

COMMUNICATIONS DEPARTMENT

Board Update

October 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Communications Manager

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Communications Department – The staff 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 staff 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. They also handle 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, Audrey Rattay

Projects: See below

Project Title	Project Description
Business Hub (2.0)	Preparation & planning for re-launch of Business Hub
Volunteer Cranberry!	Launch new Leaf Angel program w/ PW & engage volunteers
ChatBots	Collaborating with Information Technology and Civic Plus to implement a new interactive search feature on website.
Cranberry Today Newsletter	October issue mailed to residents
CTCC Project of the Year	Collaboration w/ CTCC & Township Manager of new POY
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central monthly distribution - October issue
Program/Event Promotion	Promotion of all Halloween themed programs
Golf Course Marketing	Outreach to fill Event Coordinator position
Graham Park Sponsorship	Shamrock Signs selected by UPMC to produce new signature sign.
Holiday Village & Pet Contest	Collaborating with North Pittsburgh Chamber on holiday village, plus name winner of pet costume contest.
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	New signature marketing piece printed & distributed

Work Orders:

- 156 work orders were completed from the last BOS report from 9-27-2021 to 10-26-2021
- 85 open work orders as of 10-26-2021

Projects Continued:

Project Title	Project Description
Township Bench Processing	New bench processing and donation process in place
Fire Company	Provide coverage of 24-hour training event
Contest & Collaboration	Winner named in Spooktacular Pet Costume Contest
Project Messaging	Strategic messaging on Township 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	Continued collab. w/ media outlets on event/project coverage
Photography	Daily pulse of Township via photography for external use
Social Media	Daily creation of content for several social media platforms
Donor Relations	New sponsorship opportunities are being created for roll out
Community Sign	Management of messaging on community sign/sponsor comm.
Bill Inserts	Write, design, and vet November bill insert with SuperMail
Video Production	Production of videos (i.e. DUI, MSA Thruway)
Event Management	Logistics of several ribbon-cutting for MSA Thruway and Freedom Road
Drone Management	Team member being certified pilot to officially fly drone

Website Statistics 2021:

Top pages on website for month of October 2021:

- Homepage
- Golf Course
- Halloween/Events
- Library
- Tee Times
- Online Bill
- Pickelball
- Search
- Parks
- Calendar & Alerts

Staff Update: Multi Media position within the Communications Department is currently open and seeking to fill.

STATISTICS ON EMAIL & TEXT SUBSCRIBERS

Calendar (subscribers)

Boards/Commission Meetings - 688

Recycling Collections - 1780

Announcements (subscribers)

Library - 1157

Water, Sewer, Stormwater, Trash & Recycling - 2961

Alerts (subscribers)

Cancellations/Delays - 4178

Cranberry Alerts (traffic, emergencies) 4896

Cranberry Highlands - 2223

Seasonal (subscribers)

Camp Cranberry 2021 - 256

PreSchool - 48

Dog Park - now in Draft, as Parks did not use it
275 subscribers