

COMMUNICATIONS TEAMM

Board Update

April 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Communications Manager, Communications Team

| 724-776-4806 x 1190 | Tina.Fedko@CranberryTownship.org

Communications Team – The Communications Team maintains responsibility for all Township web sites, social media accounts, along with other forms of communications such as the community digital sign, Cranberry Today, e-mail blasts, and NextDoor app. The Team also supports all departments in their need for presentations, reports, brochures, posters, fliers, social media posts, videos, writing, graphic design, vehicle wraps, and other various tasks. The Communications Team also handles internal communications which include the employee newsletter Stafflines, and daily updates on internal SharePoint site.

Manager: Tina Fedko **Staff:** Judi Boren, J.W. Johnson, Cindy Marzock, Jerraya Mason, Audrey Rattay

Projects:

Project Title	Project Description
Business Response Team	Frequent communications to address needs.
Community Response Team	Coordinating opportunities to engage large group of volunteers
Coronavirus Content	Maintain and communicate information on COVID vaccines available for residents, plus promote area vaccine clinics.
Cranberry Today Newsletter	April 2021 distributed. July issue in production.
CTCC Project of the Year	Ribbon cutting event being planned for May 20 at Amphitheater.
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (April edition) - write, design & distribution
Event Promotion	Actively promoting Township events
Golf Course Marketing	Promotion on clinics, private lessons, plus sponsorships
Graham Park Sponsorship	Reviewing legal terms of agreement with new sponsors
Library Makerspace Grand Opening	Logistics and planning of a grand opening event- in accordance with pandemic
Parks & Recreation Guide	Updated mini guide and placed on website electronically
Parks & Recreation Marketing	New signature marketing piece is being designed

Work Orders:

- 186 work orders were completed from the last BOS report from 2-22-2021 to 3-20-2021
- 68 open work orders as of 3-20-2021

Projects Continued:

Project Title	Project Description
Community Days 2021	Sponsorship outreach, event logistics, strategic marketing & promo
Fire Company Social Media	Work w/ CTVFC on social media initiatives for recruitment efforts
Contest & Collaboration	2021 Farmers Market is sold out - no vendor booths available
Project Messaging	Strategic messaging on Freedom Road & MSA Thruway projects
Website	Daily maintenance of website & assist w/CADN & CTCC sites
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Press Relations	Multitude of press releases & scheduling interview with press
Photography	Daily pulse of Township via photography for external use
Social Media	Daily Creation of content for several social media platforms
Donor Relations	Frequent communications w/ donors & sponsors - new bench sales
Community Sign	Management of messaging on community sign/sponsor comm.
Communications Calendar	Creating Township wide marketing & event calendar to better serve the needs of internal/external stakeholders
Video Production	Production of videos (i.e. Comcast Business, CTVFC)
Event Management	Logistics, communications & marketing of Community Days 2021
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2021:

Top pages on website for month of April 2021:

- Tee Times
- Library
- Sewer/Water/Trash
- Golf Course
- Employment
- Pickleball Rules
- Parks & Recreation
- Search
- Waterpark Opening
- Collection Connection
- Golf Rates

Facts: *See below*

In the past thirty days, there have been 40,000 visits to our website (this includes all the Dept Headers...golf, library etc.)

Website factoids:

- Camp Cranberry page has had 641 page visits alone
- Managers Blog 753

Subscribers to Alerts (via CivicPlus)

- Cranberry Alerts (traffic, etc.) 4,695
- Cancellations or Delays 4,075

Web Announcement Subscribers (*new*)

- Bids 1,948
- Library 1,066
- Water, Sewer, Stormwater, Trash & Recycling 2,885

Calendar

- Boards/Commissions 658
- Recycling Collections 1,811