

KPB Communication Strategy and Implementation Plan

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Engage Plan Implement



TODAY

- What is the communications plan?
- What was our process?
- What are most important next steps?



COMMUNICATIONS STRATEGY AND IMPLEMENTATION PLAN

A tool for organizing communications about
KPB initiatives and services to residents,
businesses, employees and visitors



PROCESS: Establishing a Baseline

- KPB project team meetings (Brenda, Johni, Michele, Dan, Ben, Sean)
- Internal KPB staff survey: 97 respondents
- External public survey: 417 respondents
- In-person public events: Native Youth Olympics, Peninsula Arctic Winter Games, Seward Chamber of Commerce
- Interviews with Assembly and heads of service areas: 15 interviews
- Communication tool analytics: social media, KPB website

PUBLIC ENGAGEMENT:

What was the main takeaway?



OBJECTIVES

A. Effective and efficient operation

B. Increase awareness and understanding

C. Improve internal communications

D. Increase engagement

MISSION, VISION, VALUES & BRAND

- Conduct a strategic planning session to identify and formalize mission, vision, values
- Establish a Borough brand identity

COMMUNICATIONS STRUCTURE

- Communications Workgroup:
Establish clear goals, processes,
and styles of communication
- Create Public Relations (PR) Officer
position and hire a PR Officer

Thank you!

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