

# Communications & Engagement

## Mission Statement

The Office of Communications & Engagement is dedicated to fostering a vibrant and connected community. Our mission is to provide residents and stakeholders with timely, transparent and relevant information while actively engaging them in the decision-making processes that shape our future. Through targeted communication, collaboration and a commitment to equity, we aim to strengthen trust, enhance participation and promote Oak Park as a thriving and inclusive place to live, work and play.

## Executive Overview

The Office of Communications & Engagement operates within the Village Manager's Office and manages all formal conduits of information between Village program administration and the community, playing a key role in all efforts to ensure transparency in policy making, implementation and oversight. Responsibilities include both external and internal communications, informing the public about municipal government programs, services and activities, and providing employees with information relevant to their duties and responsibilities. Department staff uses a wide range of proven public information tools, including social media, the web, print and broadcast/streaming media to carry out its mission.

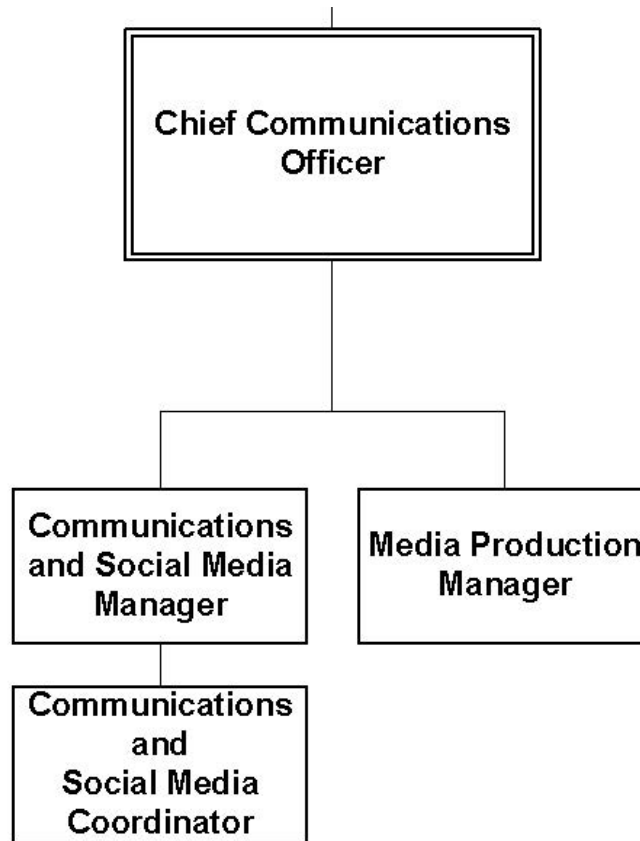
# Communications & Engagement

## FY24 Priorities

- Implement a comprehensive strategic communications plan and community engagement guide that can be used by all departments within the Village
- Foster informed community leadership and public engagement
- Conceptualize citizen-centric 'Oak Park 101' curriculum to enhance engagement with Village's history, services and future.
- Continue incorporating citizen engagement into Village-sponsored projects and key initiatives via emerging digital tools
- Invest in current technology to bring Village's central control capabilities fully into the digital age
- Enhance Village's graphic standards manual and work to provide updated brand guidelines and best practices
- Institute a clear brand story that articulates Village's mission and core values
- Continue use of existing and emerging channels to keep community informed on programs, services and activities

# Communications & Engagement Department at a glance

Department: **Communications & Engagement (Village Manager's Office)**



# Communications & Engagement FY24 Recommendations

**2023 Adopted Budget: \$673,738**

**2024 Recommended Budget: \$829,981**

- Increase of \$156,243

## **Notable changes:**

- Regular Salaries - \$13,661
- Fringe Benefits - \$18,082
- External Support - \$110,500
  - Language access support (\$75,000)
  - Media support for Board and Commission meetings
  - Graphic design support for all Village departments
- Conferences & Training - \$9,000
  - [IAP2](#) membership and training courses for key staff members
- Operational Supplies - \$5,000
  - Support for “Oak Park 101” curriculum

# Communications & Engagement

	FY2023	FY2024
<b>Regular Salaries</b>	\$319,742	\$333,403
<b>Fringe Benefits</b>	\$113,146	\$131,228
<b>Contractual Services</b>	\$156,500	\$276,000
<b>Materials &amp; Supplies</b>	\$65,550	\$70,550
<b>Capital Improvements</b>	\$18,800	\$18,800
<b>BUDGET TOTAL</b>	\$673,738	\$829,981
<b>Increase of</b>		\$156,243

# Questions?