

BOARD OF SUPERVISORS

District 1 | **Stacey Walker**

District 2 | **Ben Rogers**

District 3 | **Brent Oleson**

JEAN OXLEY LINN COUNTY PUBLIC SERVICE CENTER

935 2ND ST. SW

CEDAR RAPIDS, IA 52404

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LinnCounty.org



**LINN COUNTY BOARD OF SUPERVISORS
MEETING AGENDA**

Monday, March 25, 2019

10 a.m.

Formal Board Room—Jean Oxley Public Service Center
935 2ND ST. SW, Cedar Rapids, IA

Call to Order

Public Comment: Five Minute Limit per Speaker

This comment period is for the public to address topics on today's agenda.

Minutes

Discuss and decide on meeting minutes.

Update from RSM on Linn County INCODE property tax software implementation and potential use of 21Tech to extract data from Aumentum

Discuss an adoption of the Linn County Multi-Jurisdictional Hazard Mitigation Plan 2019.

Discuss a proposal from Amperage Marketing & Fundraising to conduct communications planning.

Discuss and decide on authorizing the Area Substance Abuse Council (ASAC) to list Linn County as the fiscal sponsor on a Byrne Justice Assistance Grant (JAG) application

Public Comment: Five Minute Limit per Speaker

This is an opportunity for the public to address the board on any subject pertaining to board business.

Payroll Authorizations

Discuss and decide on Employment Change Roster (payroll authorizations).

Claims

Discuss and decide on claims.

Correspondence

Legislative Update

Appointments

Adjournment

For questions about meeting accessibility or to request accommodations to attend or to participate in a meeting due to a disability, please contact the Board of Supervisors office at 319-892-5000 or at bd-supervisors@linncounty.org.



AMPERAGE
MARKETING & FUNDRAISING
MOVE THE NEEDLE

LINN COUNTY

COMMUNICATIONS PLAN Improving Communications through Planning

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Cedar Raids, Iowa 52401
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WHAT YOU TOLD US

Thank you for the opportunity to make this proposal. The frustrations you have are common in every organization with which we work. In this new age of instant digital communications, planning has found a new importance.

So here are the areas you wanted addressed:

Communications Planning

Communications Planning

There was an interest in developing a 12- to 24-month plan. You stated there is a need to:

- » Organize and prioritize communications work
- » Further and enhance the rebranding process
- » Develop a system of social media engagement
- » Provide recommendations within the customer-centered culture
- » Analyze current staffing needs around communications in this digital world
- » Determine how to develop and use content
- » Build measurement (or proof of performance) into the plan



OUR PROPOSAL

"It is always wise to look ahead, but difficult to look farther than you can see."
Sir Winston Churchill

Why You Need AMPERAGE Leading the Way

There are plenty of consultants who will lead you through strategic planning—from accountants to engineers. For strategic brand and message planning an agency is best at developing what to say and to whom.

Creativity is the secret to great planning. No other organization is best suited to utilize imagination, inspiration and ingenuity. We uncover great truths about your brand and energize your momentum.

As a brand and content agency, AMPERAGE is uniquely positioned to dig deeper into your core to find the essence of who you are and how you want to be perceived by your stakeholders. Only a full-service marketing company with 50 marketing and communications specialists can fully integrate cross platforms—from digital efforts to crisis messaging.

Our platform for developing your plan comes from three different angles: Strategy, Content and Brand.

Your planning sessions will be highly charged and creative. We will get you beyond the box.



Organizational Communications Plan

For any plan to be effective, we will need to spend some time at the beginning of the process defining your objectives. We will set some in pencil first and then after the intake session with your stakeholders we will make them more indelible.

The plan will help define the communication function within your organization. For the communications plan, we will address all the areas outlined in the “What You Told Us” section. And we will help make sure you can find brand alignment across departments and with staff.

How Will a Plan Improve My Organization? Our 4-quadrant approach builds on your current brand and develops a long-term communications process that will energize you marketing efforts and reach your goals.

Brand

- » Builds your brand from the core out
- » Provides target audience and persona analysis
- » Pinpoints exclusive message drivers
- » Encourages consistency across platforms

Message

- » Establishes key motivational drivers
- » Classifies your brand personality
- » Develops a communications tone filter
- » Provides messaging idea templates

Focus

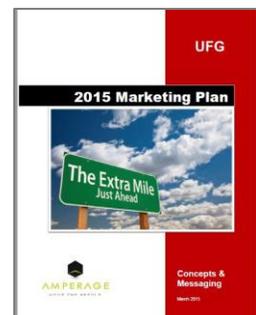
- » Narrows your messaging hierarchy
- » Generates cross-platform integration
- » Helps you think beyond the box
- » Provides a digital first orientation

Readiness

- » Accelerates lead activation
- » Prepares tactics, budgets and timeline
- » Equips you with talking points for public relations
- » Develops a plan for new media



Developing a strategy requires understanding your brand's core or its soul. This is an example of an AMPERAGE Brand Target Matrix.



The Story

Today, the key to all communications is your story. Your story is so important to consistent, on-target communications. AMPERAGE will help you find your story—especially important in your customer-centered culture.

For most organizations, it is an immense accomplishment to find the right story and voice. Our process will help *tease out* the ongoing story of your organization.

We've literally worked with hundreds of organizations on planning—all sizes and all levels of communications sophistication. Because of this, we have a saying that AMPERAGE is "the agency of collaboration." We work well with internal communications staff and external communications partners. We set our ego aside and work to make sure your goals are achieved.



The details of our process for your organization are outlined in the scope of work section. We've created a process we believe will achieve your goals and set a clear path for the next few years.



Timeline

Developing a plan is a bit more fluid than other projects, so this is our best estimate of how the process will flow. If we were to start at the beginning of April, we would anticipate having a completed plan in presented by the beginning of June.

Stage	Area	Assignment	Time Allotted
Stage 1	Research	In-take Meeting	1 week
		10 – 15 stakeholder interviews	1-2 weeks
		Goals, target audiences, audit current materials	1 week
Stage 2	Plan Development		2-5 weeks
Stage 3	Presentation	Up to 2 groups	1 week

SCOPE OF WORK

Organization Communications Plan

Your AMPERAGE **Organization Communications Plan** includes:

- » In-depth consulting in-take meeting with communications staff
- » Interviews with 10 to 15 stakeholders in your organization
- » Consulting with client to determine quantifiable marketing goals for the plan
- » Consulting with client to determine primary, secondary and tertiary target audiences
- » Analysis of current materials and messaging
- » Develop marketing strategies, tactics and recommendations for each identified target audience in the following marketing areas:
 - Content development
 - Video production
 - Social media
 - Web ecosystem
 - Collateral development
 - Public relations and communications
- » Recommendations on timeline and associated budgets based on the plan
- » Presenting this plan up to two times for client group(s). Any additional presentations are subject to additional bid
- » Up to two revisions to the final plan are included. Any further revisions are subject to additional bid

"I learned how to keep control of my organization's message when speaking with the media. AMPERAGE's training helped me to pause and reflect before answering questions and steer the conversation back to what I want the community to hear about the organization's progress and impact."

Katie Geiken
Former Executive Director
Cedar Rapids Public Library



**Linn County
Communications Plan**

Communications Plan

_____ Organizational Communications Plan Process 5,000

An initial installment of one half of the total investment will initiate the projects. The investment does not include out-of-pocket expenses such as tax, etc.

Target deadlines and timelines will be determined upon receipt of the signed quote. The quote is subject to revision and may include a 10% contingency fee if the scope of work is changed at the client's request. Quote is valid for 60 days. AMPERAGE reserves the right to bill for work in progress. Upon completion of the job, the remainder of the cost then outstanding will be billed.

Client approval to proceed with project:

Signature

Date