



July 14, 2011

To: LCOG Executive Committee
From: George Kloeppe
Subject: Implementation of Communication Plan

First, thank you for agreeing to hold a July Committee meeting focused on the Communications Plan. I know this is a busy time for vacations and family activities. Your support is appreciated.

At the June Board meeting, the Communications Plan, prepared by Cathy Hamilton, was approved. It was not a unanimous vote and there undoubtedly remain unresolved issues and questions. The task of the Executive Committee, as I see it, will be to take the universe of recommended steps from the Plan and to identify a reasonable and manageable work program for the short-term. I recommend that we target the period between now and March 2012 for that work program.

Attached to this memo is a summary that we have prepared of the recommended steps. Clearly, these cannot be all accomplished at once—nor might the Committee want to see energy applied to all of them. So, this memo includes a shorter listing of management's recommendations for our attention between now and March of next year. Focusing this way by no means precludes work on the longer-term tasks, but will give all of us a strategy that can be pursued with measurable objectives identified.

Finally, a few observations: In my view, the implementation of the Plan must start with the Board and Executive Committee. There are policy issues associated with many of the recommended steps that deserve policy-level discussion. Second, there are other "stakeholders" whose interests must be considered as implementation moves forward. We will need to keep the CEOs of the membership abreast of our implementation strategy and solicit their counsel. And lastly, the key question to member governments must always be: How can LCOG help you? Certainly, information, more broadly available, can help members answer that question; and at the same time, the most valuable "help" may not require or benefit from publication. In other words, we must be sensitive and nuanced, as well as bold and transparent.

The process we anticipate over the next eight months includes establishing an initial nine-month project to develop an action plan, and as importantly, begin implementing the plan immediately. To that end, Colene Doll, LCOG’s Creative Services Manager, has been assigned as project manager. In addition to the tasks outlined below, Colene will provide a formal progress report and recommendation on how LCOG can make the communications plan a permanent part of the organization. The Executive Committee will get this recommendation not later than March, in time to include it in the April Board meeting.

We propose beginning with the following:

ACTION	DATE
Branding	
Develop LCOG Proud Member of LCOG seal	9/11
Develop three variations of “elevator speech”	10/11
Create Tagline	10/11
Modify LCOG logo on digital and printed materials	10/11 (printed materials phased in)
Graphics standards document	1/12
Materials	
Resource Book with testimonials, quotes, etc	11/11
Twice monthly newsletter	1/12
People directory	10/11
Member Services Reports	8/11
LCOG overview PowerPoint presentation	9/11
Overview video	2/12
Annual Report	1/12
Program/Management	
Open House	5/12
Media/tools	
This part needs more discussion	
Website	
Web re-design and restructure	4/12 (includes all Verb recommendations)