



# Annual Work Plan

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Leaders in Peoria County Government commit ourselves to our Personal Strategic Plan. Application of my Personal Strategic Plan and the County Board's strategic plan is my Annual Work and Performance Plan. Each Key Initiative below is tied back to one or more Strategic Goals found in my Personal Strategic Plan.

## Strategic Goal:

Which goal in your Personal Strategic Plan does this Key Initiative link back to.

## Description:

This is a summary of the Key Initiative.

## Rationale:

This answers the "Why" question. Why is it a priority for me and for Peoria County Government.

## Operational Plan:

These are short-term focused and action-oriented objectives that support the Key Initiative.

## Programming & Service Delivery Application:

These are tactical actions derived from the Operational Plan. They are short-term and focused. These come in the form of Timelines and Milestones.

## Outcome Measures:

A key component of a SMART goal is its measurability. They help define achievement or failure of the Key Initiative.

## Key Initiative # 1: HHS Campus Construction Communication

Strategic Goal:	Create strategic messaging to inform community stakeholders. Support the vision and mission of Peoria County, and specifically, the endeavors of the Peoria County Board.
Description:	The Health and Human Services Campus is a massive investment by the Peoria County Board to update and move the facilities of the Peoria City/County Health Department, Coroner's Office, Regional Office of Education, and Sustainability and Resource Conservation Department. Continual updates to the public and staff on construction will be required. Special events, including the topping out and ribbon-cutting, must be coordinated and communicated to all stakeholders.
Rationale:	Updated facilities are needed for these departments, based on current office needs and the deteriorating condition of the current buildings. As the HHS campus will be a multi-million-dollar project utilizing taxpayer funds, special attention must be given to ensure community-members are able to find updates and information they need to understand the need for and the outcome of this massive undertaking.
Operational Plan	<ol style="list-style-type: none"> <li>1. Create plan to gather and communicate construction updates once construction has started</li> <li>2. Coordinate topping out ceremony</li> <li>3. Coordinate ribbon cutting</li> <li>4. Support Health Department PIO in plans for staff transitioning into new building</li> </ol>
Timeline:	Through Q2 2024
Milestones:	<ul style="list-style-type: none"> <li>• Topping out ceremony</li> <li>• Ribbon cutting ceremony</li> </ul>
Outcomes / Measures:	<ul style="list-style-type: none"> <li>• Content creation on HHS hub site and social media, traditional media dissemination</li> <li>• Attendance and media coverage of special events</li> </ul>

## Key Initiative #2: Professional Development of Staff

Strategic Goal:	<p>Make Peoria County government information accessible to all residents.          Create strategic messaging to inform community stakeholders.          Support the vision and mission of Peoria County, and specifically, the endeavors of the Peoria County Board.</p>
Description:	<p>Ongoing education of team members in communications as well as onboarding of new communications coordinator.</p>
Rationale:	<p>Education of staff on new communication avenues, updates to social media platforms, and best practices should be an ongoing endeavor. In addition, with the addition of a new Communications Coordinator, it will be imperative to bring him up to speed on general government procedures, public information officer training, content creation, and the social media legal environment. Investing in training for new employees is essential for retention and morale. In addition, as head of the Central Illinois Public Information Officers group, increase local educational opportunities for PIOs throughout our region.</p>
Operational Plan	<ol style="list-style-type: none"> <li>1. Throughout probationary period, access Communications Coordinator's skills and find trainings to fill necessary gaps</li> <li>2. Attend NACO Leadership Academy (Q1)</li> <li>3. Communications Coordinator to attend ICS 300 and 400 (Q2)</li> <li>4. Attend communications conference (Q3)</li> <li>5. Work with Peoria County EMA and IEMA to bring PIO trainings to our area (Q4)</li> </ol>
Timeline:	<p>Noted above.</p>
Milestones:	<ul style="list-style-type: none"> <li>• Completion of NACO Leadership Academy</li> <li>• Completion of ICS 300 and 400</li> <li>• Attend conference</li> <li>• Locally instructed IEMA class</li> </ul>
Outcomes / Measures:	<ul style="list-style-type: none"> <li>• Communications Coordinator is trusted to handle social media platforms with limited supervision after training</li> <li>• Communications Coordinator integrated into Central Illinois Public Information Officers core group</li> <li>• Able to communicate and implement ideas gathered at NACO Leadership Academy and communications conference into general communication strategy</li> <li>• Attendance at IEMA class by regional PIOs</li> </ul>

## Key Initiative #3: Reporting

Strategic Goal:	Make Peoria County government information accessible to all residents. Create strategic messaging to inform community stakeholders.
Description:	The communications department currently gathers traditional and social media data from multiple sources, but we do not have a simple dashboard-type report to easily reference. We want to create streamlined communications reporting mechanism for internal use.
Rationale:	Improving the organization of communications data points will help in the evaluation of past programs and implementation of new communications plans.
Operational Plan	<ol style="list-style-type: none"> <li>1. Decide on the reporting period and the style of report to be generated.</li> <li>2. Create plan to gather and disseminate data.</li> </ol>
Timeline:	<ul style="list-style-type: none"> <li>• Completed by end of Q1</li> </ul>
Milestones:	<ul style="list-style-type: none"> <li>• Report generated on set schedule</li> </ul>
Outcomes / Measures:	<ul style="list-style-type: none"> <li>• Information is actively used to alter current strategies and referenced when creating future communication plans.</li> <li>• The reports create an easy-to-reference archive.</li> </ul>