

Town Board Work Session

Agenda

August 21, 2024

5:00 PM

1. Virtual Meeting Instructions - September 25, 2024

Documents:

[09-25-24 ENCORE MEDIA AGENCY.PDF](#)

2. Pledge Of Allegiance

3. Encore Media Agency - Communications Assessment

Documents:

[TOWN OF MANLIUS COMMUNICATIONS ANNALYSIS PRESENTATION.PDF](#)

4. Adjournment



September 25, 2024 – 5:00PM

## Town Board Work Session Virtual Meeting Instructions

The easiest way to participate in the meeting is to use the link provided below. The meeting will be conducted on the ZOOM platform as a webinar. Please make sure that when you complete your attendee registration you enter your full name.

Click on the link or enter the meeting URL web address as listed below.

<https://us02web.zoom.us/j/81105307166?pwd=p8oiqknC451GZZBWD9s0IAtbgVwWL7.1>

Password to join when prompted:

Password: **197481**

Enter your email address and name and join the meeting.

Join by telephone by dialing the number below:

(929) 436-2866

When prompted to enter the Webinar ID, use the number below followed by #

Webinar ID: 811 0530 7166

Press # again to skip the personal id and enter the password below followed by #

Password: **197481**

If this is your first time joining a ZOOM meeting you may practice using ZOOM meeting platform at <https://zoom.us/test>.



# ENHANCING COMMUNICATION STRATEGIES FOR



COMPREHENSIVE COMMUNICATIONS ANALYSIS BY:  
ENCORE MEDIA AGENCY  
**AUGUST 14, 2024**

1. Project overview
2. Current Communication Channels
3. Survey, Focus Groups, and 1 on 1 Insights
4. SWOT Analysis
5. Questions
6. Recommendations
7. Expected Outcomes
8. Monitoring and Evaluation
9. Conclusion
10. Open Floor
11. Closing Remarks

# AGENDA

# PROJECT OVERVIEW

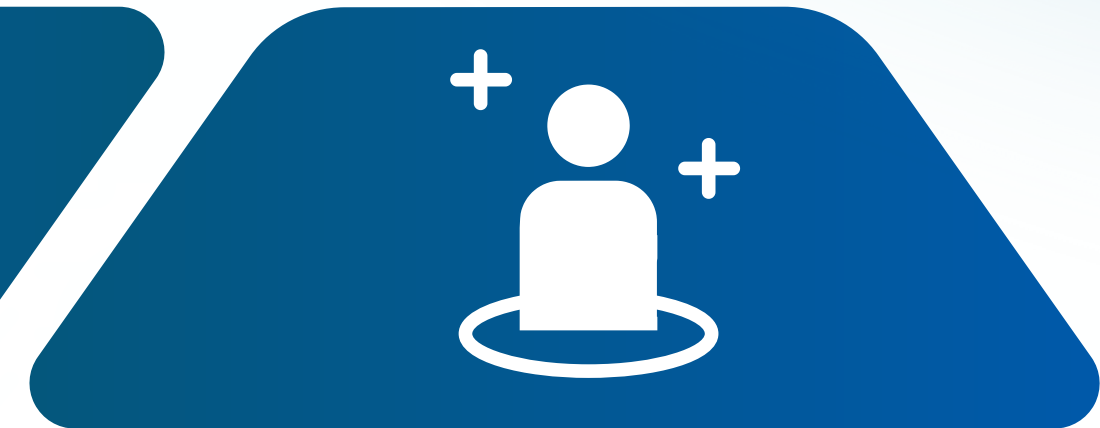
## SCOPE

- Analysis of current communication methods.
- Recommendations for improvement



## OBJECTIVE

to enhance communication strategies for the Town of Manlius



## METHODOLOGY

- Surveys
- Focus Groups
- One on one meetings
- Communication channel analytics

# CURRENT COMMUNICATION CHANNELS

*Website*

*Social Media*

*Email Newsletter*

*Local Media*

*Community Events*

*Cross Promotion and  
Collaboration*





Community Communications  
Focus Groups



*PARTICIPANTS/  
DEMOGRAPHICS*



*KEY DISCUSSIONS*



*KEY FINDINGS*

**SURVEY, FOCUS GROUP, AND 1 ON1 MEETING  
INSIGHTS**



# SWOT ANALYSIS

for communications:

## *Strengths*

Strong community pride and a desire for involvement.

Passionate engagement on topics of interest.

Abundant resources available within the community.

## *Weaknesses*

Inconsistent messaging and branding, along with inadequate education on where resources are located and how to access them, leading to a perceived lack of transparency.

Limited reach in certain demographics.

Minimal to no response rate

## *Opportunities*

Increasing engagement through both digital and print media.

Enhancing local partnerships and collaborations while improving education on community resources.

Streamlining internal communications and messaging

Implementing internal training sessions.

## *Threats*

Information overload

Resistance to change

Potential Misinformation Spread

# QUESTIONS & COMMENTS

# RECOMMENDATIONS

- Our 7 key pillars reflect the areas where we will focus our efforts in communications in order to achieve our desired outcomes.



## IMPROVED ENGAGEMENT

- Higher reach and interaction rates across all channels and improvement in response rates.

## BETTER INFORMATION DISSEMINATION

- Clear and consistent messaging and accessibility

## ENHANCED COMMUNITY SATISFACTION

- Positive feedback along with increased community involvement and satisfaction.

# EXPECTED OUTCOMES



# MONITORING & EVALUATING FOR SUCCESS





## Key Metrics

- Website Traffic and Engagement
- Social Media Analytics
- Newsletter Open and Click Through Rates/Registration
- Collaboration: Joint initiatives, participation rate and shared resource utilization



## Feedback Mechanisms

- Regular Surveys
- Focus Groups for Ongoing Input
- Continued 1 on 1 meetings



## Adjustment Plans

- Flexibility to adapt based on continued feedback and data analysis.

# CONCLUSION



# QUESTIONS & COMMENTS

**THANK YOU**

**Contact**

[contact@encoremediaagency.com](mailto:contact@encoremediaagency.com)

[encoremediaagency.com](http://encoremediaagency.com)

680-218-0663