

Office of Communications & Community Engagement



## OCCE Mission, Vision and Values

**MISSION:** To cultivate the relationship between the City, Employees, and Community through a central hub of intentional communications and community engagement strategies.

**VISION:** To amplify the City's commitment to equitably serve All Alexandrians while uplifting the voices and experiences of those we serve.

VALUES: Collaborative Partnership Innovative

Responsive Data-Driven

Equitably Accessible Creative

Transparent One band. One sound.





**Director Ebony Fleming** 



**Strategic Communications** Manager Berkeley Teate



**Digital Services Manager** Justin Thompson



**Content Development &** Media Relations Manager Vacant



**Community Engagement** Manager Vacant

Community **Engagement Coord.** 

Vacant



**Outreach Coordinator** Elaine Scott

Language Access Coordinator

Vacant



**Web Developer** Gerry Dineros





**Web Editor** Jacqueline Cozma



Community **Engagement Coord.** Vacant



**Strategic Planner** Michelle Benjamin



**Visual Content Specialist** Meagan Arnold



Social Media Strategist Giovonny Bland



Writer/Editor Jael Zeballos



### **OCCE** Priorities

- Position OCCE as a key collaborator in the support and amplification of strategic Citywide communications and community engagement efforts
- Define and establish the City's brand identity
- Develop and unify City communications and engagement practices
- Cultivate stakeholder relationships, ensuring OCCE is viewed as a strategic partner that adds value to ongoing efforts



# How Does OCCE Advance City Objectives?

#### **Strategic Communications:**

- Creates strategic communications plans for long- and short-term initiatives
- Identifies opportunities for City-wide and cross-departmental communications

#### **Editorial and Media Relations:**

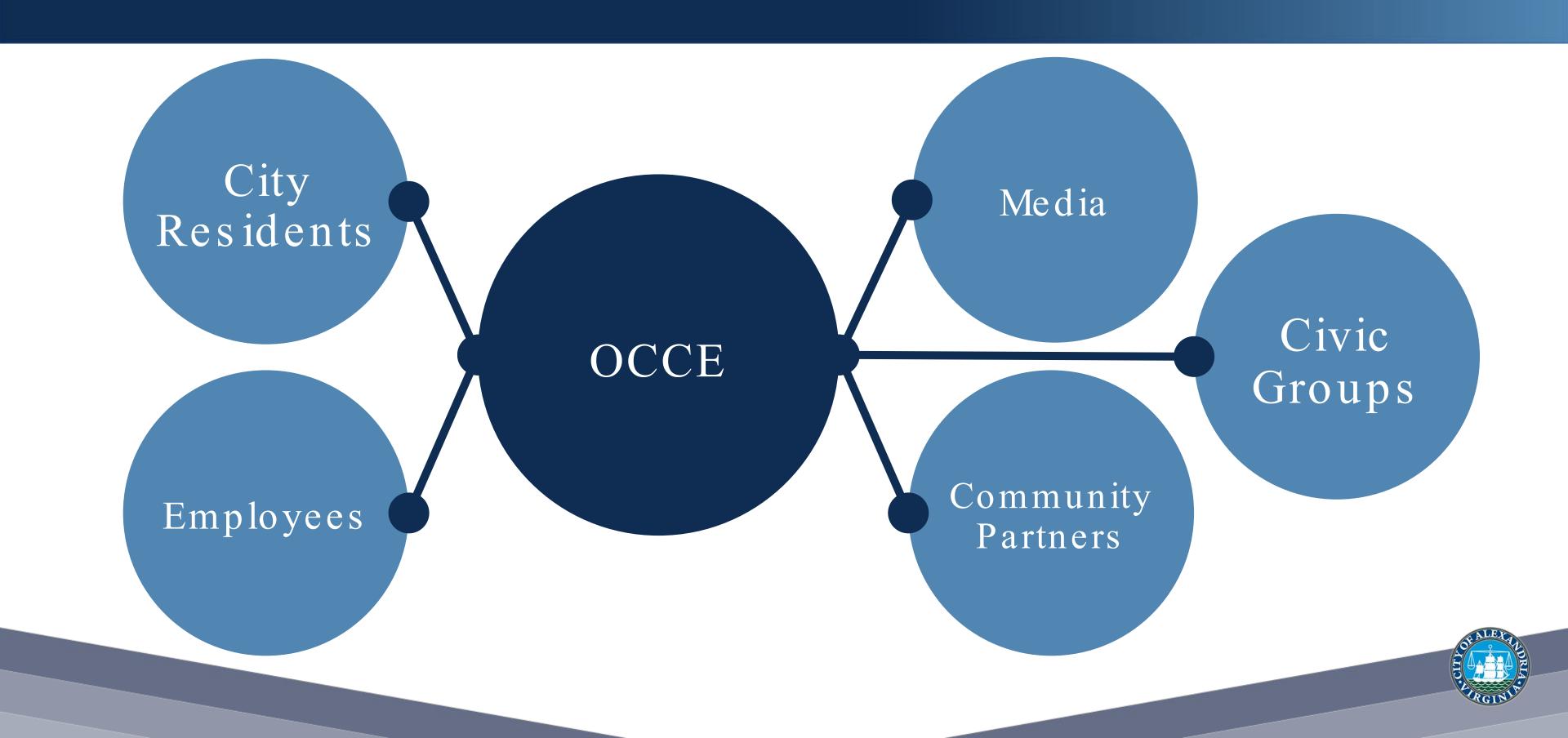
- Provides Style Guide parameters to maintain a cohesive City-wide branding
- Supports strategic plans with written content
- Press releases, eNews, Scripts, Long-form Writing and Social media

#### **Digital Media Management:**

- Supports strategic plans with technical solutions and creative media
- Maintains website, social media and online communications platforms
- Lead on video production, photography and graphic design



# OCCE Communication Objectives

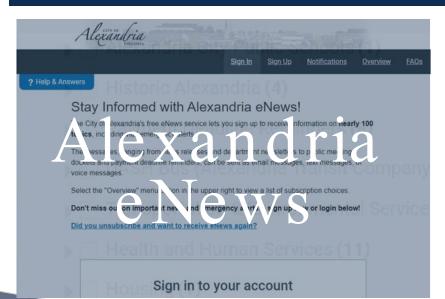


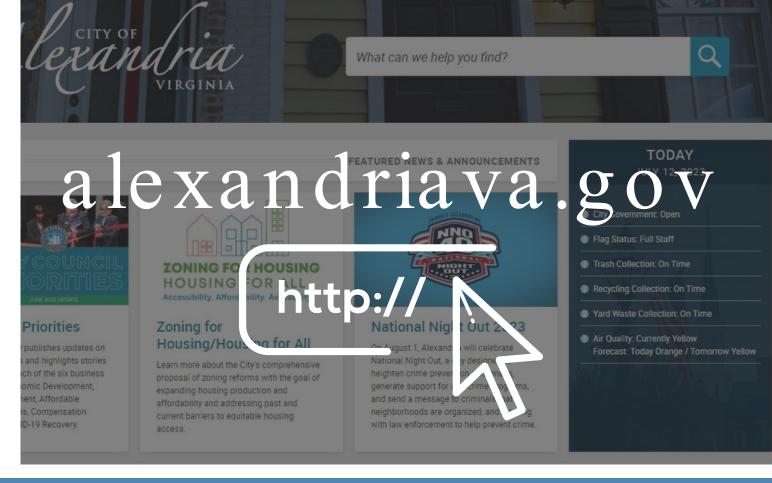
## **External Communications**



Alex311 is the City's customer service initiative to connect customers to over 175 City services.









Follow @Alexandria VAGov on Facebook, Instagram, Twitter/X, and Youtube

# Every Employee is an Ambassador!

- Every Employee should exhibit the Mission, Vision and Values of the City
- We're mindful of our words, actions, and behavior while wearing a City badge and/or uniform
- What each of us does reflects on the City as a whole





### Connect With Us

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