



GWINNETT COUNTY  
**BOARD OF COMMISSIONERS**

75 Langley Drive | Lawrenceville, GA 30046-6935  
O: 770.822.7000 | F: 770.822.7097  
GwinnettCounty.com

Nicole L. Hendrickson, Chairwoman  
Kirkland Dion Carden, District 1  
Ben Ku, District 2  
Jasper Watkins III, District 3  
Matthew Holtkamp, District 4

---

Official

**Informal Presentation Minutes**

Tuesday, February 7, 2023 – 3:00 PM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Ben Ku, Jasper Watkins III, Matthew Holtkamp

**1. Communications**

Overview/Expansion Update

Communications Director, Joe Sorenson, provided the Board an overview of the Communication Department's core services and discussed future expansion and projects. No official action taken.

# Communications Department

February 7, 2023



Gwinnett

- **Mission:** The Communications Department develops and disseminates information about Gwinnett County government programs, services, and initiatives to its various constituents
- **Vision:** The vision of the Communications Department is to continuously create effective messaging that clearly communicates and is immediately recognized and accepted as the best, most accurate, and most easily accessible source of County information.
- **Values:** The values of the Communications Department are: accuracy, timeliness, branding, superior presentation, dependability, creativity.

# Core Duties

- Developing messaging and dissemination strategies
- Brand awareness, recognition, and management
- Managing communications channels
- Executing dissemination strategies





# Core Duties

- Directing traffic at the GJAC Information Desks
- Answering the main telephone line and info inbox emails

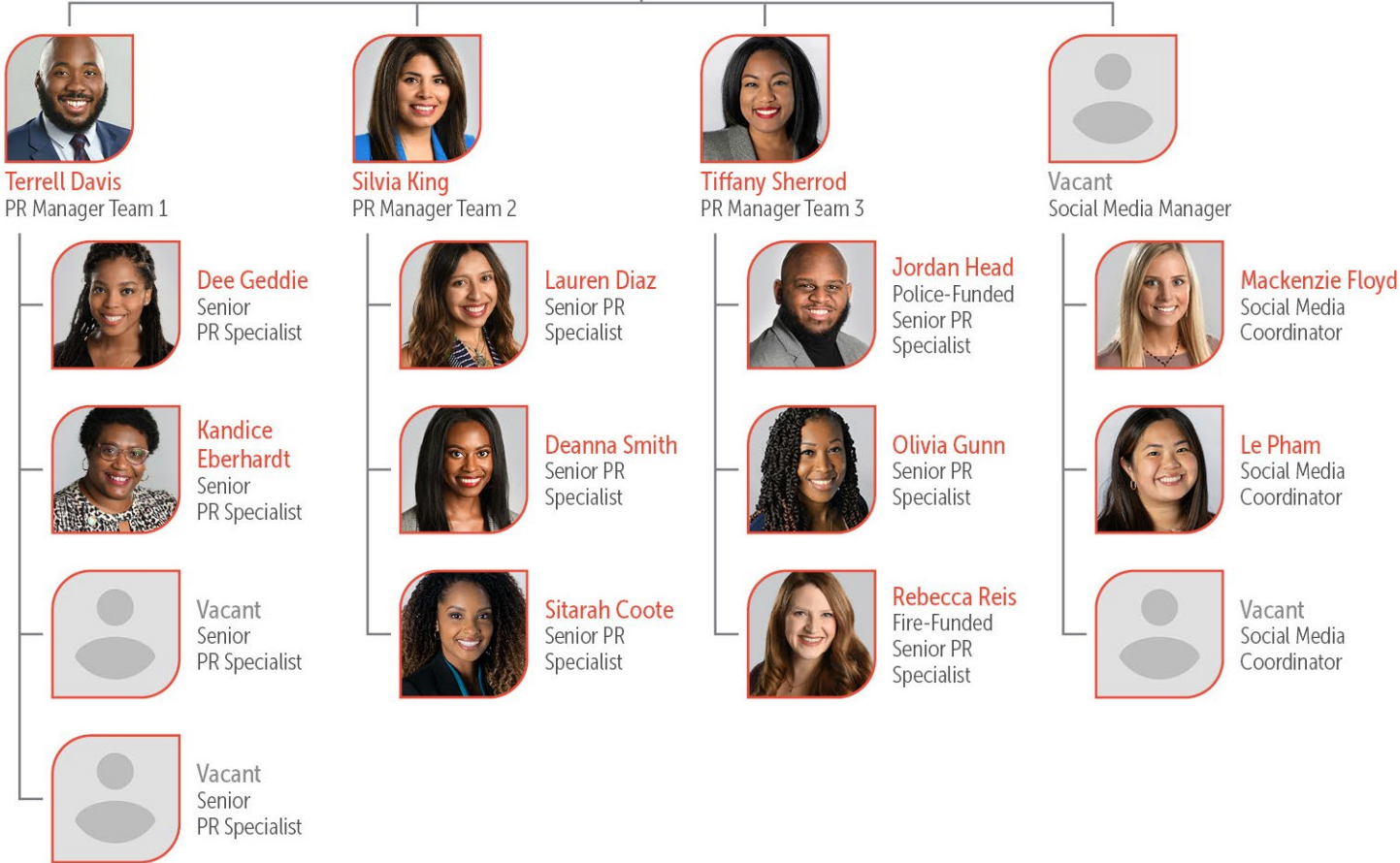
# Liaison System



**Jeanie Donaldson**  
Public Relations & Marketing  
Division Director



**Suleica Bernabel**  
Administrative Assistant



- **Team 1:** Executive & Internal Communications
- **Team 2:** Infrastructure & High-Marketing
- **Team 3:** Public Safety & Justice
- **Social Media**



## **TEAM 1**

### **Executive & Internal Communications**

- Board of Commissioners
- County Administration
- Financial Services
- Human Resources
- Information Technology
- Law
- Support Services

## **TEAM 2**

### **Infrastructure & High-Marketing**

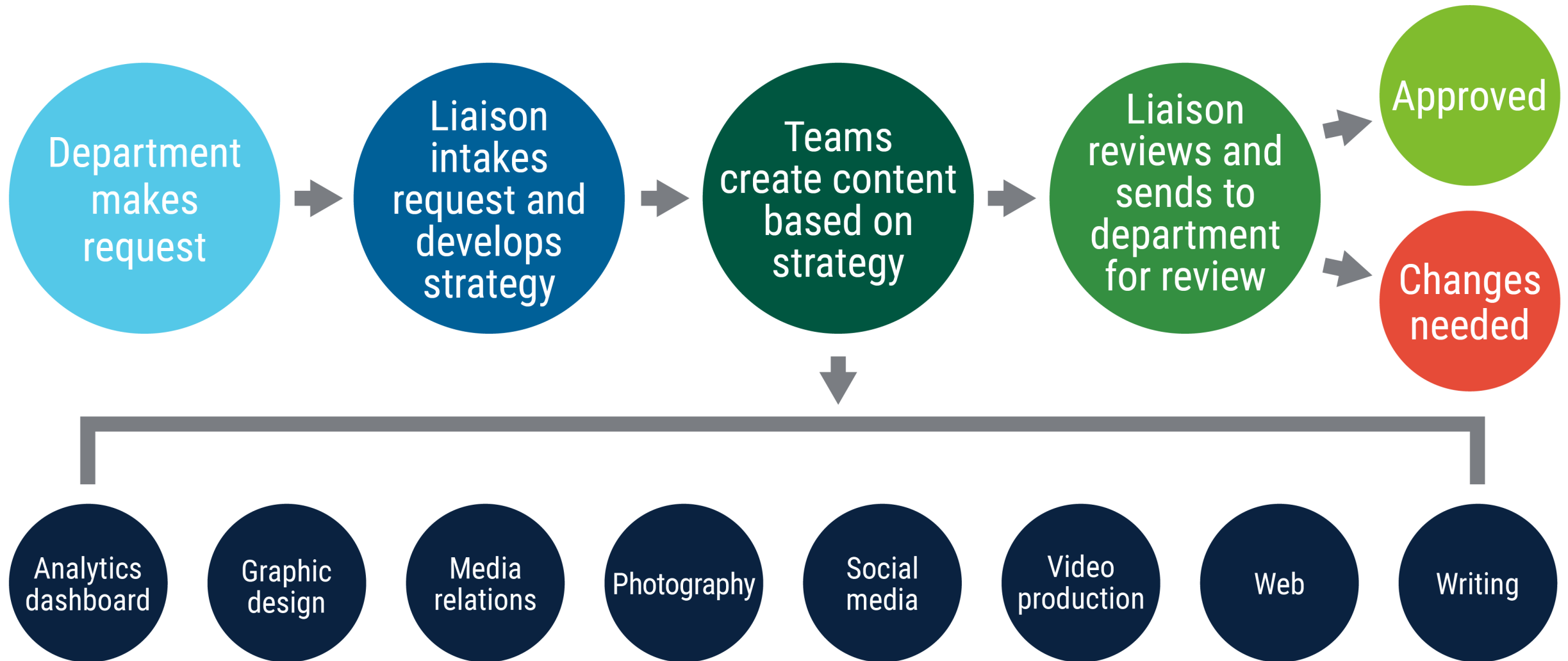
- Community Services
- Economic Development
- Planning & Development
- Tax Commissioner
- Transportation
- Water Resources

## **TEAM 3**

### **Public Safety & Justice**

- Child Advocacy & Juvenile Services
- Corrections
- Courts
- District Attorney
- Fire & Emergency Services
- Police
- Sheriff's Office
- Solicitor's Office

# PR & Marketing Liaisons





# Refining Our Messages & Dissemination Tactics

- Casting a wide net for a broad Gwinnett audience
- Digital media advertising through non-traditional channels
- Digital advertising allows for more targeted approaches



# Data-Driven Analytics Program

- Launched in 2022
- Expanded advertising and reporting capabilities
- Transparency for other departments through campaign and analytics reporting
- Better tracking of goals and conversions





# Campaign Highlight

- Public safety recruitment campaign with WSB
- 105% increase in applicants in November and December 2022 compared to 2021

# Brand Efforts

- Brand awareness
- Brand recognition
- Maintain the integrity of the brand
- Setting a new standard in government branding





# Intentionally Inclusive

- Accessibility
- Meeting people where they are
- Hiring efforts

# Additional Languages

**Arabic: 1**

**Cantonese: 1**

**Japanese: 1**

**Korean: 2**

**Mandarin: 2**

**Portuguese: 3**

**Romanian: 1**

**Russian: 2**

**Spanish: 7**

**Teochew: 1**

**Ukrainian: 1**

**Vietnamese: 3**



