



Jonathan Matte
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May 12, 2016

The Honorable Mayor Dan Devine
and Members of the Common Council
7525 West Greenfield Avenue
West Allis WI 53214

Mayor Devine and Common Council Members:

The City of West Allis and other municipalities are continuously being challenged to be more strategic in their communications efforts. Communications activities must add up to more than a series of isolated events, such as the dissemination of an occasional publication, mass email, or news release. Being *strategic* requires that the City be more deliberate, innovative, savvy, and less reactive in our communications practice. One of the objectives of the Communications Department is to enhance City of West Allis' internal and external communications to keep its stakeholders informed and engaged. As such, we would like to evaluate the effectiveness of existing internal and external communications strategies and their impact on audiences' knowledge, perceptions, and attitudes; otherwise known as a communication audit. Information regarding this opportunity will be presented at the meeting.

Additionally, the Communications Department would like to propose the development of a revenue-producing Print Shop utilizing the existing in-house resources that support all City departments and agencies, with the goal of reducing demand on the City operating budget while opening services to external customers. A broader scope of clientele would be pursued by leveraging the stable process and workflow in place now. Thus, the demand for products and services provided by the Print Shop will increase allowing for production measures to be leveraged. This would lead to a new revenue stream that could provide retained earnings and thus ongoing investments in communications, equipment, and technology. Mechanisms for receiving inquiries, generating price quotes, processing work orders, invoicing, and collections from outside the City would need to be established. All systems would need to be automated, secure, and auditable.

Thank you for your consideration. I will be available at the May 17, 2016, Common Council meeting to answer any questions relative to these initiatives.

Sincerely,

A handwritten signature in red ink that reads "Jonathan Matte".

Jonathan Matte
Director of Communications

JM:jfw
cc: City Administrator

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