

Council workshop: listening and talking to the Guelph community

Strategic Communications and
Community Engagement

May 17, 2023

Agenda

1. Departmental overview
2. How we serve
3. Influences on our work
4. Where we're headed
5. Community engagement review
6. Co-design: Report on engagement

Strategic Communications and Community Engagement (SCCE)



Strategic
Communications



Community
engagement



Hub and spoke
model

How we serve (the organization and the community)

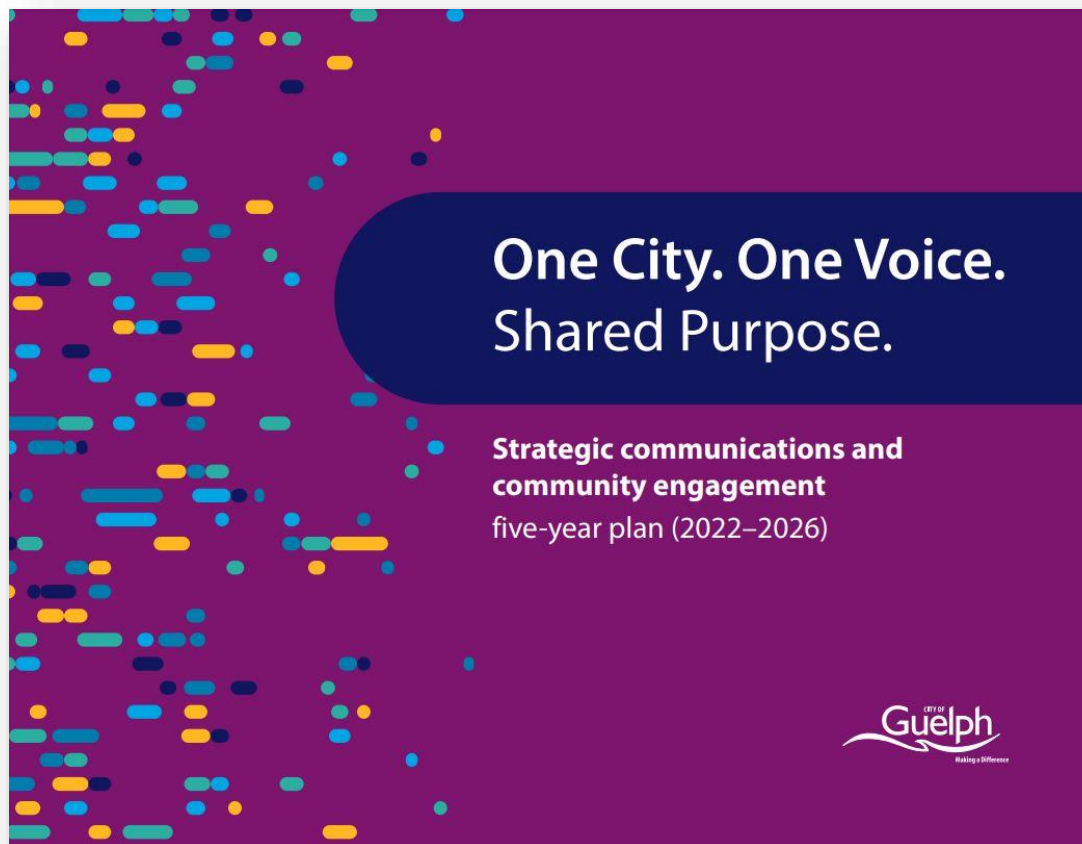
- Strategic communications and engagement planning and delivery
- Listening (social intelligence gathering)
- Media relations
- ⑩ Reputation and brand management
- ⑩ Crisis and emergency communications
- ⑩ Advertising
- Visual communications and design
- Employee communications
- Staff training

Influences on our work

- Inclusion, diversity, equity, anti-racism, and accessibility (social justice)
- Digital landscape
- Misinformation and disinformation
- Trust in government

all in a post-pandemic world

Where we're headed



One City. One Voice. Shared Purpose.

The City's plan for future-ready communications and engagement

Vision

An engaged community that listens to and learns from one another to shape Guelph's future.

Mission

We deepen engagement between the City and those impacted by and interested in our work. We communicate truth, nurture relationships, create space for all voices, listen, and foster dialogue.

One City. One Voice. Shared Purpose.

Listen	Two-way communications (listening and sharing) is critical to learning, fostering mutually beneficial relationships and building trust.
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Elevate	Listening and learning allow us to keep improving how we communicate and engage. We strive to serve from a culture of curiosity, innovation, and growth so that we support each other and people in our community with empathy and understanding.
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Evolve	We strive to evolve so that City services, including communications and engagement, are innovative, thoughtful, intentional, and inclusive.
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Key projects

Community Engagement Framework and Community Engagement Policy	2023
Inclusive language and image guidelines	2023
Digital communications and community engagement strategy	2023
Brand refresh	2024
Proactive promotion of City channels	2024
Website redesign	2024-25
Internal communications strategy	2024
Develop and deliver appropriate corporate training	Ongoing

Community Engagement Framework review

Scope of engagement for the project: How can we evolve the City's Engagement Framework and practices to better meet the community's expectations?



What we heard

- Improve accessibility
- Make connections between current and past engagement and decisions
- Share what we heard
- Create space to spark curiosity and joy, and inspire creativity
- Engage earlier
- Better manage (and share) data
- Engage across the whole city
- Clarify Advisory Committee roles

Our community engagement promise

We'll contribute to creating the conditions for meaningful community engagement by:

- Nurturing relationships
- Building capacity for participation
- Ensuring there are meaningful opportunities to influence decisions

Draft community engagement design principles

- Identify and address barriers
- Focus on equity-denied groups
- Engage early and evolve as we go
- Connect the dots
- Meet community where they are
- Deliver diverse engagement opportunities
- Report back
- Spark curiosity and joy

Questions and Answers

Co-design activity: Reporting back on community engagement