



Village of Hanover Park Administration

Municipal Building
2121 Lake Street
Hanover Park, IL 60133-4398

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www.hpil.org

PRESIDENT
RODNEY S. CRAIG

VILLAGE CLERK
EIRA CORRAL SEPÚLVEDA

TRUSTEES
WILLIAM CANNON
JAMES KEMPER
JON KUNKEL
HERB PORTER
RICK ROBERTS
SHARMIN SHAHJAHAN

VILLAGE MANAGER
JULIANA A. MALLER

VILLAGE OF HANOVER PARK **PUBLIC NOTICE OF SPECIAL MEETING**

Public Notice is hereby given pursuant to the Open Meetings Act - Illinois Compiled Statutes, Chapter 5, Act 120, Section 1.01 (5 ILCS 120/1.01 et seq.) that the

Village Board of the Village of Hanover Park

(Name of public body)

SHALL MEET ON *February 2, 2017 in a Special Workshop Meeting AT 6:00 p.m.* AT THE

Hanover Park Village Hall, Room 214, 2121 Lake St., Hanover Park, IL

(Location)

Agenda Attached

Posted on : _____

(Date)

By _____

Eira L. Corral Sepúlveda, Village Clerk



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VILLAGE OF HANOVER PARK

VILLAGE BOARD SPECIAL WORKSHOP MEETING

Hanover Park Village Hall, Room 214: 2121 Lake Street, Hanover Park, IL 60133

Thursday, February 2, 2017
6:00 p.m.

AGENDA

1. CALL TO ORDER-ROLL CALL
2. ACCEPTANCE OF AGENDA
3. DISCUSSION ITEMS
 - a. Communications Plan
4. ADJOURNMENT



TO: Village President and Board of Trustees

FROM: Juliana A. Maller, Village Manager
David Webb, Deputy Village Manager

SUBJECT: Draft Communications Plan

ACTION

REQUESTED: Approval Concurrence Discussion Information

MEETING DATE: February 2, 2017 – Board Workshop

Executive Summary

The Village of Hanover Park's 2014 Strategic Plan identified the need to develop a Communications Plan that would address how the Village would communicate both internally and externally.

Discussion

The purpose of the Communications Plan is to ensure that communications from the Village are well coordinated, effectively managed and responsive to the needs of the Village's residents and businesses, Village Board, employees of the Village and the media. After reviewing the available data and input from a variety of sources, the attached draft communications plan was developed.

Recommended Action

Review the draft the Communications Plan and provide feedback.

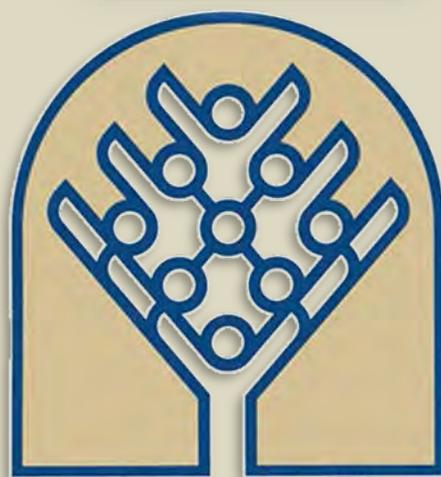
Attachments: Communications Plan

Budgeted Item:	___ Yes	<u>X</u> No
Budgeted Amount:	\$ n/a	
Actual Cost:	\$ n/a	
Account Number:		

Agreement Name: _____

Executed By: _____

Village of Hanover Park Communications Plan



Hanover Park



One Village - One Future

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Executive Summary

The Village of Hanover Park's 2014 Strategic Plan identified a number of goals and objectives designed to improve internal and external communications as well other areas of weakness that need to be addressed. As part of the Strategic Plan, one of the main objectives was the hiring of a Public Information Officer. This goal was met with the hiring of a new Deputy Village Manager whose duties include serving as the Public Information Officer. A second main objective was the creation of this Communications Plan.

The purpose of this Communications Plan is to ensure that communications from the Village are well coordinated, effectively managed and responsive to the needs of the Village's residents, businesses, Village Board, employees and the media. Providing professional and timely communication is essential for quality customer service and enhances the image for the community. This plan is intended to serve as a guide to advance the mission and vision of the Village Board, the communication goals for the current Strategic Plan and help outline the goals for the upcoming 2017 Strategic Plan.

This Communications Plan will set the communication priorities for the Village of Hanover Park for the calendar year 2017 and 2018. It will be managed and updated by the Village Manager's Office as part of the upcoming 2017 Village of Hanover Park Strategic Planning process. The plan is an evolving and flexible document that can be updated as the communications environment changes or additional goals need to be met.

Introduction

The Village of Hanover Park is a dynamic community with over 37,973 residents, conveniently located 17 miles west of O'Hare International Airport and a short trip from the Hanover Park Metra Station to downtown Chicago. Hanover Park is part of the Golden Corridor appropriately named for its phenomenal rate of growth. Hanover Park has kept up with its population growth which has more than tripled in size since 1970. Hanover Park is located in two counties, Cook and DuPage, and is comprised of four townships, seven school districts, three community college districts, three park districts and two library districts.



Hanover Park has some of the youngest residents of Chicago's northwest suburbs with a median age of 33. Hanover Park is a diverse community with pronounced Hispanic and Asian populations. The Village hosts over 20 events a year geared toward the whole family. Hanover Park has a vibrant business environment encompassing over 400 businesses with 4.6 million square feet of industrial development and over 1 million square feet of commercial retail and office space.

Internally, the Village has 196 full time employees and 36 part time employees for a total of 232 employees. Those employees work out of 5 main facilities being Village Hall, Public Works, Police Headquarters, Fire Station #1 and Fire Station #2. There are 6 different unions that represent the majority of the employee population. The main portion of non-union employees work at the Village Hall.



This communications plan is based on the best practices, analysis and input from:

- The Village Board and Village Manager
- Each of the department heads
- Internal and external surveys
- A review of the established communications efforts and materials
- A review of past communications strategies
- A review of other communities' communications practices.

This communications plan is outlined in the following sections:

1. Overview-

- A. Guiding Principles
- B. Purpose
- C. Anticipated Outcomes
- D. Communication Priorities

2. Communication Practices-

- A. Target Audience,
- B. Current Communication Methods

3. Communications Priorities and Action Plans-

- A. Policy
- B. Outreach & Technology
- C. Two Way Communications
- D. Internal Communications
- E. Improved Messaging



1. OVERVIEW: Guiding Principles, Purpose, Outcome, and Communication Priorities

A. Guiding Principles: The perception of the Village of Hanover Park is shaped by the quality of its communication efforts. The following Guiding Principles were used in the development of the Communication Priorities outlined in this Communication Plan:

- **Mission and Vision Statement-** the Village's Mission is to provide responsive and effective municipal services toward the goal of maintaining a good quality of life for residents and businesses within the community. The Village's Vision is to be recognized as a community that: Is a great place to live, work and do business; Offers convenience through technologies; Is fiscally responsible and transparent
- **Quality Communications-** facilitate to have excellent communications to all residents by providing accurate and useful information to improve their Hanover Park experience.
- **Proactive-** the approach is to achieve specific goals, create effective communication strategies and open lines of communication with residents rather than simply respond to inquiries.
- **Transparency-** the Village of Hanover Park strives to be responsive to our residents' concerns and operate in a fiscally responsible and efficient manner. Government transparency, or the ability to access information and documents, is a priority of the Village President, Board of Trustees, and staff.
- **Timely Communications-** in today's day and age, with the immergence of Social Media and streaming video, communication needs to be timely.
- **Themed Messaging-** Communications will emphasize messaging on themes established by the Village Board, Strategic Plan and staff input.
- **Two Way Communication-** Whether internally or externally, two way communication lends itself to providing feedback and will lead to improved collaboration and better outcomes.

B. Purpose: The Purpose of this Communications Plan is ensure that communications from the Village are well coordinated, effectively managed and responsive to the needs of the Village's residents, businesses, Village Board, and employees. The purpose of this communications plan is aligned with the Village of Hanover Park's Vision Statement:

The Village's Vision is to be recognized as a community that: Is a great place to live, work and do business; Offers convenience through technologies; Is fiscally responsible and transparent



- C. **Anticipated Outcomes:** The Anticipated Outcomes for this plan are increased community engagement, increased customer service to residents and an enhanced image for the community. The outcomes of this communications plan are rooted in the Hanover Park Mission Statement:

The mission of the Village of Hanover Park is to provide responsive and effective municipal services toward the goal of maintaining a good quality of life for residents and businesses within the community.

D. **2-Year Communication Priorities:**

- **Policy Development-** Develop communication policies and procedures that are consistent with the mission and vision of the Village and enhance communications to the residents.
- **Outreach and Technology-** Expand and improve upon how the Village communicates with the residents, businesses and organizations of Hanover Park. Utilize the latest technology and expansion of social media to strengthen the messaging and information that is provided to Hanover Park residents, business community, general public and media.
- **Two-Way Communications-** Facilitate 2-way dialogue between Village government and Hanover Park residents so they have can be part of the decision making process, provide feedback and be aware of Village services and activities.
- **Internal Communications-** Increase the level of the communication to all employees about Village initiatives, events, co-workers and Village services to enhance their working environment and knowledge of Hanover Park.
- **Improved Messaging-** Communications will emphasize and reinforce themes established by the Village Board, Strategic Plan, Committees and staff input.



2. COMMUNICATION PRACTICES: Target Audience, Current Communications Methods

A. **Target Audience:** Identifying and prioritizing your target audience is a key component to an effective communications plan.

- **Hanover Park Residents-** The residents of Hanover Park are the highest priority target audience.
- **Hanover Park Businesses and Non-profits groups/Organizations-** Hanover Park has a significant manufacturing base and strong retail market. Their participation in the Village is key to a strong commercial employment base and variety of products and services offered.
- **Village Board, municipal employees, volunteers and committees-** There are approximately 300 individuals in this audience. Effective communication with the Village Board is important for effective and responsive governance. The individuals employed with the Village are in a wide variety of jobs and responsibilities. Well informed employees are an important factor in delivering quality, customer service to residents and visitors to Hanover Park. Establishing solid communication with our volunteers and committee members is essential as they are public representatives of the community.
- **Commercial sector outside of Hanover Park-** Positive and effective outreach is a priority in an effort to recruit commercial and small businesses into Hanover Park.
- **Media-** Media coverage can have a significant influence on the image of Village and all communication with the media should be vetted with the Public Information Officer. Establishing a professional and collaborative relationship will enhance the ability to promote Village events, activities and perspective.
- **Residents Outside of Hanover Park-** Hanover Park is a great place to live, work and do business. This message needs to resonate outside of Hanover Park through the use of our communications efforts.
- **Other Municipalities and Governments-** Involvement and collaboration with other governments aids in enhancing the positive image of the Village.

B. **Communication Methods:** The following is an inventory of the communication methods currently used by the Village of Hanover. Identifying the audience and evaluating each of the methods helps to maintain up to date and effective communications.



Internal

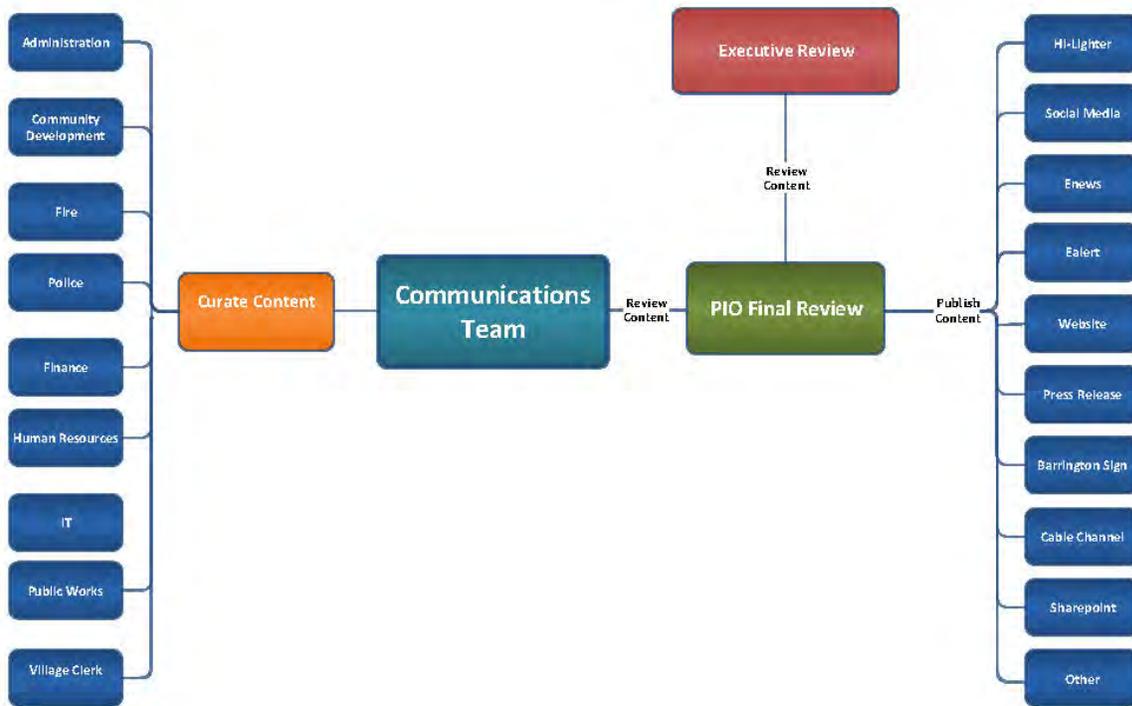
- **Sharepoint**- An in-house website that is divided up into different “pages” that are available for employees to download documents, forms and view information. Each department has the ability to have an internal page to list information that is necessary for day to day efficient operations and communication. The information is updated by each of the department that has information listed.
- **Sharepoint Homepage**- The recently created Sharepoint Homepage is an internal webpage on Sharepoint. The purpose of the home page is to give all the employees a single location to receive information about what is going on at the Village. Included on the Sharepoint Homepage are:
 - **Village Announcements**- The Village Announcements section features information such as new employees, promotions, Village event information and any announcements that will go out to all employees. If you can't remember something from an announcement, simply click the Village Announcements link. All announcements are archived on the page. Get to know all new employees, not just the ones in your department, by reading their profile and seeing their picture. Welcome them to the Village!
 - **Village Facebook Feed**- Quickly view all the Village Facebook posts via the Facebook Feed on the page.
 - **Village Photos**- View photos from employee and Village events.
 - **Village Event Calendar**- Included on the site is an event calendar with information on what events or other activities are occurring within the Village. Click on the link to get more information.
 - **Village Quick Links**- The quick links have been expanded to include more useful links for use by all employees. The quick links area is designed to give you quick access to all internal web resources like New World and Kronos.



- **Email**- Emails are the staple communication method for getting basic information to the Village Board members, employees, volunteers and committee members in a timely fashion.
- **Strategic Plan**- Developed by elected officials and department heads, the Strategic Plan reviews existing strengths, weaknesses, opportunities and threats and establishes goals necessary to address the identified issues.
- **Manager's Weekly Update/Minute with the Manager**- Completed on a weekly basis and sent to elected officials and department heads, the Weekly Update contains important information and updates that have occurred throughout the previous week. The Minute with the Manager is an edited version of the Weekly Wrap that is sent to all employees via Sharepoint to update them on what is occurring in the Village.

- **Department Head and Departmental Meetings-** The Village Manager and department heads meet weekly to review a set agenda, which includes discussion on upcoming Board meetings, employee openings and concerns, and to discuss issues in each department that are of interest and concern.
- **Communications Team-** This Communications Plan establishes a Communications Team to assist with the curation and coordination of content for of the Village’s communications efforts in a timely fashion. The Communications Team is made up of representatives from all of the departments in the Village who meet on a regularly scheduled basis to assist in the coordination of the Village’s outreach on events, activities, information and scheduled services.

PUBLIC INFORMATION FLOW CHART



External

- **Village Website-** www.hpil.org contains several pages of general information about the Village. Departments have been assigned specific pages that they are responsible for updating and maintaining. The Village Manager's Office approves all changes and postings to the website.
- **Hi-Lighter Newsletter-** Published six times per year, this newsletter is sent to all Village homes and businesses. It is written and designed in-house by the Village Manager's Office under the supervision of the Deputy Village Manager. It is printed by an outside vendor and sent out in an electronic version to individuals who have signed up for eNews. It can also be viewed on the Village website, as well as archived issues of the Hi-Lighter.
- **eNews-** eNews is an electronic newsletter sent via e-mail to subscribers every Friday. The purpose is to notify subscribers of Village news, special events and other information approved by the Public Information Officer.
- **eAlerts (Fire, Public Works, and Police)-** eAlerts are sent out via e-mail to persons signed up to receive these types of communications via the Village website. eAlerts are typically for one-time events. Their purpose is to notify the public about public safety or emergencies such as boil orders, weather bulletins, or news of an urgent nature related to their department.
- **Press Releases-** Press Releases are sent out via e-mail to various media contacts. Press releases are sent out to promote special events and /or to inform the public about incidents that have occurred within the Village, announcements from the Village, or other various news and events.
- **Email-** Emails are sent to residents, businesses and the media who have contacted elected officials or municipals employees to ask questions or receive information.
- **Barrington Road Sign-** The Barrington Road sign is updated weekly or more frequently if needed, to notify the public about important information such as upcoming special events, community events and information, and other general messages regarding Village services or information.
- **Water Bills-** Sent out monthly to Cook and DuPage County, water bills have a section in which the Village can place a short message within water bill.
- **Government Access Channel 17-** Available to both Comcast and AT&T subscribers, the Government Access Channel 17 contains numerous slides with general information about the Village and our special events. It also contains other community events and information as deemed relevant and approved by the Public Information Officer.
- **Facebook Page and Twitter-** The Village's Facebook page and newly created Twitter account are utilized to keep residents, employees and the general public up-to-date on the latest news and information going on in the Village of Hanover Park.



- **New Resident Guide-** A guide developed to inform new residents about important information related to the Village of Hanover Park. The guide is available in both a printed version and electronically. This guide is updated by the Village Manager’s Office as needed.
- **New Business Guide-** A guide developed to inform new businesses about how to establish a business in the Village of Hanover Park. This guide will provide the steps that must be taken to meet the requirements to open a new business. The guide is available in both printed version and electronically. This guide is updated by the Village Clerk’s Office and the Inspectional Services Office.
- **Nixle Alerts-** The police department currently uses Nixle, which is a community information service that allows individuals to receive geographically relevant information. This service is free to all persons and is available to anyone with a cell phone, smartphone or computer. The Police Department uses Nixle to send alerts via text message and email. While the majority of Nixle alerts pertain to road closures or traffic delays due to accidents, the Village could also utilize Nixle for other events such as power outages, weather related emergencies and special events.
- **Crime Mapping-** The Village offers a free online public crime mapping program to residents, located at communitycrimemap.com. This program allows residents to map out incidents that have occurred throughout the Village and sign up for alerts to notify them of incidents that have occurred in their area. The system also contains an internal component comprised of analytics programming the police department uses to forecast and analyze crime data and trends. This program is available for officers to use at any time in roll calls or their squad cards.

3. PRIORITIES ACTION PLANS

A. Policy Development



The first key step in the development of this Communication Plan is to develop a branding exercise strategy that will facilitate a consistent look, design and message that will improve Hanover Park brand recognition. Several steps within this communications plan, such as website and electronic template design, cannot proceed until decisions are made regarding the Village’s brand review. Once this has been completed a revised policy can be written to meet the requirements determined in the branding exercise.

Communication Priority: Policy Development			
Initiative: Review and Develop a New Brand and Logo Policy			
Actions	Measure of Success	Who’s Responsible	Target Date
Research and Develop a new Brand and Logo Policy	A new, updated policy is developed that incorporates information from a branding exercise or similar exercise that defines the use of the Village Brand and Logo	PIO	June 2017



**Develop a new
Communication
Policy**

Currently there are several policies that cover individual aspects of communications from the Village. Some of the policies are outdated or are still in draft form. Development of a comprehensive policy that will cover the guidelines for distribution, publication, content and reporting of all Village communications is needed. The following are some of the forms of communications that will be covered under this new policy: Hi-Lighter, eNews, Social Media outreach, Corporate Partnership Program and advertisements for Village events.

Communication Priority: Policy Development			
Initiative: Develop a New Communications Policy			
Actions	Measure of Success	Who's Responsible	Target Date
Review current communications methods	A full review of the current methods will be done to incorporate into the policy development	PIO	June 2017
Review and Revise all current policies into a singular Communications Policy	The new policy will be a comprehensive policy that details the guidelines for distribution, publication, content and reporting of all Village communications.	PIO	June 2017
Outline how the 2017 Strategic Plan Goals will be communicated	An outline will be created showing how the goals from the Strategic Plan will be communicated	PIO	Each update to 2017 Strategic Pan

**Multicultural
Outreach in
Communications**

It has been expressed by some that the Village may need to take steps to have better communicative outreach to the non-English speaking segments of the community. The Village has a large Hispanic population (38%) but also has a large Asian demographic (15%) as well as a noticeable presence of Eastern European languages that are not identified by census data due to its incorporation into the white (38%) demographic. Development of a policy will be needed to take into account which communications will be translated, if any, and what languages it will be translated to. The PIO will research and develop recommendations in this area.



Communication Priority: Policy Development			
Initiative: Multicultural Outreach in Communications Policy			
Actions	Measure of Success	Who's Responsible	Target Date
Research the issues regarding providing communications in other languages.	Prepare a recommendation to the Village Board	PIO	June 2017
Write a translation policy for the Communications Policy	The policy will meet the approval of the Village Board	PIO	June 2017

B. Outreach & Technology



Budget and contract with a website and content management vendor who can provide the latest technological advances in website design and function. Currently 15-20 different individuals provide and update content to website that needs to be approved. A user friendly content management system is a must. The following items should be considered in the redesign of the website: strong visual images that enhance the viewer experience and showcase Hanover Park, integration of Social Media, predictive search, alternative text for visually impaired (ADA compliance), best practices in website design, analytic and intuitive design, and a notification and submit forms module, Search Engine Optimization and strong customer service support. The website redesign should be tied directly to the branding exercise listed in this Communication Plan and should be consistent with the design of other communication tools. As stated in the policy section of this plan, the branding exercise is recommended to tie all the design elements together on all communications templates for a consistent message.

Communication Priority: Outreach & Technology			
Initiative: Website Redesign			
Actions	Measure of Success	Who's Responsible	Target Date
Review expectations with the Village Board and Staff	A list of wants and needs will be developed to be used during the selection process for the website redesign	PIO, IT	February 2017
Research best practices for municipal websites that can be used in selecting a website design company	A list of best practices will be used in selecting a website design company with budget.	PIO, IT	March 2017
Develop a process to select a website design	A website design company will be selected within budget and meets the needs of the Village.	PIO, IT	March 2017
Complete a website design	A new website will designed and go live.	PIO, IT	October 2017



**Redesign of
eNews, eAlerts and
all other electronic
templates**

The current electronic template or design of the eNews and other communications put out by the Village is in need of a new look. As a stop gap measure until a branding exercise can be evaluated, the templates for the electronic communications were redesigned in September of 2016. The Village is using a new outside vendor that has easy to use design features and has consistent viewing whether on a mobile device or desktop computer. As stated in the policy section of this plan, the branding exercise is recommended to tie all the design elements together on all communications templates for a consistent message.

Communication Priority: Outreach & Technology			
Initiative: Redesign eNews, eAlerts and other electronic templates			
Actions	Measure of Success	Who's Responsible	Target Date
Redesign electronic templates for eNews, eAlerts, etc.	The redesign will meet the design recommendations of a branding exercise.	PIO, IT	August 2017

**Increased use of
Video**

As part of this plan, the increased use of video on social media, eNews and the website will be used. The use of video, live video and streaming video are all gaining in popularity. It has been regularly reported that posting video on social media can boost the reach of your content by over 100% over a post with a picture. Currently Facebook and Twitter offer Live Video applications as well as posting recorded videos. The use of these videos will drive up the reach of our social media content and bring more individuals to "Like" our Facebook page or "follow" our Twitter account leading to more connections for our information. Staff will continue to research the latest technology in this area.

The production of short subject videos can be a great way to respond to issues in the community, inform the general public and highlight activities within the Village. The PIO and IT staff will research the feasibility to produce low cost videos by easy to use technology to advance the messaging of the Village. The use of video for internal training for large amounts of employees is an efficient and cost saving avenue to provide training. Staff will be researching the best options and technology to provide this training. The Sharepoint intranet has recently been used to provide this service for employee.



Communication Priority: Outreach & Technology			
Initiative: Increased Use of Video			
Actions	Measure of Success	Who's Responsible	Target Date
Research the feasibility of producing short videos to emphasize Village events and messaging	A recommendation for budgeting and staffing will be completed for the FY2018 budget.	PIO, IT	December 2017
Conduct a cost benefit analysis of in-house production of videos versus using an outside vendor.	Make recommendations on the production of videos that are cost effective for the Village.	PIO	June 2017
Produce in-house videos for training	Effective videos are produced that are used to train staff in house.	PIO, IT	March 2017



The Hi-Lighter newsletter has been a staple in the community for many years. It serves as a bi-monthly unified message to residents on the happenings and information related to Hanover Park such as major issues, accomplishments and programs. It is currently produced by the Manager's Office. The Hi-Lighter is produced in "hard copy" form as well as reproduced in a digital format. The hard copy format is still desired as an established print media for residents who don't have access to or like using an electronic device to receive information. The digital format is used to reach residents and other by being placed on the village website and emailed to residents who have signed up for notifications via the Village's electronic mailing list. The Hi-Lighter has not been redesigned since 2011 and is in need of a new look. The redesign of the Hi-Lighter should be tied directly to the branding exercise listed in this Communication Plan.

Communication Priority: Outreach and Technology			
Initiative: Redesign Hi-Lighter Newsletter			
Actions	Measure of Success	Who's Responsible	Target Date
Redesign Hi-Lighter	The redesign will be consistent with the branding exercise recommendations	PIO, Executive Assistant	January 2018



Expansion of Social Media

Social media engagement is a key component to the success of the Village promoting its message and information. The importance of good content to be used on social media drives the success of any application whether Facebook, Twitter, etc. Currently the Village has a relatively new Facebook page and the Police Department has an established, successful Facebook page and Twitter account. As part of the preparation for this communications plan, the Village created a new Twitter account. Twitter is historically used by a younger audience and this is certainly a demographic the Village would like to reach, considering the Village has one of the youngest media ages in the Northwest Suburbs. As part of this Communications Plan, the PIO will be exploring the feasibility of expanding to use Instagram. Instagram is another application that is heavily favored by younger users.

As stated, currently both the Police Department and Village are using social media applications at a high level. To coordinate of the social media outreach, the PIO will be researching and demoing a social media content calendar. These calendars are used to plan, create, and promote your content all in one place. They are used to streamline your time and helps you grow your audience through content plans and team collaboration. Content can be pre-scheduled and users given assignments to find and post content at later dates. One easy to measure metric is the amount of growth on your social media pages over a period of time.

Communications Priority: Outreach and Technology			
Initiative: Expansion of Social Media			
Actions	Measure of Success	Who's Responsible	Target Date
Increase Facebook Page "Likes"	The new Facebook page will reach 3,000 "Likes"	PIO	December 2018
Research creating a Village of Hanover Park Instagram account or other platform to reach a younger demographic	A recommendation will be made whether to further expand the social media accounts of the Village.	PIO	December 2017
Develop a process to better organize the posting of content	A process will be developed to curate and schedule the posting of content on social media in an efficient manner.	PIO	June 2017





There has been previous discussion that the business community is generally disengaged with the Village. Village businesses in general do not heavily participate in networking events and are generally focused more on the global environment of the Chicagoland area rather than locally on the Village. The PIO will work with the Community & Economic Development Department on a detailed contact data base of the businesses in town to facilitate efficient communications, develop quality content for the redesigned website to attract businesses to the webpage, will spotlight Hanover Park businesses in our social media efforts and reach out to all businesses in town to be active participants and sponsors in the Village's 60th Anniversary celebration.

Communications Priority: Outreach and Technology			
Initiative: Increased engagement of the Business Community			
Actions	Measure of Success	Who's Responsible	Target Date
Create a detailed communications data base to contact businesses	A database will be created to facilitate quick communications to businesses	PIO, Community Development	December 2017
Develop content for the redesigned website to attract businesses to the website	Increased participation from businesses to our website	PIO, Community Development	December 2017
Develop special correspondence to solicit businesses to be active participants in 60 th anniversary	A process for contacting businesses to participate in the 60 th Anniversary will be completed prior to 2018.	PIO	December 2017
Revise and create a 2017 New Business Guide	The revised New Business Guide will contain updated information.	PIO, Inspectional Services	March 2017

C. Two Way Communication



The Village will research and conduct a citizen satisfaction survey in an effort to get feedback on residents' experiences and opinions regarding Village services.

Communication Priority: Two Way Communication			
Initiative: Citizen Satisfaction Survey			
Actions	Measure of Success	Who's Responsible	Target Date
Conduct a Citizen Satisfaction Survey	Complete the survey and report the details	PIO, Dept Heads	January 2018



Minority Recruitment

The PIO will work with the Human Resources Department and the departments to increase the effectiveness in the Village communications to minority groups and associations to increase participation in the Village of Hanover Park job recruitment process. The PIO and Human Resources will research and develop new communications tools to increase outreach and grow our job applicant pool of candidates.

Communications Priority: Two Way Communication			
Initiative: Minority Recruitment			
Actions	Measure of Success	Who's Responsible	Target Date
Review current communications procedures related to minority recruitment.	Complete an assessment of the Village's current process and make changes as appropriate.	PIO, HR	December 2017
Research new communication tools or methods to improve minority recruitment	If applicable, implement new tools or methods to improve minority recruitment and measure their success.	PIO, HR	December 2017

Commenting on Facebook

Currently the Village of Hanover Park Facebook page does not allow individuals who have "liked" the page to comment on specific posts. The page however does allow individuals to message the Village using Facebook Messenger. The Village can then respond to inquiries answering the message. The Police Department Facebook page permits individuals to comment on posts. In 2017, the PIO will review the Village's Facebook policy and make a recommendation on whether the policy should be changed to allow commenting to occur or continue with the existing practice.

Communication Priority: Two Way Communication			
Initiative: Commenting on Facebook			
Actions	Measure of Success	Who's Responsible	Target Date
Evaluate the "no comment" policy on Facebook	A decision on commenting will be made with supporting documentation	PIO	August 2017



D. Improve Internal Communications

Central Location for information

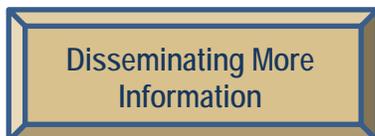
Feedback from employees has determined that there is room for improvement in the lines of communication between the Administrative staff and employees in the topics of information sharing about events/activities in the Village, more information on new employees, promotions, awards and having easy access to employment documents and information. In September of 2016, a new Sharepoint internal website was created as a unified location for all employees to receive information. Information will be posted on a regular basis to keep employees informed and interested in what is occurring with the organization and Village. The new internal website is a pilot program and will be reviewed for its performance. Staff will be upgrading this program and expanding the functionality of it in 2017 if the site is reviewed positively.

Communication Priority: Improve Internal Communications			
Initiative: Central Location for Information			
Actions	Measure of Success	Who's Responsible	Target Date
Create a central repository for employees to receive information from the Village	An central location for all employees to receive information will be created	PIO, IT	June 2017
Upgrade Microsoft Sharepoint	The upgrade will be completed and staff trained on its use and functionality.	PIO, IT	December 2017

Easy Access Employee Forms & Information

As part of the Sharepoint initiative, there is the ability for individual departments to create their own pages that can house everyday documents and information relevant to the department. It allows easy access to documents and information without having to contact the department. This is more efficient for the employee and the department. These pages need to be updated and the information reviewed.

Communication Priority: Improve Internal Communications			
Initiative: Easy Access Employee Forms and Information			
Actions	Measure of Success	Who's Responsible	Target Date
Expand the functionality of the Human Resources Sharepoint Page.	A redesign of the Human Resources Sharepoint page will include up to date forms and information for all employees.	PIO, HR	December 2017



The Village will look to provide employees with as much information as possible to make them well informed employees. The Village will provide a weekly summary of the activities of all the departments of the Village to all employees. The document will be called "Minute with the Manager" and will be shared on Sharepoint where the document can be viewed.

Communication Priority: Improve Internal Communications			
Initiative: Disseminate more Information			
Actions	Measure of Success	Who's Responsible	Target Date
Create a document for employees to know what is occurring at the Village	A document is disseminated in a timely fashion to all employees regarding what is occurring at the Village	PIO	January 2017
Train staff to share and post specific information on Sharepoint	Sharepoint will have regularly scheduled information on the Hanover Park Main Page	PIO, IT	March 2017

E. Improved Messaging



The Village will budget to conduct a branding exercise to help analyze the needs of the Village. The Village currently has an established Logo, Mission Statement, Vision Statement, tag line and graphics. The branding exercise will review and make decisions regarding all of these items. The branding exercise will help identify a new look and feel for the Hi-Lighter, eNews, eAlerts, press releases, cable channel slides and stationary. The exercise will review these items to ensure consistency with the new branding.

Communication Priority: Improved Messaging			
Initiative: Conduct a Branding Exercise			
Actions	Measure of Success	Who's Responsible	Target Date
Research a cost effective Branding Exercise	Conduct a cost effective Branding Exercise that will be used across all communications mediums at the Village	PIO	August 2017



In 2018, Hanover Park will be celebrating its 60th Anniversary. The planning and development for it will begin and is some funds are allocated in the FY17 budget. The PIO will research and develop recommendations to promote this yearlong event.

The PIO will review the recommendations with the Special Events Committee for implementation. Based on the approved recommendations from the Committee, funding will be considered during the FY18 budget process.

Communication Priority: Improved Messaging			
Initiative: 60th Anniversary			
Actions	Measure of Success	Who's Responsible	Target Date
Research Costs for the 60 th Anniversary	Development of a cost effective budget	PIO	October 2017
Develop a Communications Strategy for the 60 th Anniversary	An action plan for promoting the 60 th Anniversary will be completed	PIO	December 2017



Emphasizing themes within the Village's messaging will help establish the Village's brand, vision and target issues of interest identified by the Village Board and staff. Themed messages should have the particular audience in mind and develop specific content for the message. The themed messages could

come in various forms such as hashtags, photos, tag lines or focusing on a specific topic for a predetermined period of time.

Communication Priority: Improved Messaging			
Initiative: Develop Themed Messaging			
Actions	Measure of Success	Who's Responsible	Target Date
Develop themed messaging for areas identified by the Village Board and staff	Increased use of the themed messaging across our communication methods.	PIO	December 2018



Conclusion

This Village of Hanover Park Communications Plan is designed to provide the foundation for how the Village of Hanover Park will communicate with our target audiences over the next 2 years. It represents the immediate communication needs of the Village. The Communications Plan is designed to correspond with the 2017 Strategic Planning Process and is presented in an organized, scheduled manner to ensure that the benchmark dates for the Action Plans are met in a timely fashion. The Communications Plan is presented to be flexible and may transition or evolve over time in order to meet the new challenges or needs of the Village.

The Village of Hanover Park Communications Plan could not have been completed without the assistance from Mayor Rodney S. Craig, Hanover Park Village Board, Village Manager's Office, and staff members whose input and insight were vital for its development and implementation.

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