



2023

Annual Report

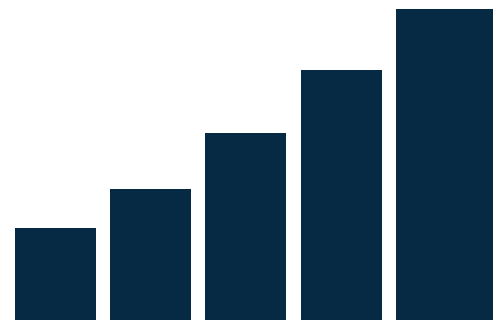


Prepared by
Quinton Sheppard,
Community Engagement & Public Information Manager



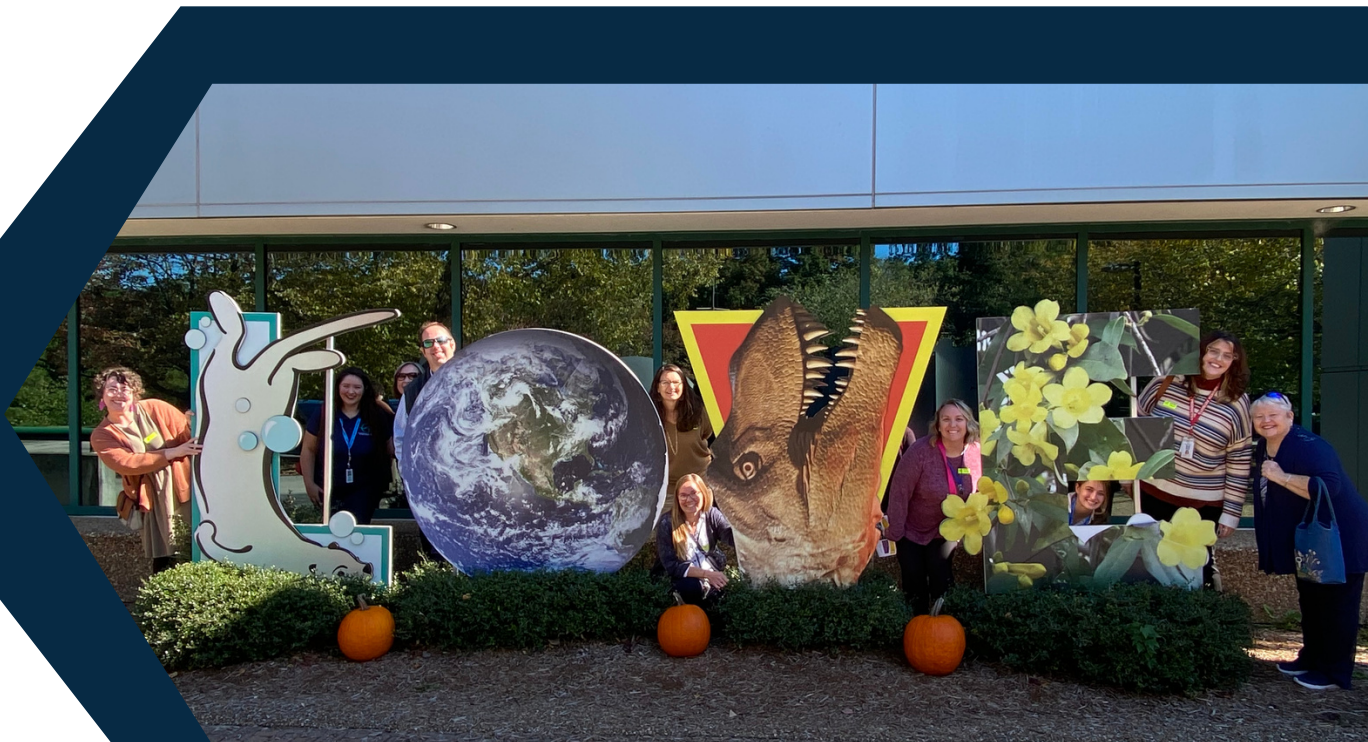
Table Of Contents

About Our Department	1
Vision And Mission	2
Value in Public Information Initiatives	3
Volunteers	4
Major Accomplishments	5-7
Looking Ahead	8
Contact Us / More Information	9
Appendix	



About our Department

The Community Engagement & Public Information Department ensures that factual, up-to-date information regarding Gloucester County Government is provided to its citizens. This is accomplished through leveraging a variety of media to reach as many residents and visitors as possible in the County. The Department fosters local and school partnerships, and works to engage citizens to access resources and opportunities to shape their community.





Vision And Mission

Mission

To empower every citizen to engage in building a safe, supportive, and successful community...

Vision

...by facilitating and connecting families and individuals with information and opportunities that enhance and enrich their daily lives through the utilization of community resources.

Value in Public Information Initiatives

Our media partners help us spread important and timely information to our residents and business owners. In 2023, the Gazette-Journal newspaper published **48** articles that were submitted by Gloucester's Community Engagement & Public Information Department. Based on current advertising rates for this publication, this equates to **\$10,752.50** worth of publicity.

The Department also facilitated **eight** morning show appearances on WXGM FM, Gloucester's local radio station. Taking into consideration the station's current advertising rates, this equated to **\$3,240** worth of publicity.

This does not take into consideration coverage that was garnered through other outlets, including **14 broadcast news pieces** that shared upcoming news and positive County events.



Volunteers



Volunteers are the backbone of our community. In 2023, Community Engagement Coordinators secured **7,245** volunteer hours to serve in a variety of capacities. Using the nationwide hourly value of a volunteer of \$32.50, this equates to **\$235,464** in savings to the community.

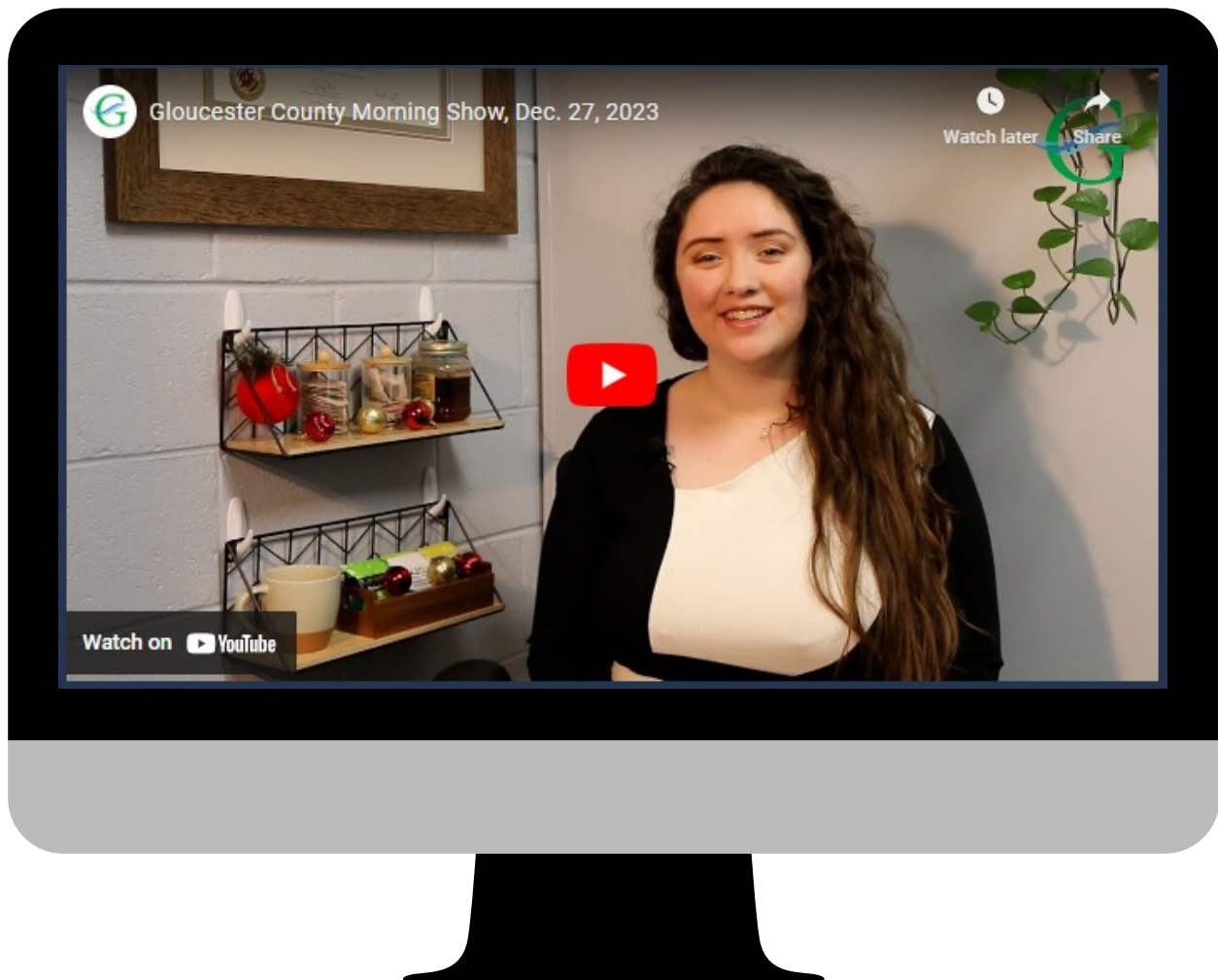
Major Accomplishments



In 2023, the Department completely revamped The Beehive publication, transforming it into a high-quality magazine. Over **\$20,000 in costs savings** were realized in postage and printing, as we emphasized the publication digitally, with a limited number of magazines being printed.



Major Accomplishments (cont.)



With a minor reorganization of the department allowing for a flat budget addition of a public communications and media specialist, we have been able to grow our collection of high-quality videos exponentially. These videos, including a new “Morning Show” have proven to be an attractive and useful means of promoting current and future projects that our County departments are conducting.



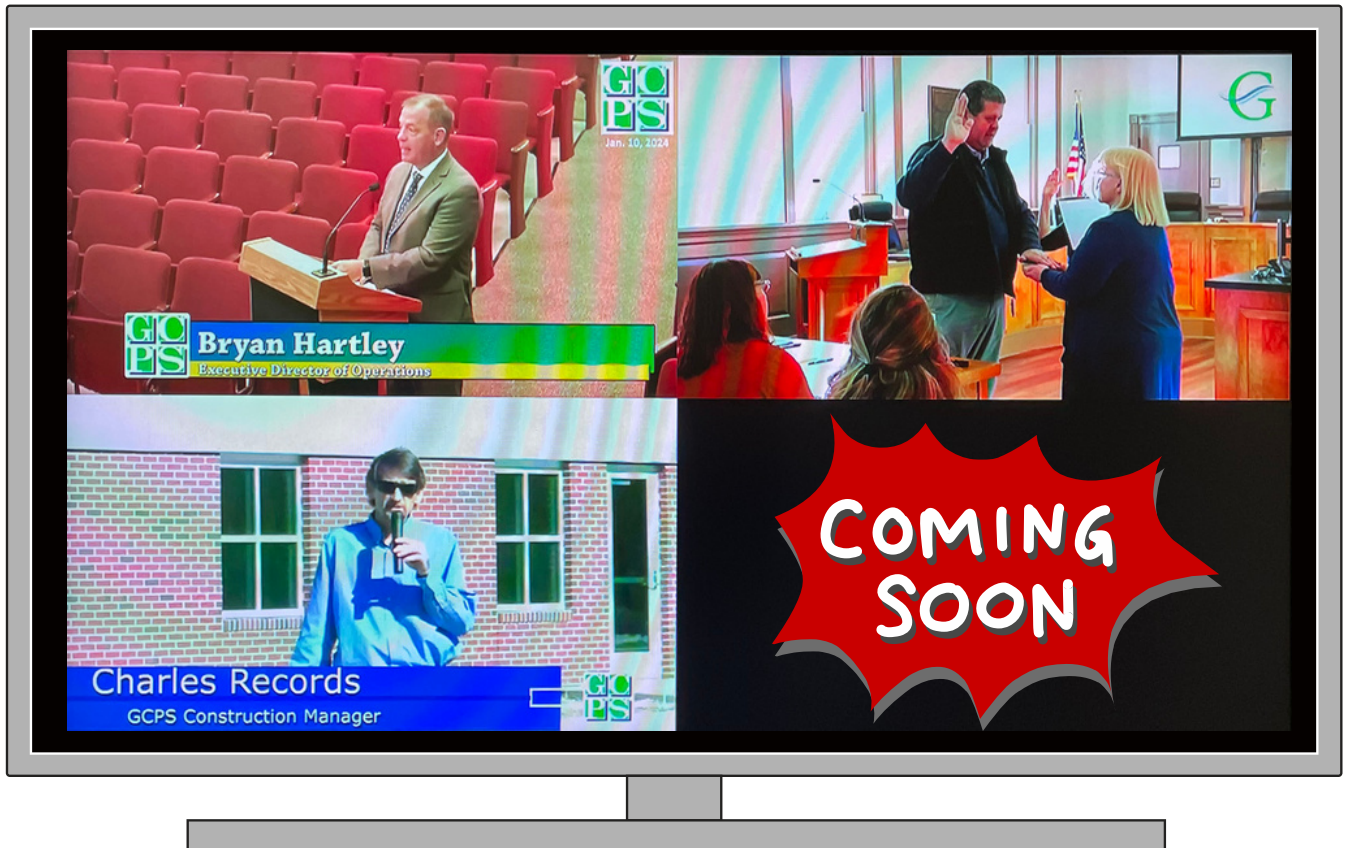
Major Accomplishments (cont.)



In collaboration with other departments, the Community Engagement & Public Information Department continued its branding efforts by unveiling a new County Logo. The logo has been since placed on County vehicles and new, modern signage. The creation of an in-house logo by the Tourism Coordinator cost the County only minimal staff time, while other localities in the state have spent **over \$100,000** on a similar effort.



Looking Ahead



Over the coming year, the department plans to improve our local cable channels to continue to expand and improve updated content that is relevant and appealing to our residents. Such programming will include and emphasis on school sports, community events and more. Stay tuned!



Contact Us



804-693-5730



mail.CEPI@gloucesterva.info



www.gloucesterva.gov

