



Board Workshop / Discussion Agenda

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

April 2, 2024 - 10:30 a.m.

Courthouse Room 220

WORKSHOP

1. Communications and Public Relations Update

[2024-091](#)

Sponsors: Communications & Public Relations



Board Workshop / Discussion

Request for Board Action

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

Item Number: 2024-091

Meeting Date: 4/2/2024

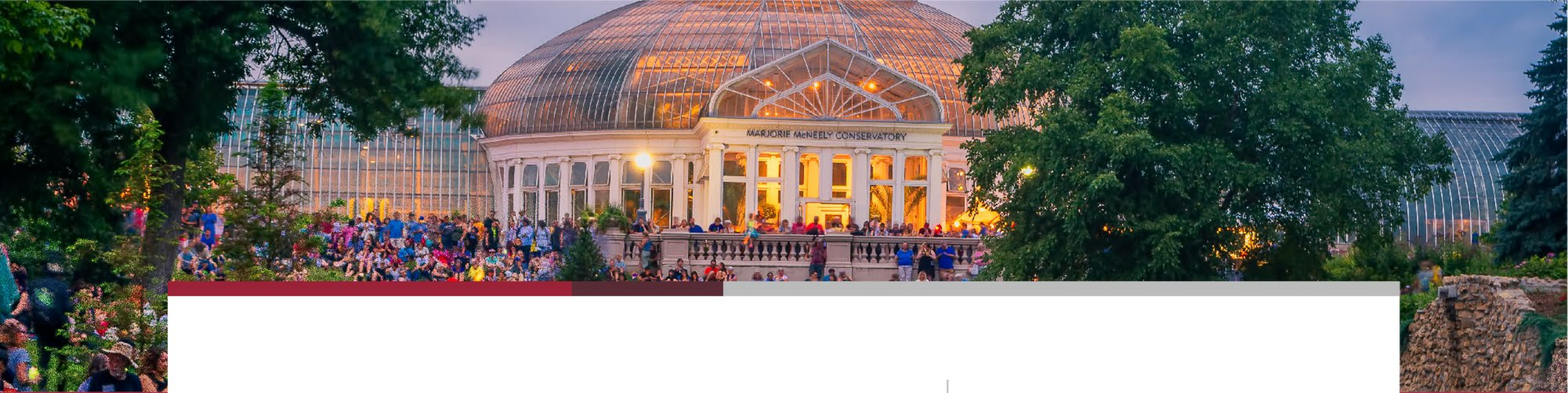
Sponsor: Communications & Public Relations

Title

Communications and Public Relations Update

Attachment

1. Presentation



Communications and Public Relations update

April 2, 2024



Agenda

- Communications and Public Relations department overview.
- Partner updates.
- 2023 highlights.
- 2024 major projects.

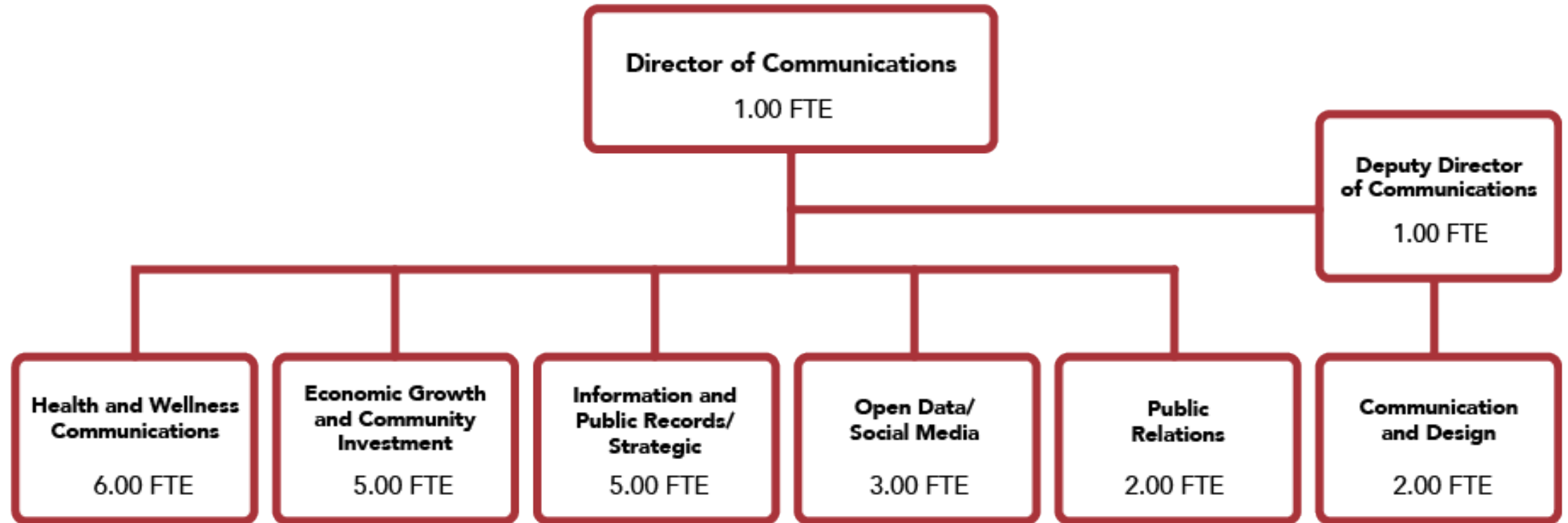
Presenters

- Rose Lindsay, Communications and Public Relations Director
- Eve Onduru, Communications and Public Relations Deputy Director

Communications and Public Relations

- Annual budget \$3,269,168.
- Full time equivalent count 25.
- Limited duration positions 2.
- New positions in 2024.
 - Media relations manager.
 - Graphic designer.
 - Website specialist.

Our Team



Career development opportunities



Young Adult Career Academy visit and ongoing internship opportunities.

Communications and Public Relations services

- Strategic communications.
- Brand management/graphic design.
- Communication channels management.
 - Internal communications.
 - Website, social media, e-newsletters, signs.
- Open Data Portal.
- Public relations.
 - Media relations, volunteer services, cultural radio pilot.
- Crisis communications.
- University of Minnesota Extension and Ramsey County Historical Society.



University of Minnesota Extension 4-H Youth Development

- Annual county support \$180,000.
- Hands-on learning program for youth kindergarten through high school.
- 2023 - 47% of participant activity areas were in science, technology, engineering and math (STEM) and environmental related areas.
- 2024 – Memorandum of Understanding moved to Environmental Health along with Master Gardener program.



Ramsey County Historical Society

- Professional services agreement \$9,550.
- Tours of Saint Paul City Hall/ Ramsey County Courthouse and Union Depot.
- Curation of exhibit cases.
- 61 tours in 2023 serving 547 visitors (not including virtual tours).



Ramsey County Historical Society

- Annual county support of \$87,425.
- 60 public programs for adults and families county-wide.
- Gibbs Farm serves 15,000+ students a year.
 - Dakota programming comprises about half of Gibbs tour programs.
 - Bills in legislature to build out Gibbs Farm.
- 2024 is 75th anniversary year.

2023 highlights



Internal communications

- Ramsey Net intranet.
- Ramsey News weekly newsletter.
 - Most-viewed content is highly relevant to employees.
 - Open enrollment – changes to insurance.
 - Flu vaccination clinics, branded apparel.
 - Cannabis legalization and staff restrictions.
 - New commuting, community events policies.
 - Top stories averaged 1,250 views, 2:25 average engagement time.

Enterprise social media

Meta business



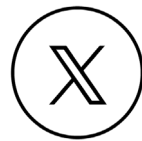
Facebook

- 12,677 likes.
- 1,732,522 reach.



Instagram

- 4,376 followers.
- 131,300 impressions.



Twitter/X

- 13,042 followers.
- 747,211 impressions.



LinkedIn

- 14,142 followers.
- 487,574 impressions.

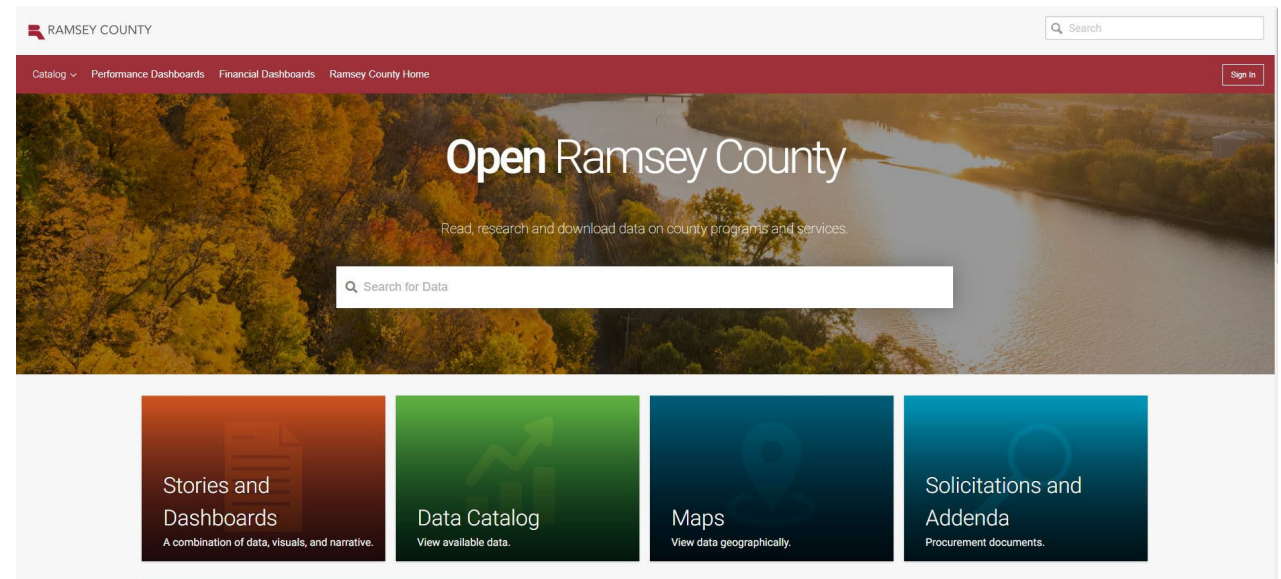
Open Data Portal

Notable dashboards in 2023.

- Opioid Crisis in Ramsey County.
- Financial Assistance Services Operational Statistics.

Most frequently viewed dashboards and stories in 2023.

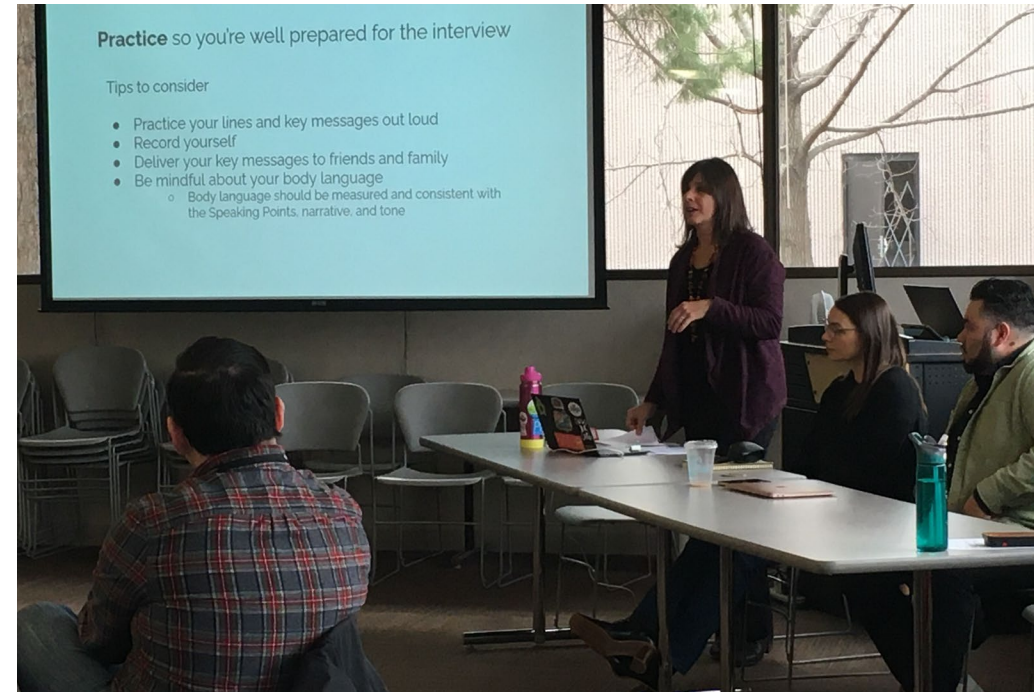
- Financial Assistance Services Operational Statistics.
- Dispatch Incident Dashboard.
- COVID-19 Surveillance Dashboard.



New dashboards and stories 2024.

- Community & Economic Development annual report.
- Workforce Statistics 2023.

Media relations



Federal WIC press conference and media relations training with New Publica.

2023 paid campaigns with Metre

31

Campaigns or
projects.

\$454,587

Paid media spend.

52.3%

Community/cultural
media spend.

\$237,856

Community/cultural
media total spend.

79,284,767

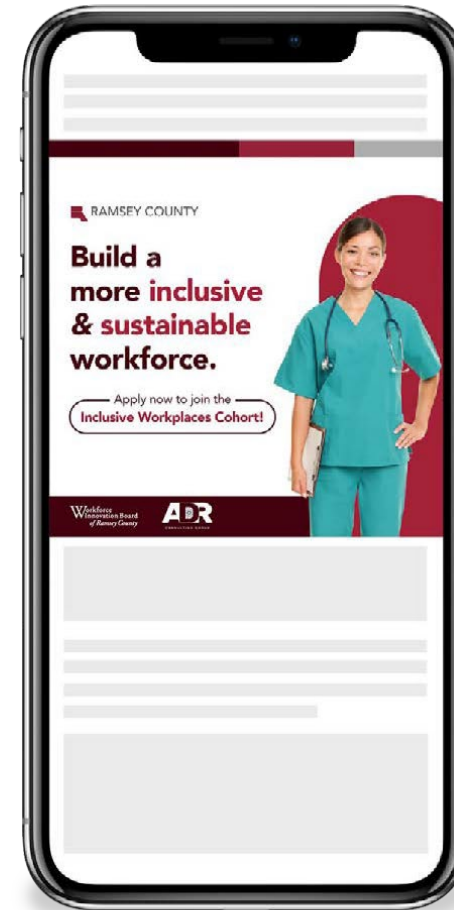
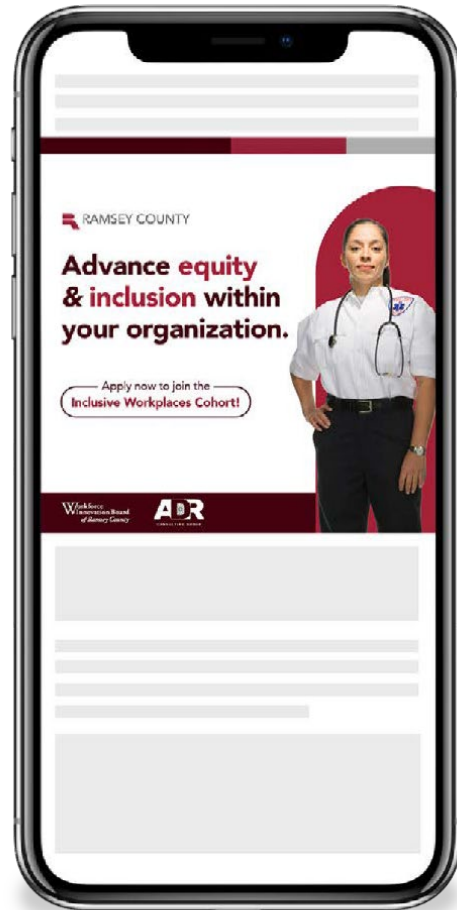
Total impressions.

263,574

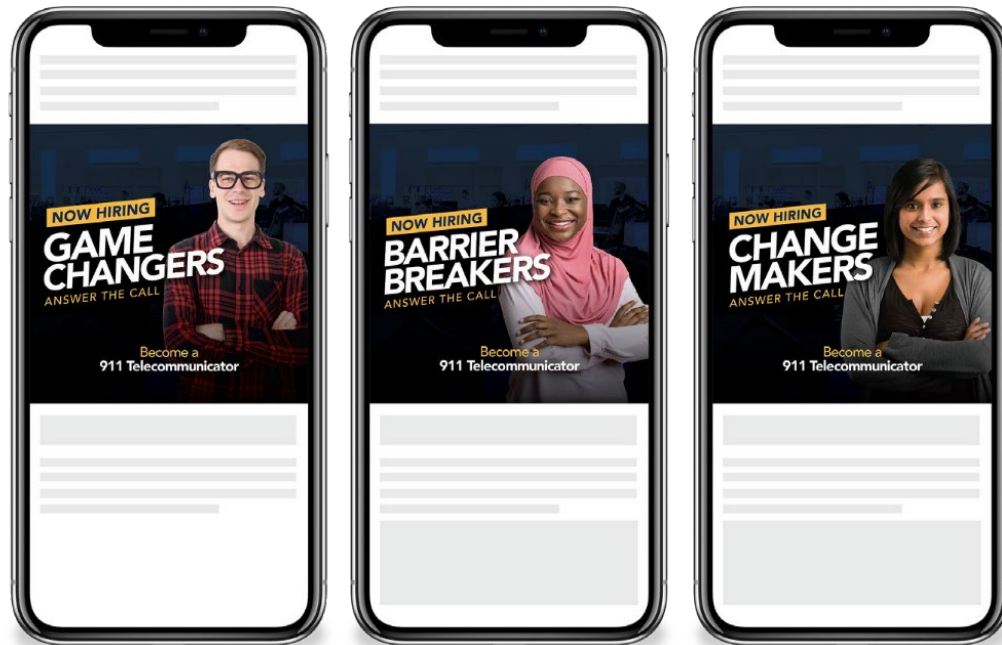
Total clicks.



Inclusive Hiring campaign

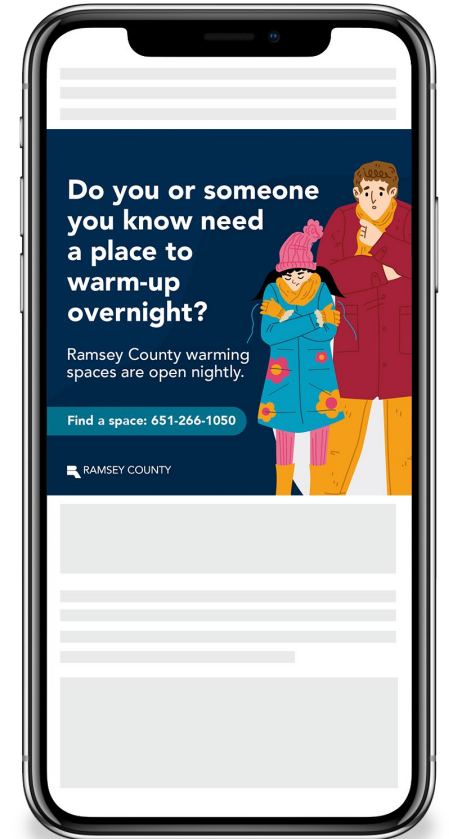
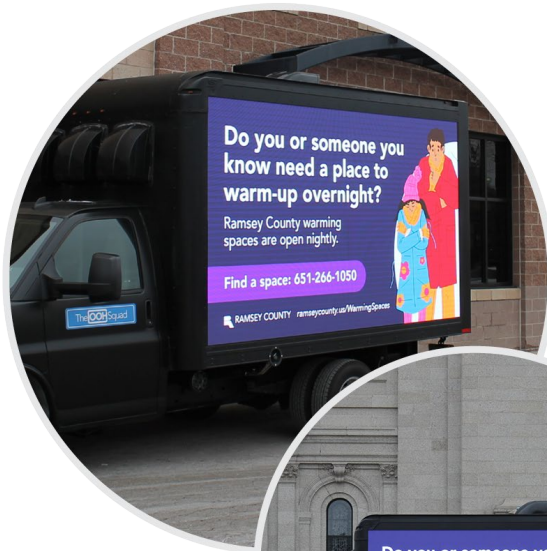


911 Telecommunicator Recruitment campaign

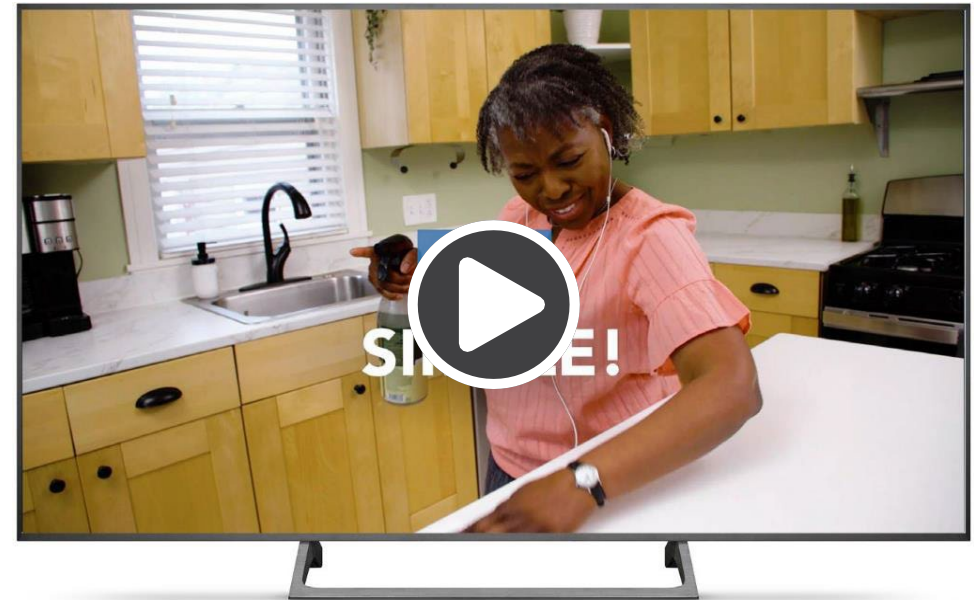
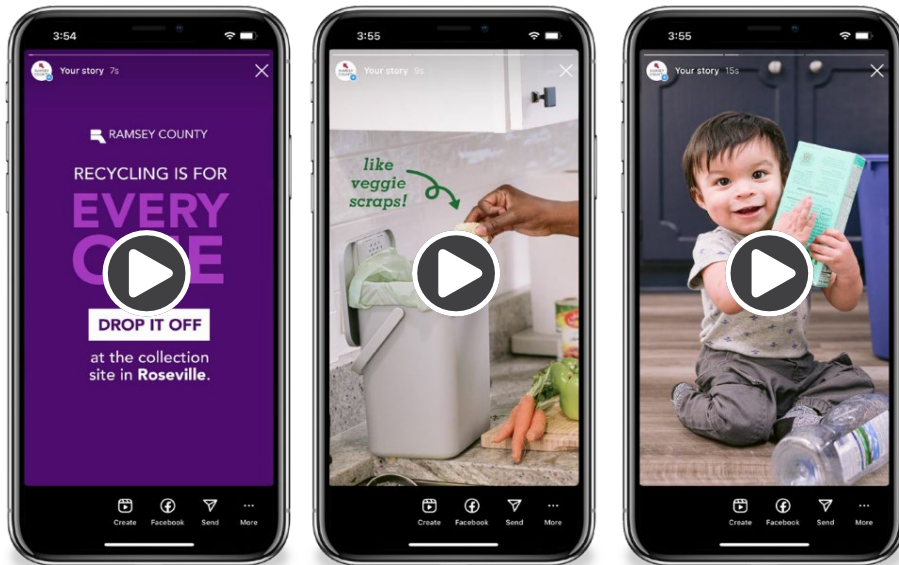


Radio ads included in campaign.

Winter Warming campaign

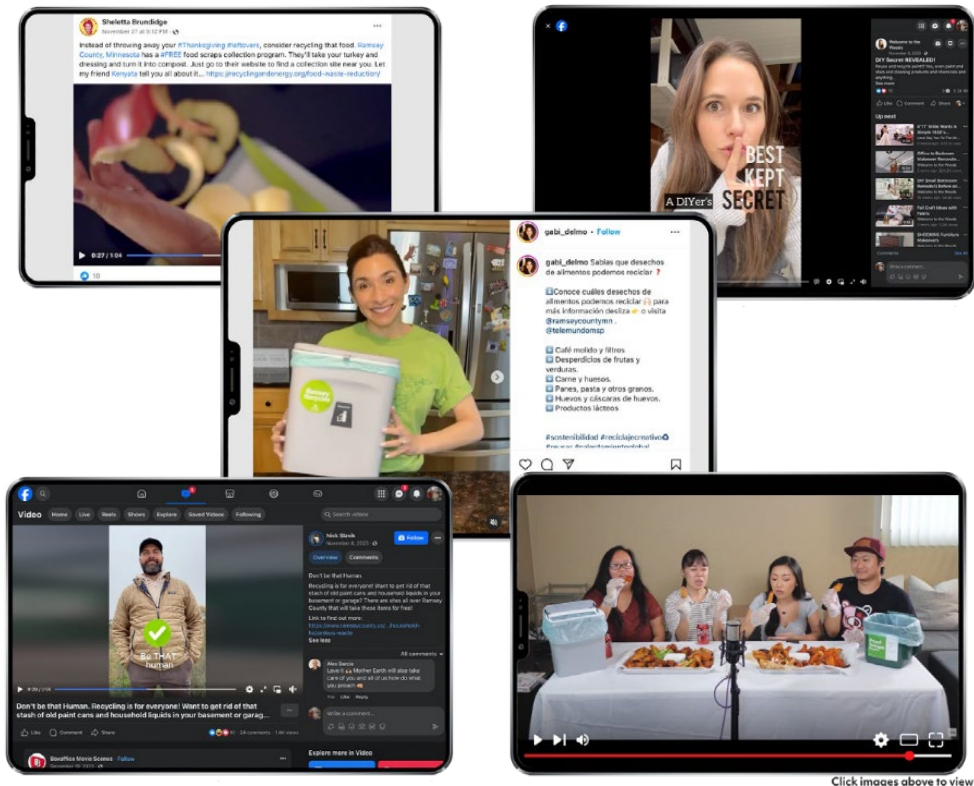
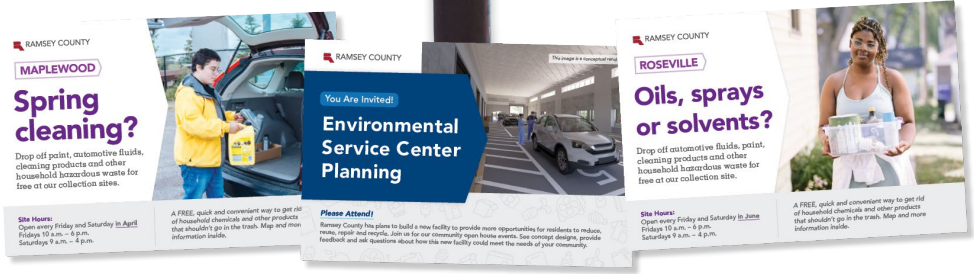


Ramsey Recycles campaign



Education-based campaign materials developed in English, Spanish, and Hmong.

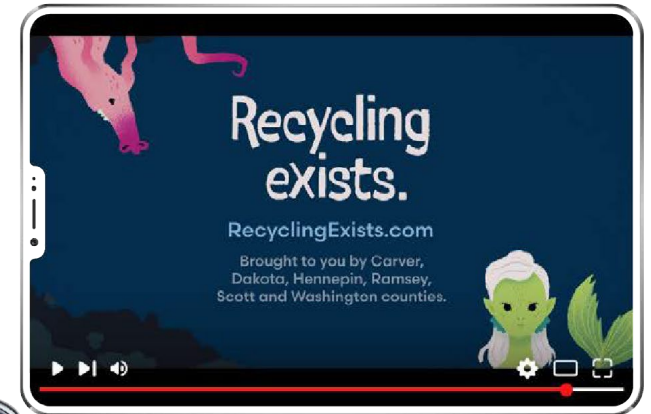
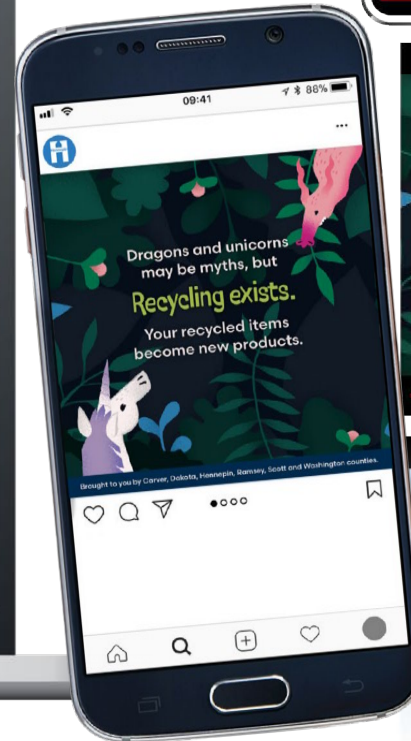
Ramsey Recycles campaign



Drop-off site directional billboards and informational mailers.

Community-based social media influencers.

Recycling Exists campaign



Investing in minority- and woman-owned businesses and organizations

3Hmong TV	Insight News	Lavender Magazine	Sheletta Brundidge
el Minnesota de Hoy	KALY	Metre	Somali TV
Gabi Del Moral	KFAI	MN Spokesman Recorder	Telemundo
HAIB	KMOJ	Mshale	The Circle
Hmong Times	Korean Quarterly	Native Roots Radio	Twin Cities Radio Network
Hmong Village	La Matraca	New Publica	Univision
HmongTown Marketplace	LA RAZA	Oromia 11	Vida y Sabor/ La Prensa
Ideal Printers	La Voz	Oromo Diaspora Media	WFNU
INGCO Translations	Latino American Today	Sahan Journal	WREY



Other highlights

- Strategic communications request for proposal.
- Updated Oromo language hub.
- Outreach toolkit expansion.
 - 51 requests.
 - 16 departments.

2024 major projects

Website Replatform

- 7.7+ million page views and 3.9+ million visitors in the past year.
- The first and sometimes only interaction with the county for many residents.
- The websites were originally designed and implemented in 2015 and 2016.
- The county did a website refresh to extend the lifespan of the website in 2021-22.
- The current county websites are on the Drupal 7 platform which will become unsupported in Nov. 2025.
- The county is conducting a complete re-platform to ensure that we are well situated beyond 2025.

High-level roadmap



Anticipated outcomes

- Focused primarily on migration.
 - Ensuring the seamless transition of existing functionality to a stable platform by November 2025 deadline.
- Planning for future enhancements.
 - Keeping flexibility in mind to incorporate new features and enhancements in the future.
 - Ensuring that the website remains adaptable as our needs evolve.

Cultural/community radio pilot

- Partnership with Public Health that will support all county departments.
 - Builds off Trusted Messenger program.
 - Leverages 2024-2026 Racial Equity and Community Engagement Response Team/American Rescue Plan Act (RECERT/ARPA) funding.
- Contract with established community-based radio station(s) to produce monthly in-language program(s).
 - Program(s) hosted by county, co-produced with radio stations.
 - Program topics will include opioids, job fairs, housing resources, service centers, budget, and more.
 - Offers two-way, real-time communication with community and staff.
 - Opportunity to learn what information community need/want from county.



Service Centers



Downtown
Saint Paul

Maplewood

Roseville

2024 other projects

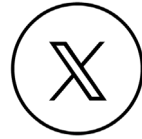
- Volunteer Services modernization.
- Guide to Services refresh.
- Social Media Policy update.
- Translation and interpretation request for proposal.

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Thank you

Communications and Public Relations

April 2, 2024

Board Workshop