

Center for Strategic Relations



Center Update

ARC Board Meeting

March 10, 2021

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strategic communications plan

- ✓ **Research Review:** managers listening tour, ARC Board survey, and staff survey; strategic communications research; communications audit
- ✓ **Audience Evaluation:** a snapshot of current ARC activities aligned to key audiences
- ✓ **Communications Alignment Tool:** looking at communications tactics and audiences to track goal alignment and agency spend on time, budget and resources
- ✓ **External Stakeholder Analysis:** online survey and phone interviews to capture stakeholder experiences and perceptions of the ARC and our communications
- ✓ **Objectives, Strategies and Tactics:** develop a three-year plan that is measurable and positions ARC for success
 - **Implementation:** Execute on strategies and tactics to achieve objectives
 - **Evaluation:** ongoing evaluation and assessment of the plan

COMMUNICATIONS GOALS

- Position ARC as the region's most trusted source for data, tools and resources to address ongoing community needs and long-term, cross-disciplinary planning across metro Atlanta.
- Leverage audience-centric communications to connect key groups with each other and with the wide range of ARC's expertise in pursuit of the goals and outcomes of the ARC's Regional Plan.

KEY AUDIENCES

- Government leadership
- Strategic partners/agencies/NGOs
- Business community
- Internal (ARC staff, board)
- Community members
- Students and educators

Audience-centric messaging



strategic communications plan

2019 – 2020

- Develop crisis communication plan and internal communications functionality
- Conduct quantitative and qualitative research
- Craft framework for plan development

2020-2021:

- Develop processes and tools necessary to redefine communications functions inside of ARC
 - Create messaging infrastructure for ARC and core brands (i.e. message mapping)
 - Realignment of Center functions to better serve all ARC audiences
- ← WE ARE HERE

2021-2022:

- Strengthen CSR's strategic consultant positioning empowering all ARC staff and key stakeholders to be ambassadors of the central ARC brand and expect consistent application of messages and visual identity.

2022-2023:

- Bring high-level message and visual brand consistency to all ARC communications.
- Enable both targeted and general communications with key audiences to support regional collaboration outside of programmatic and geographic silos.

Annual Partners



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ARC Board Information Portal

