



Communications Plan

Statement: The McFarland Communications & Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to represent these paths in terms of what each provides, estimated costs they may require, and frequency of utilization.

WEBSITE
<p>About:</p> <ul style="list-style-type: none"> - The main source of Village information outside of face-to-face communication. - Should serve as the anchor of all communication paths. - Ability to contain very in-depth information and documents for review as needed. - Offers various analytics and data. - New website to launch spring of 2019. - Provider: GovOffice LLC.
<p>Cost(s): \$3530/year</p>
<p>Dept. Usage Frequency: (content-based) ranges from multiple times per day to once per week</p>

SOCIAL MEDIA
<p>About:</p> <ul style="list-style-type: none"> - Fastest way to get information out to the public. - Visually appealing. - Promotional tool. - Allows for two-way communication. - Ability to reach large audiences (organically or boosting through additional payment) - Offers various analytics and data. - Tool to highlight Village announcements, Village employees, Community achievements, etc. - Aids to direct people back to Village website. - Provider: Facebook; Instagram; YouTube
<p>Cost(s): varies; less than \$500/year</p>
<p>Dept. Usage Frequency: (content-based) daily</p>

CABLE CHANNEL

About:

- The longest running model for communication; legacy platform.
- Information and content broadcasted 24/7
- Allows for live broadcasting of Village meetings, presentations, community events, etc.
- Generally, reaches older audience
- Relies on help of promoting broadcasts through social media and website
- Provider: Charter; TDS

Cost(s): \$120,000/year

Dept. Usage Frequency: (content-based) ranges from multiple times per day to once per week

NEWSLETTER (PRINT - "THE OUTLOOK")

About:

- Traditional, historical communication that focuses on seasonal Village content; longer, more detailed articles.
- Reaches all residential addresses in the Village without requiring sign up. (~3500 mailings)
- Appeals to older demographic.
- Offers advertising space to local businesses at various price points.
- Drafting, printing, and mailing are contracted out.
- Provider: Communication Concepts (drafting); Heartland Litho (printing/mailing)

Cost(s): \$4,500/issue release (~\$13,500/year)

Dept. Usage Frequency: three per year (spring, summer, fall/winter)

NEWSLETTER (DIGITAL)

About:

- Intention: create an e-newsletter that provides a smaller number of stories in a more concise format.
- More releases in comparison to Outlook Newsletter.
- Can link back to website.
- Appeals to younger demographic and those who prefer to go paperless.
- Content ranging from upcoming Village meetings, latest Polco question(s), social media links, links to videos or other promotional content, upcoming community events, reminders/notices.
- Not a replacement for the Outlook Newsletter or Thistle.
- Provider: Constant Contact

Cost(s): \$459.00/year (\$38.25/month)

Dept. Usage Frequency: 1-2 releases per month

POLCO

About:

- Intuitive app to survey and poll various questions to solicit public input.
- Option to embed into other online platforms (website, social media, e-newsletter).
- Committees are to generate questions and submit to Comm & Tech for final approval and distribution onto platform.
- Guaranteed to have feedback from only residents based on initial sign-up and where they are registered to vote.
- Offers public to comment on community issues while having the ability to remain anonymous
- Various analytics and data provided

Cost(s): \$3,000/year

Dept. Usage Frequency: monthly

DIGITAL MESSAGE BOARDS

About:

- Monitors to display announcements/notices/maps/etc. in Municipal Center
- Placed in high traffic area to catch eyes of visitors
- Potential to add more; i.e. smaller monitors outside of meeting rooms; additional monitor in lobby; monitor(s) at library
- Ability to expand with more content and communicate clearly with visitors

Cost(s): TBD

Dept. Usage Frequency: case-by-case basis

MAILERS & HANDOUTS

About:

- Traditional model to convey information physically through mail or in person.
- Partnership with other departments to help create, guide, and distribute.
- Ability to mass produce and send out to large audience.
- Reaches various demographic.
- Potential information to send to new residents and businesses.

Cost(s): TBD

Dept. Usage Frequency: case-by-case basis

COMMUNITY CALENDAR

About:

- Additional calendar to place on Village website that does not relate to Village Meetings calendar
- Potential opportunity for people in community to submit events; final approval by Comm & Tech Dept.
- Ability to showcase various community events in McFarland not specifically related to one entity
- Would bring more people to website
- Potential Provider: Loxi Calendars; Microsoft Outlook

Cost(s): TBD (Less than \$100/month)

Dept. Usage Frequency: (content-based) daily to weekly