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PURPOSE & STRATEGY



IDAHO FALLS HAD 3 MAIN GOALS FOR THEIR CITY COMMUNICATION

- **STRENGTHEN TWO WAY COMMUNICATION** BETWEEN THE CITY AND RESIDENTS
- **INCREASE AWARENESS** AND UNDERSTANDING OF CITY SERVICES, PROJECTS & DECISION MAKING
- **BUILD TRUST** AND COMMUNITY CONNECTION THROUGH TRASPARENT & ACCESSIBLE COMMUNICATION.

I REALIZED MY PURPOSE...

After meeting with City Council Members I observed that they lacked internal and external organizational communication.

MY STRATEGY BEGAN WHEN...

I knew that creating an internal department calendar where all departments could share their announcements could help **build trust** and strengthen their **two way communnication**.

MY ROLE :

I would help strengthen the brand of Idaho falls helping it reform into a voice that is clear and transparent in all their announcements, and find gaps in their communication that can be re designed.

RESEARCH

SILO EFFECT - HARVARD STUDY, ORWELL FOUNDATION, AND LONDON SCHOOL OF ECONOMICS

QUESTIONS I ASKED FOR RESEARCH

- DOES INTERNAL DEPARTMENT ORGANIZATION EFFECT THE CLARITY OF EXTERNAL COMMUNICATION?
- WHAT COMMUNICATION ARE RESIDENTS MISSING?

The Silo Effect, An organizational Behavior which causes departments and employees to isolate their communication between each other limiting collaboration and interdependence.

ELIMINATING SOLO EFFECT LOOKS

LIKE:

1. Remove one way communication, department to resident.

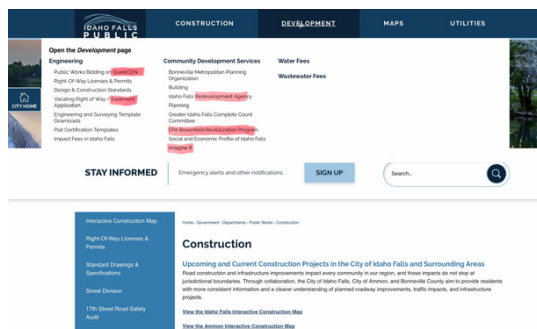
Calendar

View All Calendars is the default. Choose Select a Calendar to view a specific calendar. Subscribe to calendar notifications by clicking on the Notify Me! button, and you will automatically be alerted about the latest events in our community.

July 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	01	02	03 Independence Day - City Offices Closed	04
05	06 City Council Work Session	07	08	09 City Council Meeting	10 Sperit Satin Concert Series	11
12	13	14	15	16	17 Wines in the Wild	18
19	20	21 City Council Meeting: Budget	22	23	24	25
26	27 City Council Work Session	28	29	30 City Council Meeting	31	01

CALENDAR SHOWS INDEPENDENT DEPARTMENT COMMUNICATION AND LACK OF ANNOUNCEMENTS

- 3 Create Announcement literacy in departments to eliminate jargon and a non Idaho falls branding voice.



2. Collaborate departments together for unified announcements.



ALL AUDIENCES HAVE DIFFERENT AUDIENCE REACH CREATED COMPETITION INSTEAD OF COLLABORATION AND UNITY TOWARDS RESIDENTS

CERTAIN DEPARTMENTS HAVE CERTAIN TERMINALOGY THAT RESIDENTS MAY NOT INITIALLY UNDERSTAND

IDEAS

THE PROCESS OF CREATING THE INTERNAL DEPARTMENT CALENDAR

- 1 The first draft focused on gathering and grouping all Idaho Falls departments. Following an analysis of the city's homepage, the structure was updated to prioritize their primary announcement categories: events, services, and city policies

June - Department Communication Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Monthly Focus
Projects are Clearly Communicated across departments

Key Activities

- 6/25 Project with IDAHO FALLS POWER
- 6/5 Parade
- Region Fiber Internet Installation

City — Macro Announcement: High priority, city-wide updates that affect all residents.

Events — Community Engagement: Public-facing, localized activities that require active community participation

Utilities — Infrastructure/ Service Impacts: Localized, disruptive maintenance or operational notices that trigger a domino effect for other departments

Important Project Day: Major localized project launches or crucial deadlines that require absolute cross-departmental alignment

PUBLICATIONS: What is being posted?

Department	Announcement	Channel Communication	Target Audience	Cross Department
Idaho Falls Power	Power Panel replacement in 0	Delivery Letters & Social Media	Specific Zone/ Neighborhood	Public Works
Public Works	Public Works	News and Flyers	Specific District	Emergency Services
Idaho Falls Regional Airport	Terminal Expansion	Website News, and Press Releases	City Wide/ Regional	Parks & Rec
Parks & Recreation	Mayor changing Idaho court rules	Public Campaign and Community Involvement	City Wide/ Regional	Tourism
Safety Department	Announcement	Animal shelter public event		Police Department
Human Resources & Municipal Services	Announcement	LinkedIn and Local Radio		

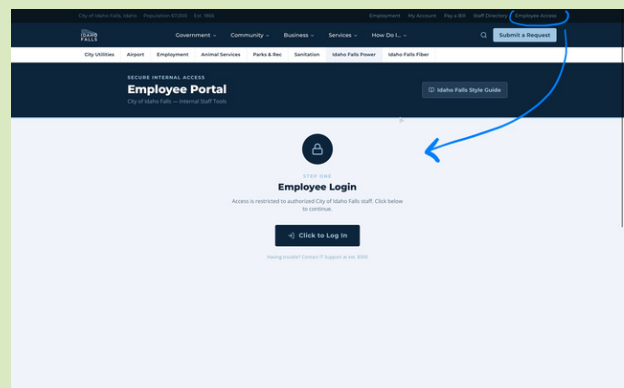
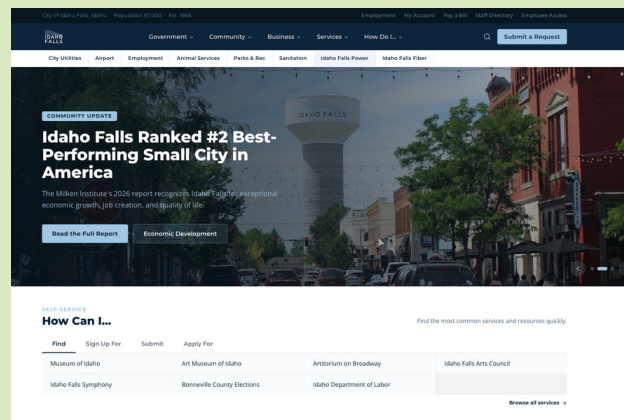
Public Works: Sanitation, Street Maintenance/Closures, Water, and Wastewater/Sewer
Idaho Falls Power: Only Idaho Falls Power News
Parks & Recreation: Idaho Falls Zoo, Aquatic Center, Ice Arena, and Cemeteries
Safety Department: Police Department, Fire Department, and Animal Services
Idaho Falls Regional Airport: Terminal updates, Regional economic news, and travel disruptions
Human Resources & Municipal Services: Employment/ Job Openings and internal administrative shifts

Evaluation: Provide data to track in meetings

Performance Analytics	Next month's strategy
QR CODE SCANS - % PHONE COMPLAINTS - % CONTACT US BOX - % WEBSITE SURVEY USE - % PHYSICAL PAMPHLET - % SOCIAL MEDIA - %	Top-Performing Channels This Month: Physical localized pamphlets yielded a 45% reduction in neighborhood service inquiries regarding utility shifts compared to last month's digital-only push.
Top-performing Departments & Collaboration Public Works: Idaho Falls Power: Parks & Recreation: Safety Department: Idaho Falls Regional Airport: Human Resources & Municipal Services:	Next Month's Optimization Strategy: Transition all localized utilities notices to a dual-channel strategy (Direct Physical Mailer + Website Single Source of Truth). Restrict social media usage strictly to emergency or real-time event reminders.

- 2 Recognizing that the internal departments required a dedicated space, I cross-collaborated with the media team to explore potential platforms for this new initiative.

During this process, I learned the team was already planning a website redesign. Leveraging my research, I proposed integrating the calendar into the new employee portal a centralized hub where staff could interact, access updates, and build cross-departmental trust and communication

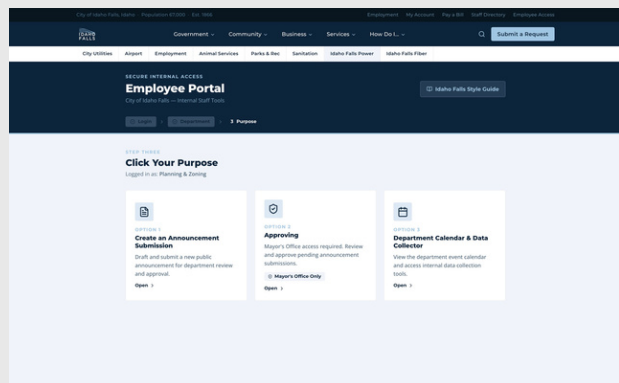
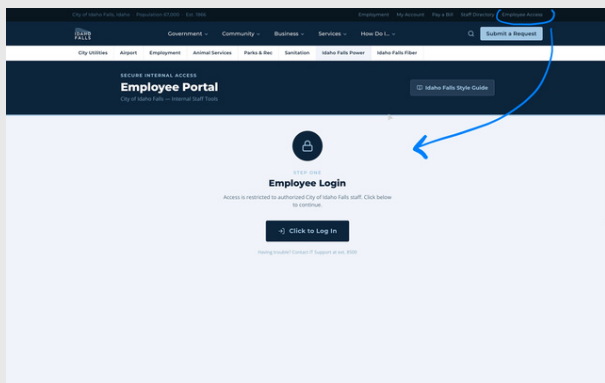
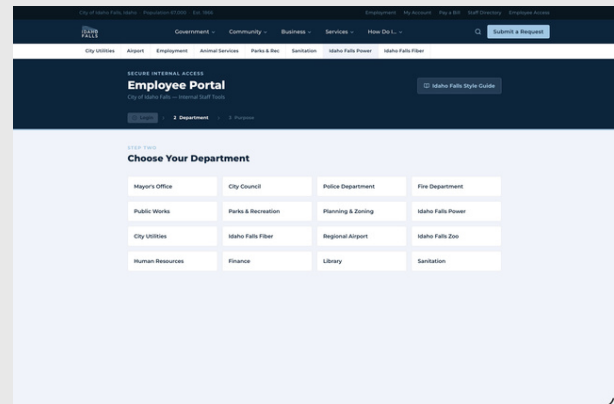
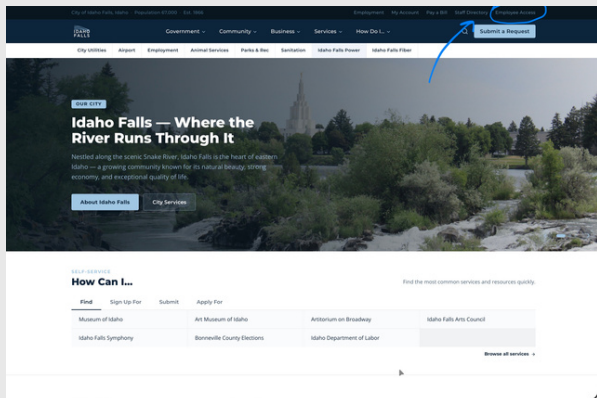


THE DELIVERABLES

THE EMPLOYEE PORTAL

The beginning of the portal was to create a space where all departments could go to collaborate and acknowledge announcements

The employee portal is adding onto something that is already existing and making it more efficient to improve the two way communication goal for Idaho falls.

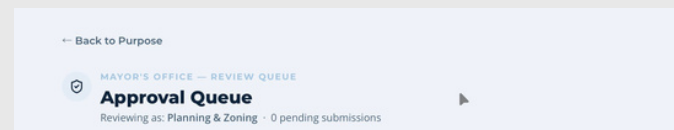
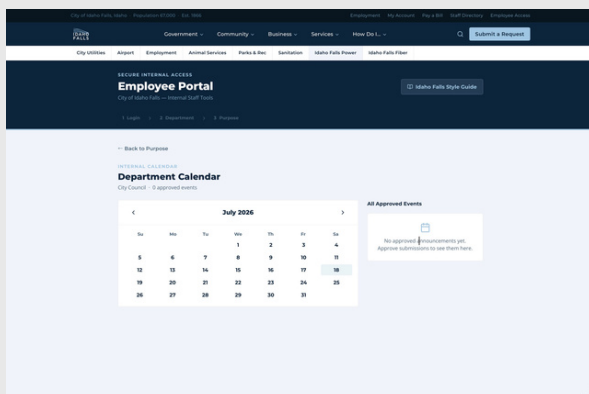
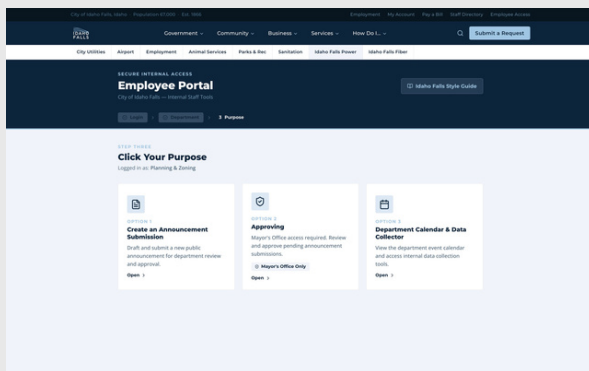


THE DELIVERABLES

THE INTERNAL CALENDAR & APPROVING PROCESS

The Internal Department Calendar serves as a vital communication tool, allowing departments to view upcoming announcements across the organization. By providing a clear visual schedule, it ensures teams coordinate their publishing timelines and effectively prevent resident communication fatigue.

Research confirms that professional media organizations require managerial approval prior to publishing to maintain a unified brand voice. This approval workflow was specifically established for Idaho Falls to ensure all departmental announcements are fully vetted before they are posted to the external public calendar.



Review & Approval Process

The approval system ensures department submissions are clear, coordinated, and appropriate before public release. Below is the streamlined workflow for authorized PR Managers or Public Information Officers (PIOs).

Step by step process is on the website Link: [Idaho Falls Gov Website Redesign](#)

1. Access & Prioritization

- **Secure Entry:** Only designated PR/PIO members enter a code to access and approve content.
- **Smart Queue:** Submissions are automatically prioritized by Requested Approval Date and Urgency Level.

2. The Three-Step Approval Check

First Approval: Tone & Plain Language

- **The 20-Word Rule:** Keep sentences under 15-20 words for easy skimming.
- **Eliminate Jargon:** Swap complex government terms for simple text (e.g., use "Road work will begin" instead of "Commence roadway maintenance").
- **Action-Oriented:** Give residents clear instructions (e.g., "Avoid [Street] June 10-17 due to construction").

Second Approval: Cross-Departmental Cohesion

- **Collision Check:** Verify the post doesn't conflict with active community events or nearby utility projects (e.g., ensure Police/Fire know about lane closures to reroute emergency vehicles).
- **Notification Lock:** Partner departments flagged in the submission must check their digital approval box before final publication.

Third Approval: Channel & Frequency

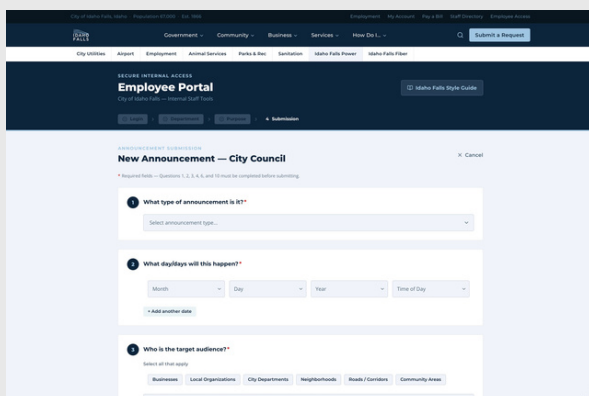
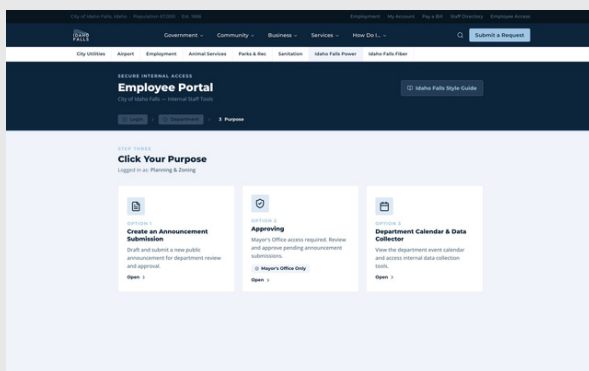
- **Target Match:** Use localized methods like mailers or door hangers for neighborhood-specific work rather than flooding city-wide social media.
- **Fatigue Check:** Review the data tracking module to ensure publication frequency won't overwhelm residents.

THE DELIVERABLES

ANNOUNCEMENTS SUBMISSION

The submission process was all strategically assists the jargon that was effecting resident trust. This was to create clear communication and allow to remain Idaho Falls voice to be trustworthy.

The questions are also a process for employees to follow to begin to improve their announcement literacy to create unity between their department voices.



Announcement submission Questions & EMPLOYEE FILLOUT PAPER

1) What type of announcement is it? SCROLL & SELECT: (Service, City/Government, Community Calendar)

Will take you to a different survey and will be posted to the external calendar if you choose Community Calendar

2) What day/days will this happen? SELECT AND ENTER (month, year, and estimated time of day)

3) Who is the target audience? SCROLL & SELECT AND ENTER SPECIFIC PARTNERSHIP, PIN AREA ON MAP, OR MARK THE STREET/S (Business's, Local organizations, Departments, or neighborhoods, roads, community areas)

4) What form of communication do you desire? SCROLL & SELECT (Physical flyer/form, social media, news release/ press, website/article, public campaign, community involvement, broadcast, email, text, or mail)

5) Is this a possible cross department announcement? SCROLL AND SELECT (Idaho falls power, public works, IF regional airport, parks & recreations, safety department HR & Services)

*Once submitted and if a department has been selected, they will be notified, "_____ department wants to make an announcement with you."

6) When would you like this published? SELECT DATE (month, year, and estimated time of day)

7) What is urgency? SCROLL AND SELECT (important & urgent, important but not urgent)

8) How consistently would you like to notify the community? (1 a month, biweekly, weekly, 3 times a week, daily)

9) When would you like this approval? ENTER RESPONSE HERE

10) What is your message that needs to be communicated to the Idaho Falls Community?

THE FINAL ANALYSIS

HOW I BECAME MORE VALUABLE THROUGH THE PROCESS



STRATEGIC THINKING INVOLVES INTENTIONALITY

Navigating this unfamiliar domain taught me how to bridge rigorous research with compelling execution, elevating my value as a versatile strategist who can rapidly adapt to any industry and deliver polished, intentional outcomes.



HONESTY AND RESEARCH

While AI tools offer efficiency, this project reinforced that authentic creativity and strategic intuition are uniquely human skills; my value lies in my independent critical thinking and the honest, original ideas I bring to an organization



PERFORMANCE AND CONFIDENCE

Presenting a final offer to a client can easily trigger imposter syndrome, but I have learned that true confidence at the presentation table is earned during the creation process. By dedicating myself to high performance and rigorous preparation throughout a project, I eliminate doubt and can stand firmly behind the value I deliver

RESEARCH & LINKS

SILO EFFECT

1. [HTTPS://WWW.CITYLEADERSHIP.HARVARD.EDU/WP-CONTENT/UPLOADS/2024/06/BHCLI_ACTIONINSIGHTS_18_BREAKING-DOWN-CITY-HALLS-SILOS-WEB.PDF](https://www.cityleadership.harvard.edu/wp-content/uploads/2024/06/BHCLI_ACTIONINSIGHTS_18_BREAKING-DOWN-CITY-HALLS-SILOS-WEB.PDF)
2. [HTTPS://WWW.ORWELLFOUNDATION.COM/BOOK-TITLE/THE-SILO-EFFECT/](https://www.orwellfoundation.com/book-title/the-silo-effect/)
3. [HTTPS://JARCHE.COM/2019/07/THE-SILO-EFFECT/](https://jarche.com/2019/07/the-silo-effect/)
4. [HTTPS://WWW.LSE.AC.UK/LSE-PLAYER/THE-SILO-EFFECT-WHY-PUTTING-EVERYTHING-IN-ITS-PLACE-ISN-T-SUCH-A-BRIGHT-IDEA](https://www.lse.ac.uk/lse-player/the-silo-effect-why-putting-everything-in-its-place-isn-t-such-a-bright-idea)

WEBSITE FOR IDAHO FALLS - MOCK UP

- [HTTPS://JULY-EYE-85667828.FIGMA.SITE/](https://july-eye-85667828.figma.site/)

STRATEGY BOOKLIT FOR IDAHO FALLS INTERNAL CALENDAR

- [HTTPS://DOCS.GOOGLE.COM/DOCUMENT/D/1-XOWYGLOIZUYY3OKV4IAWOLQJOVSMHV98PAUKEHIS5Q/EDIT?USP=DRIVESDK](https://docs.google.com/document/d/1-XOWYGLOIZUYY3OKV4IAWOLQJOVSMHV98PAUKEHIS5Q/edit?usp=drivesdk)
