

Agenda & Meeting Management 3.0

How to succeed at public meetings in our virtual age.

Jay Vickers
August 7, 2019

Today's **Speaker**

Jay Vickers

General Manager, Legislative Solutions



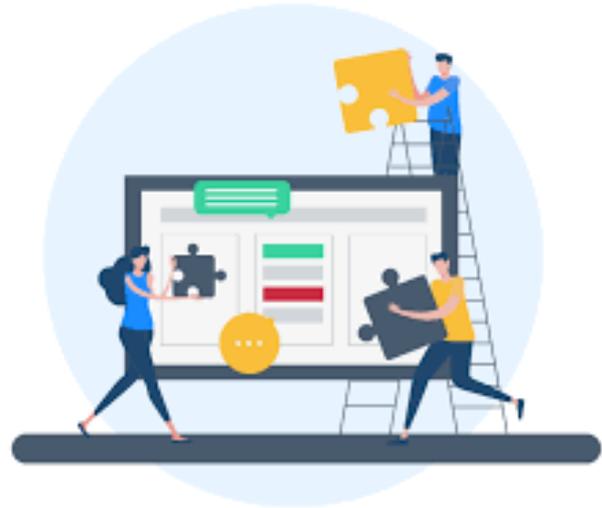
The Next Generation of Meeting Management



Meeting Management: Generation 1

Reducing the cost of transparency

- Public notice requirements & FOIA requests
- Paper and printing costs
- Staff time - automating processes



Meeting Management: Generation 2

Bringing your meetings online

- Live Stream – watch from anywhere
- OnDemand Meetings – watch at any time
- Indexing – Time stamping

LEHI CITY

City Council

Index Share Embed

- 2.a.) Consideration of Resolution #2019-51, a resolution to increase the City's Entitlement Share in the Carbon Free Power Project by and up to 7500 kW of capacity.
- 2.b.) Consideration of Resolution #2019-50, amending the Lehi City Employee Policy Manual, Section IV: Leaves of Absences.
- 2.c.) City Council Discussion of Peck Family Park Concept Plan
- 2.d.) Discussion of Fiber Network
- 2.e.) Discussion and Update on the City's Advertising Contract

Agenda

1. Welcome and O
2. Action and Dis
 - 2.a. Consider Free Pow Res 2019:
 - 2.b. Consider Leaves o Res 2019: Employee
 - 2.c. City Cou
 - 2.d. Discuss
 - 2.e. Discuss

Meeting Management: Generation 3

Online *engagement* in the legislative process

How do you...

- Get more citizens engaged in the legislative process?
- Easily manage the increase in citizen engagement?



Redefining Engagement

What does an engaged citizen look like in 2019?

Old Definition: Engagement =
How many people show up for a
meeting

New Definition – Engagement =
Subscriber lists, page views,
mentions, and video views



Increase Engagement



Increase Engagement

Build trust

- Citizens and the press are often distrustful of their governments
- Mistakes perceived as deliberately withholding information
- Establish a policy of proactive online disclosure



Increase Engagement

Publish information in smaller pieces

- Citizens become frustrated searching through long PDFs to find specific info
- Publish agenda packets as the agenda, coversheets, and minutes
- Store backup material as a separate file + categorized by item type



Increase Engagement

Make it easy for citizens to find what interests them

- Full-text searchable information & indexed for search engines
- Detailed filtering of search results
- Allow citizens to subscribe to topics of interest and receive notifications via text and email



LATEST MEETING AGENDA AVAILABLE
City Council Agenda
Tuesday, January 1, 2019 at 2:00 PM GMT-08:00
735 Anacapa Street
Santa Barbara, CA 93101
[VIEW AGENDA](#)

SUBS
[Manage Subs](#)

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govDELIVERY
Mary, your report is ready.

Hi, Mary
Here is a monthly summary we think you'll find helpful.

Subscriber Metrics
4,265
Total Subscribers

Subscriber Metrics	Subscriber Metrics
OCTOBER 2018 +15 ▲ 0.2% New Subscribers	NOVEMBER 2018 +53 ▲ 0.3% New Subscribers

Bulletin Reach & Engagement

Bulletin Reach & Engagement	Bulletin Reach & Engagement	Bulletin Reach & Engagement
4 Bulletins Sent	4,642 Responses	37.2% Engagement Rate*

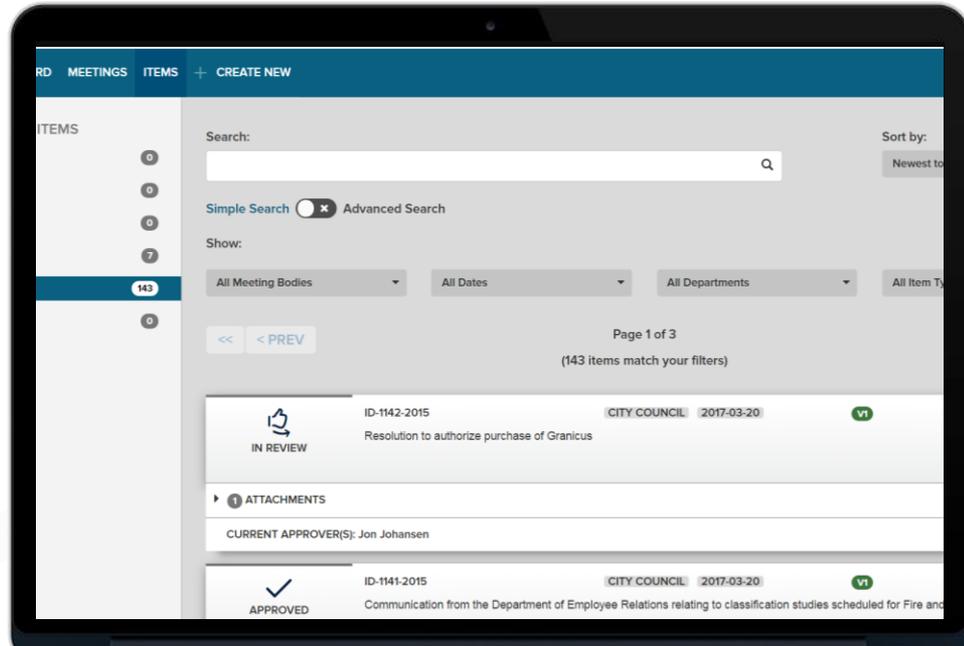
*Engagement Rate

Make Engagement Easy



Make Engagement Easy

Automate the agenda creation process

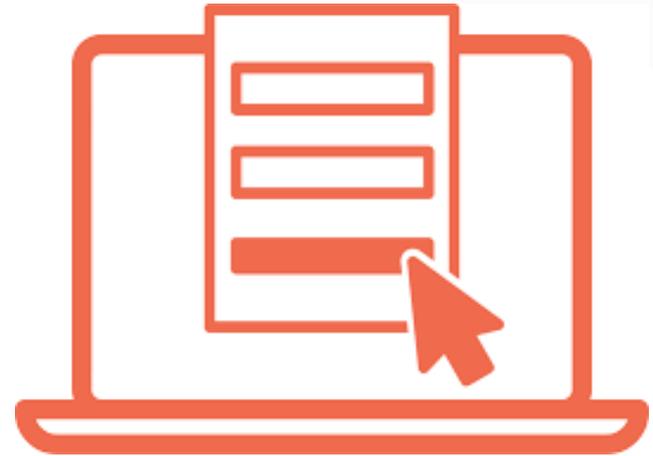


- Empower departments to create items electronically
- Ensure accuracy through automated approval workflows
- Automate the agenda-assembly process

Make Engagement Easy

Think “topic-based”

- As agenda preparers, your primary focus are the meetings
- Citizens care more about *specific topics* than the meeting
- Provide search capability at the topic level & across meeting dates types



Make Engagement Easy

Communicate with citizens the way they expect

- Video streaming makes your meetings more accessible
- Use the right communication channels - reach a wider audience (text, email, and social media)
- Provide easy access to granular, detailed information with public portals



Public Meetings & Notices

PUBLIC NOTICES

[Public meetings for the August 6, 2019 Planning Commission Meeting.](#)

[James Legacy Estate's Interim Administration Public Meeting - August 27, 2019](#)

PUBLIC MEETINGS

Meetings are arranged by date, with the most recent at the top of the list. Click Live Streams in Upcoming Events to watch the meeting live. In the available columns, click Video to watch the meeting, click View Agenda Documents, or Agenda, Agenda Packet or Minutes to see past the document. You can also search for articles by typing keywords into the Search box.

[Streams](#) [Live Data](#)

Upcoming Events

Meeting Title	Agenda	Live Stream	Agenda Packet
Planning Commission	Aug. 6, 2019 - 07:00 PM	Agenda	Agenda Packet
Planning Commission Work Session	Sept. 3, 2019 - 09:30 PM		

Search Archives

Enter keywords here

Search

RSS feeds

[Agenda](#) [Minutes](#)

Past Meetings

[2019](#) [2018](#) [2017](#) [2016](#) [2015](#)

Appeal Authority

City Council

Board of Commissioners



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- More customers = more innovation



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- Unique view of the government market – we serve customers at every level
- Software built for government – zero compromises





Thank you!