

May 2021
Revised July 2021
Revised November 2021

Advisory Council on Communications
Work Plan 2021-2022

The annual goals of the Advisory Council on Communications (ACC) are outlined below. As a reminder, the Council's mission as is dictated in the ACC's constitution is as follows:

- Cultivate and maintain public interest in and access to official communications;
- Identify and encourage implementation of leading municipal public communication strategies and tools;
- Support transparency and promote community participation in local government affairs;
- Assist in early identification of specific issues or community concerns that merit deployment of an official communications strategy.

Therefore, the Council strenuously advocates for the Village Board and staff to work in tandem with the ACC on all matters relating to the public that will require good and effective communication. The hiring of a full time communications member of staff would ease this need for constant ACC involvement; however, until such time (and the ACC does recommend that the Village hire a full time communications staff member), the ACC encourages the Village Board to include members of the ACC, where appropriate, at all stages of their work so clear and transparent communication to the public can be achieved.

ACC Work Plan (not in priority order)

1. *COMPLETED* -- Advance the CivicPlus redesign process in conjunction and coordination with Village Staff;
2. *In process* -- Create video content: record evergreen content for annual use and develop short informational videos (ex: department head introductions, public safety, sanitation, parking, etc.);
3. Develop a targeted and sustained communications plan for "special projects" (ex. Freightway, pool complex, etc), "hot button" issues (ex. increase in water rates) and new laws (including public hearings);
4. Develop communications protocol for routine Village communications and a calendar of proactive annual communications (ex: leaf blower restrictions, parking permit applications, etc.) and specific event-driven incidents (ex. road closures, water main breaks, downed trees, etc.);
5. *In process* -- Update and refine Village's visual identity and branding, including Village logo and all Village forms (online and hardcopies). As part of process, educate public about the difference between the Village logo and seal;
6. Review and make recommendations regarding which social media platforms the Village should employ to communicate more effectively and to engage with residents in a manner which suits their needs; develop a social media policy;

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7. *In process* -- *strengthen* relationships with community organizations and groups such as SNAP, PTC, Scarsdale schools, Scarsdale seniors, Scarsdale Chinese Association, et al.;
8. Enhance cultural sensitivity as it relates to Village communications and support work of the Council on Human Relations and the Ad Hoc Council to Combat Racism and Bias;
9. *In process* -- Support the Scarsdale Business Alliance and Village staff, where appropriate, in their Village Center initiatives.

Respectfully submitted by the Advisory Council on Communications:

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