

The background features a blurred image of hands typing on a laptop keyboard. Overlaid on this are various digital graphics: a line graph with data points in the upper left, a network diagram with nodes and connecting lines in the upper right, and a vertical bar chart on the far right. A prominent white wavy line curves across the bottom of the image.

Simplifying Your Clerk's Office

From agenda management to public record requests

Agenda Today

- 1 **Introductions**
- 2 Agenda Management and Workflows
- 3 Proactive Communication and Engagement
- 4 Saving Time on Tangential Tasks
- 5 Innovating for the Future
- 6 Questions and Next Steps

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar



Chat

Your peers are in the chat. We encourage you to connect there!

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999



Connecting
with
government-
provided
information and
services

Today's **Speakers**



Megan Asikainen

Manager,
GovMeetings at Granicus

Agenda Today

- 1 Introductions
- 2 **Agenda Management and Workflows**
- 3 Proactive Communication and Engagement
- 4 Saving Time on Tangential Tasks
- 5 Innovating for the Future
- 6 Questions and Next Steps



Agenda Management and Workflows

The Problem

- Public meeting processes are often well-established
- Inter-departmental collaboration is challenging, but often required
- Clerks often have competing priorities
- Manual processes create inefficiencies
- Manual processes increase the likelihood of mistakes
 - Non-compliance can be expensive
- Clerks often have competing priorities



The Solution

- While public meetings are critical, monotonous processes are not
- Common pain points include packet compilation, minutes-taking, and public record request management
- Automating processes and workflows reduces the burden on staff, the risk of non-compliance, and friction between departments
- Seek out opportunities for improving public engagement
- Save time where you can and focus more on outcomes



The Outcome

- Transparency for staff regarding deadlines and approvals
- Less inter-departmental tension due to simplified workflows
- Less time spent on meeting management and more time spent on community impact
- Agendas, minutes and records are easily accessible for both residents and staff
- Peace of mind



Agenda Today

- 1 Introductions
- 2 Agenda Management and Workflows
- 3 **Proactive Communication and Engagement**
- 4 Saving Time on Tangential Tasks
- 5 Innovating for the Future
- 6 Questions and Next Steps



Proactive Communication and Engagement

The Problem

- Public meetings need to be accessible and engaging in the digital age
- In-person public forums and public comment sessions can be exclusive; open the floor up to everyone
- Barriers to participation may mean you're hearing comments that may not be representative of broader community sentiment
- Communicating proactively on top of managing public meetings can be significantly burdensome depending on your resources and responsibilities



The Solution

- Proactive communication increases participation
 - This enables you to collect opinions from a broader, and ideally more representative, subset of the community
 - Socioeconomic and linguistic diversity of participants can be increased through proactivity
- Create a sense of transparency among residents, and bring them closer to government
- Reduce inbound requests for information



The Outcome

- Increased resident engagement and meeting participation
- More representative feedback leads to decisions and policies that align with overarching community goals
- An understanding of any gaps in participation and engagement



Agenda Today

- 1 Introductions
- 2 Agenda Management and Workflows
- 3 Proactive Communication and Engagement
- 4 **Saving Time on Tangential Tasks**
- 5 Innovating for the Future
- 6 Questions and Next Steps



Saving Time on Tangential Tasks

Boards and Commissions

Boards & Commissions

Automated Board Management



Recruitment

Make Applying Easy

- ✓ Display and promote vacancies on your existing website in real time
- ✓ Allow applicants to save applications and complete in multiple sessions
- ✓ Notify applicants when an application is received
- ✓ Easily process, share, and manage applications



Staff Processing

Streamlined & Centralized

- ✓ Get an instant view of board position statuses, member demographics, and upcoming vacancies
- ✓ Narrow in on qualified candidates with automated position requirement filters
- ✓ Instantly generate reports on candidates, vacancies, boards, appointments, and more



Communication

Simplified Outreach

- ✓ Improve public visibility into board vacancies
- ✓ Customize and automate board-related emails to eliminate manual email communications and complete required documentation faster
- ✓ Remind applicants when an application is abandoned

Records Management

- The volume and complexity of public record requests are increasing
- New request types include video requests, audio requests, and requests for "any and all" emails
- New requesters include FOIA auditors and those looking to weaponize FOIA
- With public trust at stake and the potential for legal ramifications for non-compliance, saving time and staying organized is critical to staying compliant for many communities
- Streamlined records management tools are available



Streaming

- Streaming has been cost-prohibitive for many agencies due to investments required for specialized staff and equipment
- Public meeting streaming is mandated by legislation in many areas, and is likely to be ubiquitous in the coming years
- Resident expectations around both content quality and channels used for distribution are changing
- Hands-off streaming services are being utilized by local governments across the US and Canada



Agenda Today

- 1 Introductions
- 2 Agenda Management and Workflows
- 3 Proactive Communication and Engagement
- 4 Saving Time on Tangential Tasks
- 5 **Innovating for the Future**
- 6 Questions and Next Steps



**Innovating for the
Future**

The Granicus Vision for City Hall

- Trusted for the comprehensive engagement, service delivery, and optimization needs of all community segments
- Providing a unified resident experience and a streamlined staff experience
- Transparent policy- and decision-making



Recent Innovations and Acquisitions



What's on the Horizon

- Product improvements
- Product sunsets



Agenda Today

- 1 Introductions
- 2 Agenda Management and Workflows
- 3 Proactive Communication and Engagement
- 4 Saving Time on Tangential Tasks
- 5 Innovating for the Future
- 6 **Questions and Next Steps**



Questions?



Thank you!