# **Digital Strategies Advisory Board**

## **9/19/17 12.30 PM to 1:30 PM ET**

**In attendance:**

Chapman, Brian J.

Cotter, Toby R. -Chair

Davis, Pam

Gilley, Austin L.

Knutson, Kevin

McClure, Mary Frances

Neef, Dale

Peck, Lisa

Phillips, Dale

Rodriguez, Juan Carlo

Salyer, Glen Vernell

Sassoon, Lori E.

Valley, Taylor J.

Yung, Samantha

**ICMA Staff:** Ellen Foreman, Andre Medina, Niles Anderegg

* Intro of team members and why they were interested in joining advisory board – Toby/Pam to take lead
  + Board members shared why they are part of the team.
    - Want to learn more about how use the resources ICMA offers and also help other members use ICMA’s resources better.
  + Shared who we are as a committee and the outreach team.
  + Toby: encouraged people to attended the annual conference meeting/be active as a member of the committee, which means providing feedback.
  + Pam: Look at Strategic plan, 16-page cliff notes version and how digital strategies fit in with that.
* Recap of website launch and ongoing improvements – Ellen
  + The website launched May 23rd.
  + Content got moved over, and it is there. You might not be able to find it.
  + Social Media is a great way to give feedback.
  + Who’s who is being improved, and the job center is as well.
  + Search function is not working on the website.
  + Notes from this meeting and presentation will be uploaded to the group.
* Recap of social media successes - Ellen/Abbas
  + Optimized times to post to fit when people are online.
  + Using Social Media to connect Current events and resources with timely issues
  + Improving our YouTube channel and increase visibility
  + We are creating an Instagram game to increase the use of Instagram account and have members tag their pictures at conference.
  + Staying on top of the latest social media trend- for example using Twitter cards.
  + Creating a Help desk for questions and answers.
  + Trying to generate Positive feedback and use influencers such as committee members to create more traffic for our social media channels
  + Juan: Facebook groups- continuing the groups
  + Lori: posting pictures and video more. ICMA does not do enough of that.
  + Taylor Valley: Snapchat?
    - Staff: It does not fit in terms of linking it to the website.
    - Mary Frances: Snapchat filter it could be more useful in the future: Instagram live videos might work in its place.
  + Lori: ELGL is doing a good job building their base. ELGL are more edgy. Maybe we should look at that. Not that far but a little more than unusual steeping out of ICMA’s comfort zone.
* Update on performance management benchmarking – Gerald Young
  + Performance Management is a priority for ICMA
  + Return on investment of being professionally managed
  + Few jurisdictions actually benchmark
  + Labor intensive
  + Insights had only 950 measures and online tools and did forecasting
  + Limitations on insights included staff time and finances
  + Next steps:
    - Practice of performance management
    - Convening discussions
    - Each group does its own measures. We need national measures, and ICMA wants to help with that
    - How to reduce staff time
    - Software is a tool not the only tool
    - Outcome Key Indicators List that is bench marked to other communities, 80 indicators and 50 county indicators approved by performance management advisory committee allows for use with almost any software
    - Data integration down the road, but we wanted to make data available now. Using Excel is not a long-term solution
    - Prepare reports and dashboard. ICMA is not going to pick a provider. You can use any software that your community uses
* Further refinements of website – Ellen and input from team
* Expanding the ways ICMA delivers it message
* What does the committee think about new ways to deliver its message?
  + Mary Frances: Podcasts are really important
    - Staff: we want feedback on the podcasts and what is working and what is not working. New season of local Gov. life should be great.
  + PM needs change
  + Pam: we should be comprehensive in getting our message out. And we are doing well with the different platforms that we have.
  + Juan: YouTube show that is monthly, maybe having fun with local Gov. maybe 10-min program creating a subscriber base. Little Kids watching public comments.