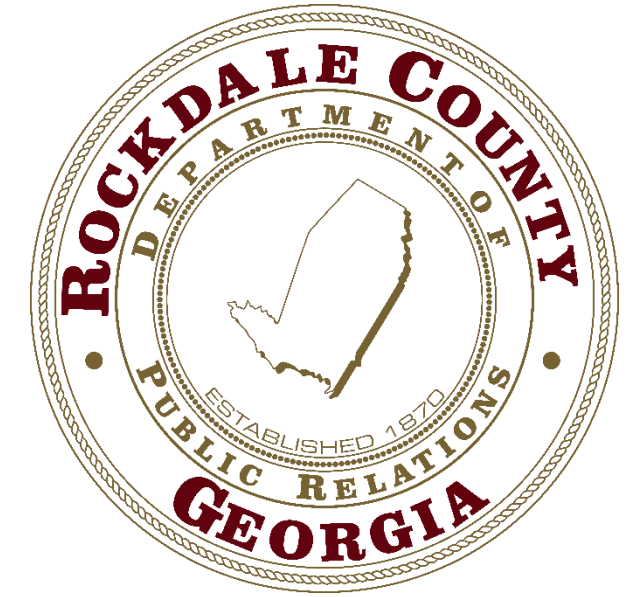


Public Relations

2025 Operating and 5-Year CIP Budget Presentation

FY25 – Budget Requests

Presenter: Director, Melisa Mims



Vision, Mission & Values

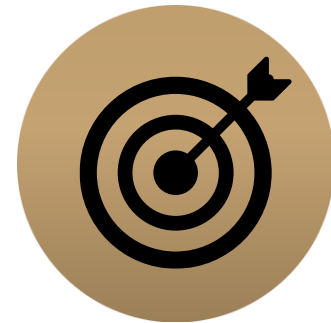
Department Statements

Public Relations



o VISION

- We take pride in providing prosperous opportunities through excellent customer service, professional and ethical behavior, and accessibility to the community while growing Rockdale's visibility nationwide.



o MISSION

- This department is responsible for increasing the citizenry's awareness and understanding of county policies, programs, and actions. It is the responsibility of Public Relations staff to establish and maintain open channels of communication with the public and to facilitate citizen involvement in government as more informed individuals.

Opportunities & Challenges

The page features three horizontal bars in a dark brown color, one under each of the three main sections. In the bottom-left corner, there are three overlapping geometric shapes: a large brown triangle pointing right, a blue parallelogram pointing down-right, and a smaller maroon triangle pointing down-right.

SUCSESSES

- Won 6 Telly
- Highlighted department achievements and department functions to keep the public informed
- State of the County Event
- Created 93 videos this year, telling the stories of Rockdale County 2024 (as of July 15, 2024).
- Increased Business Spotlight segments in the community

OPPORTUNITIES

- Continue to provide educate, empower and equip departments to protect and promote the Rockdale Brand
- Develop and provide additional toolkits and branding guides for departments and community partners to utilize.
- Continue to improve community relations and communications

CHALLENGES

- Addressing misinformation shared across social networks
- Reaching a diverse population across multiple platforms
- Providing timely support for ALL county departments and the BOC with a small department
- Managing website and social media content

FY25 Goals & Initiatives

Department's Reimagine Rockdale Strategic Plan

Access

Improve Access to Services & Delivery

- Create and update Crisis Communication Plan
- Marketing the new App
- Meet the Media Connections: To connect with internal and external stakeholders

Equity

Communication strategies and practices are inclusive, fair, and accessible to all

- Semi-annual County Report/Digest (in partnership with local media)
- Community Connectivity and Education (Reporting and Social Media Engagement)
- Meet the Media Connections: To connect with internal and external stakeholders
- #OneRockdale Roll-out

Innovation

Innovative Community Reach and Community Building

- We Are All PR - On-the-ground stories of Rockdale County Departments
- Develop a marketing and public relations strategy to establish Rockdale County as a tourist destination
- Create a new unified logo for the county

Operating Budget Summary

*Report Provided by Finance

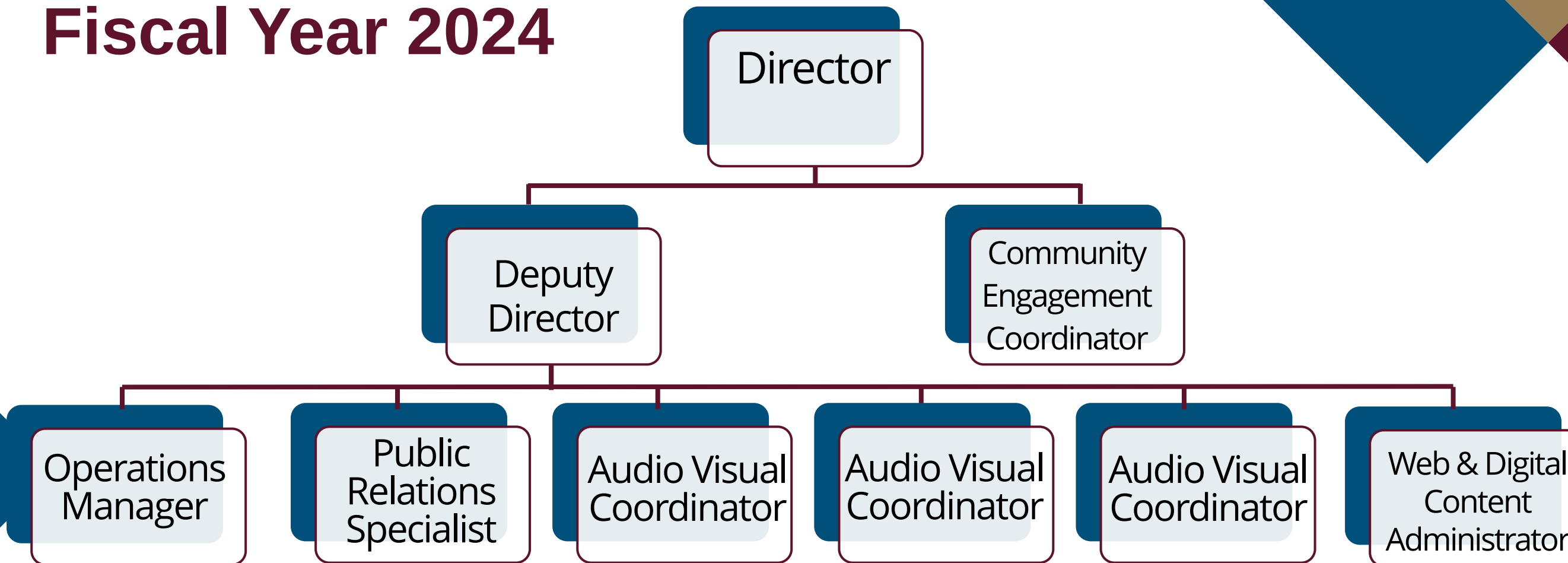
	Budget <i>FY 2024</i>	Proposed <i>FY 2025</i>	Change
Total Operating Expenses	\$197,004	\$197,004	\$0
Total Personnel Services & Benefits	\$656,373	\$806,131	\$149,758
Total Est. Budget impact	\$853,377	\$1,003,135	\$149,758



Personnel Budget

Current Organization Chart

Fiscal Year 2024



Vacancies:

Public Relations Specialist

Web and Digital Content Administrator



Thank you

