

GROUP	RECOMMENDATION	OBJECTIVE	COST	PRIORITY	ESTIMATED DUE DATE	STATUS	IMPLEMENTATION RECOM	NOTES	APPROVAL
<b>Branding</b>	1. Develop an LCOG seal and type claiming "Proud Member of Lane Council of Governments" for use on all websites and support materials.	3	\$	(low)	Sep-11		Creative Services can easily design the LCOG seal.	We need to determine guidelines for its use. Talk with Executive Committee, do we need an LCOG seal?	
	2. Adopt and utilize common messaging to describe your work. (See page 19 for recommendations.)	3	\$	Top	Oct-11		Three variations of the "elevator speech". This process is underway, a number of variations of the speech have been developed. Once developed Creative Services can produce a "note" card for staff with the three messages.	Need to determine process to finalize. Propose that directors should come up with the detailed version. From that version the mid-level and high-level messages can be finalized by communications project manager.	Directors
	3. Consider development and adoption of a tagline. Use it everywhere your logo appears.	3	\$	Top	Sep-11		The brainstorming process for tagline has began. Once the tagline is completed our LCOG logo design will need to be slightly modified to incorporate text. All current materials (printed and digital) will need to be modified. I propose changing all digital upon approval of the tagline and phase the printed in as we reprint.	We need to determine who is involved in the process of finalizing the tagline? Directors, Program managers? All staff? I recommend that I work with directors to develop a draft tagline. We would share this with staff for feedback?	Board? Directors? Staff?
	4. Follow other brand-related recommendations put forward in this plan.	3	\$	Top			Creative Services develop a styles guide/graphic standards document for staff reference.	Require staff have CS review all electronic and print pieces to a single point will ensure agency standards efficiency and effectiveness. How to effectively have work reviewed for quality control without creating a bottle-neck?	Directors
<b>Material</b>	1. Develop several single-page information sheets (printed and as PDFs): statistics about services, service listings, testimonials/quotes, profile of member organizations and post these to the website, distribute in paper form, issue to members as PDFs, and later, glean from them for integration into e-newsletters.	1	\$\$	Top	Oct-11		LCOG Marketing book was updated July 2011. CS can add statistic information and data from Member Reports research.	Expand the "blue book". Year in review. Grants/agencies/counts of stuff - how many maps?	Directors
	2. Establish a twice-monthly e-newsletter to members only. Content could include: updates on high priority regional projects (one paragraph with a link to the website, where full details are available), compiled list of meetings held by members, a short project case study, one staff profile or one member project profile. Consider using a sidebar with links to important information or resources such as legislation updates by a third party.	1	\$\$		Jan-12		This can easily be accomplished. The work for the RF is already being done. We can produce shorter more frequent versions of the RF. Would need to develop a process for staff to follow so they provide CS with current info on projects.	Move to e-News system. Replace Regional Focus. Every two weeks is too often.	Directors?

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	1. Develop a service directory/sourcebook for LCOG's membership. Membership services and services-for-hire services will be included and identified. Distribute this in PDF and printed form. Ensure it goes to all CEOs, program managers with all member organizations and delegates.	2	\$	High		Done	LCOG Marketing book was updated July 2011. I recommend printing 25 or fewer. Include entire Marketing packet on our web site.	Blue book - Check why Cathy recommends a spiral bound version done in small (50 ish) lots? Include date completed and link to site on front of packet.	
	2. Develop a "people directory" with LCOG staff names, departments, phones and email. This directory should annotate areas of expertise. The directory should also identify LCOG Board members and their positions and contact information. A separate section could include member's key staff. (This tool could evolve into a Lane County equivalent of the State Bluebook, of kinds.) Distribute this to CEOs, program managers with all member organizations, delegates, and the media.	2	\$	High	Oct-11		Creative Services gather staff info and produce directory in written and on web page. Because of the nature of their jobs this may be different process for Senior and Disabled Services staff.	Members only section of website. Note we need to know how to handle "personal" information like home addresses.	
	3. Develop an information packet for each member agency, profiling the services provided and their value.	2	\$	High	Sep-11		CS has gathered most of the information for each of the 28 members. Now in layout.	Check w/ Executive Committee. Note some sensitivity over making extent of LCOG involvement in some jurisdictions.	Directors
	4. Develop a short, general use presentation for LCOG delegates and staff. The content should include information about services, functions and the results of its collaborative work. This PowerPoint presentation should be available on the website.	2	\$		Oct-11		The framework for an overview presentation is in place. Updates to programs, projects, images will need to be made.	Byron send Cathy George's Rubber Chicken outline.	
	1. Forego a traditional Annual Report in lieu of a magazine-style assemblage of success stories that can also be retooled for use in e-newsletters, etc.	3	\$		Jan/Feb 2012		CS has moved away from the traditional Annual Report and produces highlights of our projects with testimonials. We can continue to do that with more gusto!		
	2. Develop a short video/long ad with key messaging centering on thinking big/thinking regionally/ working together -- and image member projects. Post it on the website and on Facebook.	3	\$\$		Dependent on Metro TV project schedule		CS can work with Metro TV to develop a short video.	Also deploy via Youtube.	
<b>Prog/Mgmt</b>	1. Assign a single staff person to each member government to serve as a "client services" representative of sorts.	1	\$\$				This is currently being done but there can be guidelines and purpose brought to the exercise through training.	Different for different governments. Large cities/county have multiple contacts.	

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	2. Develop a more formal staff-to-staff information program that fosters the formation of collaborative groups such as the existing Regional Information Officers. Each senior-level LCOG staff person will identify his or her counterpoint at each member agency, and develop relationships that assure the LCOG member feels he/she has a contact within the larger organization, and that he/she considers this LCOG representative a resource. Sample emails and steps to launch these relationships should be provided to staff to coach this effort.	1	\$				This is currently being done but there can be guidelines and purpose brought to the exercise through training.	Retask current practice - formalize. Talk to Cathy	
	3. Sponsor a monthly "coffee chat" or "brown bag lunch" set up by category of work, and invite membership representatives to take part. (For example, all HR managers could take part on Tuesday mornings at 9, all IT directors at 9 on Wednesday mornings, and so on. LCOG will host these, and the facilitator should be the internal LCOG specialist for the respective groups.)	1	\$				Less formal version of task above. More thought and discussion needs to be done on this task.	Regional Managers, LCOG Round table	
	4. Hold an annual gathering of delegates for no purpose at all beyond the natural development of camaraderie and collaboration. Attendance may be scant at the beginning, but we anticipate that if the event is truly social and convenient, it will become an anticipated event. Keep it simple and hold it after work. Another option is to do a pre-meeting warm-up. (Look to Open Houses of the past for ideas. It is our understanding these are popular and well attended.)	1	\$		May-12		Communications Project Manager will organize LCOG Open House. This should include very informal info-stations with key staff assigned to market their program area specialty. Be purposeful to invite all levels of staff from member agencies	Do annual version of open house.	
	5. Continue to hold the Annual Appreciation dinner, but expand the invitee list and communicate the recognition portion of the program to the media, seeking attention for the award winner. (You don't need publicity about the event -- just the outcome.)	1	\$					Media release after.	Executive Director and Board
	1. Develop a process and supporting materials to more formally orient new Board members and City Managers to LCOG. Content should include services provided, specifics about the delegate's organization's use of LCOG in the past, opportunities for the future.	2	\$					Perhaps something held during business hours at LCOG with tour. Not necessarily before Board meeting as has been our practice.	
	2. Each year, each LCOG delegate should request 15 minutes at his/her agency's board meeting. During that annual review, the delegate should review LCOG, and how the entity uses LCOG. LCOG staff should help customize the PowerPoint presentation discussed above and use agency-specific examples. Sourcebooks should also be provided at this discussion.	2	\$					Good idea. At LCOG Executive Committee?	
	1. Become a sponsor of City Club, and ensure LCOG is represented in all regional conversations, whether formally as a speaker, or informally posing a question.	3	\$			Done	Need calendar of topics and agenda, publicize meetings of interest to invite key staff to place at the table.	Rotate among LCOG service areas.	

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	2. Seek opportunities to speak to Rotary and City Club about the value of regional planning. The focus should be increased cost effectiveness and better coordination among government entities.	3	\$						
<b>Techniques</b>	1. Develop or update your media list and reach beyond Eugene-Springfield to include smaller papers, and larger media outlets like the <i>Oregonian</i> , who cover regional planning issues and trends.	4	\$				CS has a list of contacts for placing display ads. We can expand that list for LCOG staff to develop a reporter contact list.	LCOG has not promoted media coverage in the past. It is a somewhat sensitive area, so more work with Cathy on this topic is suggested.	
	2. Meet with the appropriate reporter from each major local media outlet and introduce them to the information that's available through LCOG. The level of interest will vary from TV reporters who will want to know who to call for quick data points, to <i>Register-Guard</i> or <i>Oregonian</i> reporters who will be interested in knowing how to access information from RLID, population studies, mapping data and other demographic or planning details.	4	\$				Propose that this is an agenda topic at each Program Manager, Project Contract and all staff meeting. Purpose to solicit topics of interest to promote LCOG.		
	3. Establish or renew your commitment to openness with the media. Communicate to employees that playing well with the news media is (1) required (2) fun and (3) will not cost them their jobs when the story doesn't come out quite the way anyone expected. This attitude does not come naturally to most, but in the long run it's the best way to raise your profile.	4	\$				Train employees on how to communicate with media. Develop a "reporting" template. This will include key factors like the tagline and elevator speech.	Training issue - directors need to agree on acceptable practice, and LCOG procedure needs to be changed.	
	4. Be innovative about what is "pitched" to the media. Do more than just issue a standard news releases and demonstrate the power of LCOG by considering collaborative information releases using the media. For example, if a project had LCOG mapping the births of immigrant parents in Lane County in the past 10 years, consider bringing a media partner in to cover the project and the outcome. This will ensure high-profile placement on media websites and could be re-tooled for use on LCOG's site, too.	4	\$				Propose that this is an agenda topic at each Program Manager, Project Contract and all staff meeting. Purpose to solicit topics of interest to promote LCOG.	Cultural change.	
<b>Tools</b>	1. Work with each member agency to establish media protocol and partnership terms.	4	\$				LCOG has not promoted media coverage in the past. It is a somewhat sensitive area, so more work with Cathy on this topic is suggested. More discussion with the Board and agency managers too.		
	2. Issue at least one news release each month and follow it up with a direct pitch to reporters. Vary the topic so LCOG's full scope of services and work is demonstrated over the course of time.	4	\$					Rotate among LCOG service areas.	
	3. Post media coverage on the website, use it in e-news (be sure to ask permission to reprint, or just use a link to direct to the article) and post it on Facebook.	4	\$					Talk to Cathy about tool she recommends	

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	4. When media coverage is not received for a story pitch or news release, write your own and include photography. Use in the next e-newsletter and on the website. Use a "feature" style for greater readability and interest.	4	\$						
	5. Develop a "quick list" of topics and categories of questions that LCOG can likely answer for reporters, and share it with assignment editors, editors and reporters.	4	\$						
	6. Develop and share in electronic form and online an "expert guide" listing names and bios and areas of expertise of key staff, along with office phone numbers and emails.	4	\$						
	7. Hold a media training seminar for LCOG staff to ensure they know and follow the rules of the media road, including the importance of timeliness, what can be shared and what can't, and how to be of use for the media while increasing the odds of them getting the facts right.	4	\$				Media training for staff	Cathy has a resource she uses.	
	8. Keep a media log of inquiries, response provided, and general outcome.	4	\$						
	9. Rather than simply maintaining a traditional "clipping book," re-post coverage on the website and on Facebook.	4	\$						
<b>Website</b>	1. Re-develop the website to more prominently demonstrate services and feature members of the organization. Visitors should be able to identify services and members on the home page and quickly access information and help. Web equivalents to the material recommendations below should be easy to find and even download in a "resources" section.	1	\$\$\$	Top	March/April 2012		Creative Services has scheduled a web update this coming fiscal year which corresponds to moving the site to a new CMS. Design changes that are recommended and approved by can happen at the time of the redesign.	More discussion with Cathy is needed, especially in the area of social media and blogs.	
	2. Consider the addition of blogs to the website. These would be available to members and designated members' staff only, and would be organized and presented by content area/ service category.	1	\$\$	Top			This is part of scheduled re-design		
	3. Ensure that delegates and the key staff at their agency are "fans" on Facebook. Post relevant, topical content to Facebook each day (but keep it short, using links to the site for details).	1	\$				Need to talk to Cathy about her thoughts on Facebook. We have a Facebook page but need to develop a process for how and why we use it for LCOG.	Daily? Not much happens on a daily basis.	
	1. Add a membership portion to the website and populate it with the directories, fact sheets, e-newsletters and member blogs recommended in various portions of this plan.	2	\$				Part of scheduled re-design		
	Issue an e-newsletter to interested parties and media once per month (rather than the current quarterly update). Be sure to distribute to community leaders, opinion leaders and anyone who requests subscription. The information level will be at the level of a newspaper article.	3	\$				This is addressed under Materials #2	Pull from members only section.	

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	2. Actively maintain a Facebook page, and invite members, media--absolutely everyone—to become fans. Share an interesting statistic, data point, meeting announcement, invitation for public comment, map with caption to illustrate a trend, etc.	3	\$				Need to talk to Cathy about her thoughts on Facebook. We have a Facebook page but need to develop a process for how and why we use it for LCOG.	3X per week.	
	3. Re-post news coverage or links to articles on Facebook.	3	\$						
	4. Maintain the role as the facilitator of information by redeveloping the website to better link to member governments and major programs such as Senior & Disabled Services, RLID, and the Public Safety Coordinating Council.	3					GIS, Natural Resource, Urban and Regional, Transportation Planning, Etc.	Design considerations for website redo.	