

SCALE Communications and Education Committee: Five Year Strategic Plan

Strategic Goal: Increase SCALE's Visibility

Objective: Print Media

SCENE "SCALE" Page: As of the February/March 2010 issue of the *Scott County SCENE*, SCALE and its partner entities have had the opportunity to feature a page of information in this 23-year-old publication.

- Outcome: Help the residents of Scott County recognize the SCALE organization
- Accomplishments:
- Measurable results: 55,000+ issues circulated bi-monthly
- Resources: staff time; "hard costs" already allocated through the County
- Timeframe: Bi-monthly, ongoing since February 2010
- Lead contact: Lisa Kohner, Scott County PAC
- Priority?

Guest Editorials:

- Outcome: Showcase SCALE activities of relevance to citizens
- Accomplishments:
- Measurable results:
- Resources: staff -- each committee to produce one draft, annually; County staff disseminates
- Timeframe: Quarterly
- Lead contact: Committee representatives; Lisa Kohner, Scott County PAC
- Priority?

SCALE Teasers and SCALE Mail Updates:

- Outcome: Maximize SCALE participation, maintain awareness of SCALE activities
- Accomplishments:
- Measurable results: One teaser and one "SCALE mail" for each meeting
- Resources: staff; disseminated by e-mail grouping
- Timeframe: Monthly
- Lead contact: Lisa Kohner, Scott County PAC
- Priority?

Brochures, Other Printed Material:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Objective: Electronic Media

CGI Video:

- Outcome: Raise awareness of SCALE's activities
- Accomplishments:
- Measurable results:
- Resources: Staff
- Timeframe: Expected October 2011
- Lead contact: Lisa Kohner, Scott County PAC
- Priority?

Website (www.scaleinfo.gov):

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Cable (or Streaming Video) Presence:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Objective: Interpersonal/Public Relations

Earned Media:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

External Presentations:

- Outcome:
- Accomplishments:
- Measurable results:

- Resources:
- Timeframe:
- Lead contact:
- Priority?

Targeted Outreach:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Strategic Goal: Enhance the Perception of SCALE's Relevance

Objective: Celebrating Successes

Update List of Partnerships:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Update List of Achievements:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Create a "Master" Presentation:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Objective: Road Shows

Coordinate Presentations in All Member Entities' Chambers:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Strategic Goal: Facilitate Timely and Accurate Exchange of Information

Objective: Between SCALE Members, Between SCALE Committees

SCALE Sharepoint Site:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Objective: From Executive Committee

Develop Meeting Protocols:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

Strategic Goal: Promote a SCALE-Based Culture

Objective: Education and Awareness

SCALE University:

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?

“SCALE 101:”

- Outcome:
- Accomplishments:
- Measurable results:
- Resources:
- Timeframe:
- Lead contact:
- Priority?