

The Hill District Collaborative Communication Strategy



WHERE ALL HILL
VOICES MATTER



HDC – “where all Hill voices matter”

Our vision is to have the Hill District redeveloped into a safe and economically thriving community that maintains its historical culture.

Our mission is to inform, engage, and connect Hill District residents, landowners, business owners & non-profits so that the community’s interest & positions can influence decisions on real estate development, economic development & public safety.

Our purpose is to cultivate a collaborative forum that is inclusive and respects all community members.

Our members are Hill District residents, business owners, property owners, and nonprofit organizations that support our mission, purpose, and vision.

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HDC - Communication Strategy

The Hill District is a historic neighborhood that has a wide variety of stakeholders within its' geographical borders. The Hill District Collaborative was born out of a need for better transparency and greater collaboration between ALL stakeholders. In order to accomplish this increase in collaboration & transparency communication is key. We will be specific and intentional in our communication methods to ensure that these needs and any future community need is met.

COMMUNICATION STRATEGY PLAN

<i>WHAT?</i>	<i>STAKEHOLDERS</i>	<i>KEY PURPOSE / MESSAGE</i>	<i>WHEN?</i>	<i>HOW?</i>	<i>SUCCESS / DELIVERABLES</i>
Active Community Collaboration Plan	Board, Business & Community Leadership	Information Dissemination & improving community Interconnectivity	Monthly and more as needed	Stakeholder meeting & emails	Tracking of our community organization network & annual survey to members
Development Activities Meetings	Community Members & Leadership	Information Dissemination, DAM meeting promotion, Increase of feedback	10 days prior and twice 36 hours prior	Email, Text, Facebook, Website	Steady tracking of turnout numbers & annual survey to community members
Event & Meeting Notifications (All community based)	Community Members & Leadership	Information dissemination & improving community interconnectivity	Monthly schedule & 14 day prior	Social Media Website, text & flyers	Tracking turnout of Community events creating transparency
Membership Drive	Community Members	Increase of membership & community involvement	Ongoing	Flyers, social media, email	Membership #'s tracking
Community Engagement Events	Business/Community Leadership & Members	Improve community interconnectivity & provide an opportunity philanthropy	Monthly, weekly, & 36 hours prior	Email, flyers, social media & website	Tracking turnout numbers & annual survey to community members

WHY we use Email, Flyers, Text, Membership, Facebook, Instagram, and a Website.

The above grid is a quick guide to The Hill District Collaborative's strategy to meaningfully impact the interconnectivity of our community. The methods of communication we use are specific to our demographic and we've found them to be extremely successful in the dissemination of information. This begins at our board and staff level, which is the foundation of our ability to connect directly with **1,826+ stakeholders** via email, phone, and social media.

For example, all social media is not equal, and Facebook lets us connect with one age group while Instagram connects us to another age group. The fact that a large percentage of our community is not tech savvy means that we created text threads along with using flyers to reach another large sector of the community. Our website serves many functions but to truly reach the masses we must use every one of these avenues to connect with everyone in a meaningful way.

WHY we've decided on this Communication Strategy.

The Hill District Collaborative has taken up the task to increase the connectivity and transparency within our community. There are several organizations, businesses, and community members doing wonderful things within our community that often go unnoticed. The other end of the spectrum is when these events/things have happened many are left with questions that end-up being answered by word-of-mouth, usually incorrect. We are becoming the GO-TO for transparency & understanding on topics important to community members as well as stakeholders. Many of the organizations have the capacity to perform their specific missions and not the bandwidth to run continuous marketing campaigns for everything they do. We will address this issue and many more.