Morris Township Communications Plan (2019)

Proactive communications for our local government

Key Initiatives

Objective:
Proactively communicate with residents to keep them abreast of what is happening in Morris Township and how it may impact their everyday life. Advertise Township community events and encourage residents to get involved, volunteer, or spread the word.

Strategies:	Tactics:
Communications Plan Review	• The Standing Committee on Communications should schedule a meeting in January to review the current Standard Operating Procedures the Township has in place for communicating with residents, the public, and the press. • The Communications Committee should meet with appropriate Township employees and volunteers who hands communications, whether internal or external, to learn how communications are processed and how they can be streamlined. • The Communications Committee should report back to the Township Committee an action plan to improve communications in 2019 at the February Township Committee meeting.
Establish Communications Team	• The Communications Committee should work to establish a list of Township employees and volunteers who will handle communications in 2019 and create an email list to keep them informed of important announcements or events to promote online. Team members should include those who will cover: Press Releases, Township Website, Township Social Media Accounts, Township Emails (Messenger), Township Printed Newsletter, Town Hall Meetings, Special Events
Delegate Tasks and Responsibilities	• Work with Communications Team to designate responsibilities and assign tasks to keep residents informed throughout the year.

Key Initiatives (continued)

Strategies:	Tactics:
Township Committee Meeting Announcements, Agendas, and Recaps	• Post reminders of Township Committee meetings on social media along with links to agendas • Post recaps of Township Committee meetings on Township website, with corresponding social media posts using the same or similar text, along with photos and related links if necessary • Post entire video recording on Township website. • Work with Township Attorney, Business Administrator, to ensure resolutions and ordinances are described in plain English in agendas for residents to understand what is being voted upon. • Expand use to other committee and boards when feasible.
Re-Establish Township Newsletter	• Create newsletter to be mailed to all households once or twice a year. • Use newsletter to inform residents of upcoming Township events, recent Township Committee decisions, promote recent work of Township government or employees, encourage to sign up for emailed version, follow social media accounts, recognize residents who deserve recognition.
Promote Resident Feedback	• Evaluate creation of a "contact the committee" page on the Township website for residents to express their views or opinions.
Listening Tour	• Schedule listening tour by hosting town halls across the Township throughout the year, host at each firehouse for residents to attend without having to travel far. • Advertise through local press, bulletins, and door-knocking in area neighborhoods.
Resident Engagement Survey	• Create online engagement survey for residents to inform the Township Committee on the ways they would like to be contacted, how frequently, and what they are interested in. • Create opportunity for residents to express interest in volunteering or participating in Township events.
Office Hours	• Host office hours on the 2nd Wednesday (starting in March) of the month in town hall. • Rotate Township Committee members each month to participate.

Township Communication Plan Outline

Item	Channel and Content	Date/Time frame	Owner
Township Committee Meetings	• Post reminders of meeting and agenda several days prior to monthly meetings • Post recaps, video on website, social media accounts for residents to learn what happened and read a short summary	January - December	Communications Committee
Office Hours	• 2nd Wednesday of each month • Rotate committee members to participate	January-December	Township Committee
Communications Committee Meeting	• Review Township Communications policies and procedures, meet with appropriate employees, volunteers.	February 15th	Mark Gyorfy
Report: Communications Plan	• Communications Committee to report findings, and plan for 2019	February 20th	Mark Gyorfy Cathy Wilson
Announcement: Listening Tour	• Finalize listening tour dates, locations	March 20th	Communications Committee, Township Committee
Township Newsletter	• Create Township newsletters to distribute to residents to promote upcoming events, solicit impact, and promote good work. • Include link to resident survey, e-newsletter sign up, social media accounts	TBD	Communications Committee
Resident Engagement Survey	• Create online survey for residents to complete solicit input on Town's functions, look for suggestions, and recruit volunteers.	TBD	Mark Gyorfy