- Develop strategic communications plan based on analytics
- Identify and launch improved methods and messaging for employee communication through all levels of the organization
- Explore information access for residents with hearing or visual disabilities or limited English proficiency
- Explore real-time urgent communication solutions

2023 Requested Budget

Total Requested Budget	\$8,540,999
Decision Packages	\$303,323

