

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

AGENDA REQUEST

TO: Board of County Commissioners
Mark McCauley, County Administrator

FROM: Wendy Davis, Communications Specialist

DATE: March 27, 2023

SUBJECT: County Communications Strategy and Planning Workshop

STATEMENT OF ISSUE:

Jefferson County hired Wendy Davis as a Communications Specialist in 2023 to create and implement a Public Communications Plan and Social Media Plan, manage the County's social media accounts, as well as other duties to inform the public of County events and information.

ANALYSIS:

The County's Communication Specialist will meet with the Board to review her ideas for a Public Communications Plan and Social Media Plan. Some of the items she will be discussing will be regarding rapid/nimble communication, Key Performance Indicators (KPI), press releases, and frequency of reporting.

FISCAL IMPACT:

To be determined.

RECOMMENDATION:

Participate in discussion and give staff direction, if needed.

REVIEWED BY:


Mark McCauley, County Administrator

3/21/23
Date