

## **A Year in Review – Living Our Values | Division B | Category 1B Annual Report | Entry**

### **Research/Situation Analysis:**

The City Manager utilizes this report as his primary way of reporting to taxpayers or city residents, but other audiences include businesses and other local and state leaders. In 2017, the Annual Report had nearly 700 views on Joomag, and more than 1,000 printed copies were distributed. The City Manager challenged the Communications Department to create a beautiful and easy-to-read summary of the City's 2018 accomplishments that ties in with the Organization's updated Mission, Vision and Values. As a result, the Communications Department created the City Manager's Annual Report. The report's 2018 theme, "A Year in Review - Living Our Values," focuses on the organization's values and staff's commitment to the organization's strategic plan. The annual report is divided into three main sections: the top five highlights, accomplishments that exemplify the City's values, and staff who have illustrated excellence.

### **Objectives:**

1. Complete the annual report that emphasizes the values that personify the City's work ethic just one month after the close of the calendar year 2018.
2. Provide an online copy that is easily obtainable, and shareable with a reach of 2,000 people, the same day the printed version is made available to the public.
3. Distribute the first 300 printed copies of the Annual Report within one month of publication and distribute more than 500 copies in 2019.

**Implementation:** To execute the Annual Report in a timely fashion, the Communications Department met with the City Manager to discuss this year's theme and overall direction, "Living Our Values" in late September. Staff collected samples of annual reports from government agencies, non-profits and private corporations to examine different styles of presenting information to the public. One aspect of reports that were appealing were those that put a "face" on the organization with personal stories. Throughout the year, the Communications Department tested several heartfelt stories about staff exemplifying our values by sharing them on Facebook. These posts consistently received high reach and numerous positive comments, attesting that residents want this type of content. We set out to personalize the report similarly. City Departments provided their top achievements for the year, and it was the

role of the Communications Department to associate them to the proper City value. The content was repeatedly proofed, corrected and adjusted before the Graphics Coordinator began laying out the text, photos and overall design in Adobe InDesign. The staff photographer was tasked with setting up photo shoots and capturing any last-minute photos that were possibly missing. As a section was completed, staff sent back the document for accuracy and approval by Department Heads. By breaking up the annual report into smaller pieces, the Communications Department was able to work more effectively and met their deadline.

**Evaluation:** The Annual Report has a magazine look and feel with feature stories and short blurbs of information. It also has numerous compelling stories of staff members, which succeeded in putting a positive “face” on the City.

1. The Communications Department exceeded every goal it set with the annual report which was published at the end of January. At one point, it was uncertain if the team would meet the deadline when the Graphic Coordinator assigned to layout and design was sick for an entire week, leaving the Communications Liaison to take over the responsibilities in the interim. The design utilized stunning photography, including aerials obtained by a drone, which were captured by staff photographers.

2. Residents were directed to the digital version, available on Joomag, through a Facebook post that reached 2,663 people since it was posted on January 31. Of those 2,663 people 201 engaged with the post – a 7.5 percent of engagement. The Joomag version has 677 views which is on track for exceeding last year’s amount of views.

3. Three-hundred copies were initially printed and distributed to local officials and community groups. A second order of 100-hundred additional copies was ordered by February 28, 2019, one month after the initial order. The City Manager is presenting at the upcoming Treasure Coast Business Summit where additional copies will be handed out.

**Budget:** Full-length articles about the top five highlights of the year were written solely by the Communications Department staff. The annual report was designed and laid out by the Communications Department, whose role was to compile, sort and edit the content given by the various City Departments. Special effort was placed in capturing beautiful photos and drone imagery to demonstrate the fastest-growing areas of the city and the potential for the future. More than 100 hours of staff time were dedicated to ensuring accurate content, creating a design that was clean, elegant and informational, roughly equating to \$3,500 of staff time. Printing the reports cost \$3,300 in total.