



Getting Savvy: Moving Online & Tips from a Dynamic Duo



Today's Presenters



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It's Your Time

- You have a strong project
- You will make the time to do it right
- You understand the requirements
- You want to demonstrate excellence



It's Your Time

- The size of your community doesn't matter
- The size of your budget doesn't matter
- This competition looks for outcomes and creativity



It's Your Time

- Government leaders and residents appreciate national recognition
- Awards provide credibility for your work and its importance
- Entries create the world's great repository of incredible government solutions
- You don't live for the limelight, but a few raving headlines and a moment in the spotlight are pretty sweet

Savvy General Information

- 25% of score based on descriptive letter
- 75% is on the product, program, or event
- 3 Awards:
 - Savvy
 - Silver Circle
 - Award of Excellence
- Categories sometimes broken into population groups
- Judges are your peers nationwide

New & Different for 2019

- Online submission process for all submissions, not just videos
- Judges comments will be visible for all of your entries, not just if they are selected as a winning entry
- Projects can be submitted only once in each of the three major categories

Winning a Savvy

PREPARING YOUR ENTRY

Online Submissions



Start here

- 1 Register for an account (it's quick and easy!).
- 2 Start your entry (save it in-progress).
- 3 Submit your entry.

For any questions, please contact the 3CMA Office by calling 703-707-0830 or by sending an email to info@3cma.org.



Register

First name

Last name

Email

Password

Confirm password

Log in

Email or mobile 

Password

☐ Remember me

Log in

[Reset password](#)

or log in with

Google

Facebook

Twitter

Online Submissions

My entries → Start entry

All questions must be answered, unless marked optional.

Category

Entry Form

Descriptive Letter

Entry Attachments and Links

Short Descriptor

Category

Entry name

Entering Categories

- Can only enter a project in one of the three overall categories:
 - Communication & Marketing Tools
 - Graphic Design & Photography
 - Communications & Marketing Processes
- Some examples include...

Entering Categories

- Yes (3 different categories)
 - Social Media
 - Photography
 - Most Innovative
- No (All in same main category – pick one)
 - Social Media
 - Video: PSA
 - Best Use of Humor

Problem/Opportunity Statement

- What is the problem?
- Research is key
- Identify specific audiences
- Attach a written communications plan
- This format is a mindset for approaching all issues

Poor Statements

- Our City wanted to redesign its website, which was five years old
- Our Council instructed us to engage the public on this issue
- Our Manager wanted to create an annual report after seeing a neighboring county's
- We launched a new social media account and needed some content

Example: Edina Art Center Birthdays



Example: Edina Art Center Birthdays

- On Saturdays, the Edina Art Center offers children's birthday parties.
- The Edina Art Center is not always top of mind as a birthday party venue.
- The Edina Art Center wanted a brochure that would stand out in racks throughout the community, grabbing parents' and other party planners' attention

Example: Athens Ghost Hunt



ATHENS GHOST HUNT:
The Morton Theatre



Example: Athens Ghost Hunt

- The Morton Theatre is a nationally-recognized historic landmark. Built in 1910, it is one of the first and oldest surviving African-American built, owned, and operated vaudeville theatres in the U.S.
- There had been stories for years about unexplained occurrences in the building.
- Ghost hunt programs and walking tours were very much in vogue.

Intended Goals or Outcomes

- What do you want to accomplish?
- Objectives say who, what, by what measure and by when
- Outputs: # mailed, media stories, complaints, web visits, social media shares, # of attendees
- Outcomes: ↑ changed behavior, ↓ in negatives, in positive, wins, etc.

Poor Examples

- We sought to design a more modern logo.
- We wanted to inform people about this issue.
- We wanted to go viral.
- We wanted the initiative to pass.

Example: Athens Ghost Hunt



Example: Athens Ghost Hunt

- Produce a video that could be segmented and used for multiple purposes.
- Tie into cultural, entertainment trends.
- Visually showcase the new renovations to the theatre.
- Provide an opportunity to teach about the history in an unexpected way.
- Draw attention to the new location of the government-access channel.

Example: Edina Art Center Birthdays

The Edina Art Center set a 2017 work plan goal of increasing birthday party revenue. Key to reaching that budget goal was developing engaging marketing materials.



Documentation of Achievement

- How did you address the issue?
- How did you reach your target audiences?
- If you defined key messages how were they used?
- Let your creativity shine – what was unusual, unique, creative?
- Tell your story here – make it intriguing and interesting for the judges to read.

Documentation of Achievement

- Go back to your objectives – were they addressed?
- Share measurements
- Did you make major progress in addressing the problem you first shared?
- How did this project enhance your community or the lives of residents?

Poor Examples

- The project was approved by our City Council.
- The event was a success and was well-received by the community and elected officials.
- Everyone on staff and the City Manager loved the annual report.
- No one complained about the road closure.

Example: Edina Art Center Birthdays

- Art Center staff report that “patrons have been picking up the brochure continuously” since its printing in June.
- The Art Center saw a 284 percent increase in birthday party revenue in the last quarter of 2017 compared to 2016.

Example: Athens Ghost Hunt



COLORBEARER OF ATHENS, GEORGIA LOCALLY OWNED SINCE 1987

BLOGS > NEWS > IN THE LOOP November 24, 2014

[Athens Power Rankings](#)

Athens Power Rankings for the Week of Nov. 24

By Blake Aued [@BlakeAued](#) | November 24, 2014 11:21am

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Welcome to Athens Power Rankings. In the spirit of [sports rating systems](#), through painstaking analysis, we rank the top movers and shakers in the Classic City each week. Who's hot? Who's not? Find out below.

Emanuel Episcopal, the Salvation Army, Timothy Baptist, East Friendship Baptist and First United Methodist are among the religious organizations that are [leading the weekly this Thanksgiving](#). And don't forget the secular—Five Star is going away free meals, too.

3. Jamie Boswell
[It pays to know the right people.](#)

4. Jeff Montgomery
Athens-Clarke County's PIO is the guy you're gonna call when you want to know whether [the Morton Theatre is haunted](#).

5. Philip Auras
Auras, a landscape painter, was the latest artist to [open up his home](#) to WUSA donors.

OnlineAthens

ATHENS BANNER-HERALD

Enter Your Email [Choose Category](#) [Subscribe To Newsletter](#)

LOCAL NEWS

Evidence of paranormal activity found in Athens' Morton Theatre

By JIM THOMPSON updated Tuesday, November 25, 2014 - 12:07am

Disembodied voices. Strange lights. A file drawer opening on its own.

So, is the Morton Theatre in downtown Athens haunted, as numerous stories told over the years would attest?

Well, maybe, according to a report from Ghosts of Georgia Paranormal Investigations, which uses an array of electronic equipment to investigate unexplained events.

After spending the evening of Oct. 11 and the early morning of Oct. 12 in the century-old building at the corner of Washington and Hull streets, and hearing and seeing some anomalous occurrences, the GOGPI team reported: "With the claims of activity, personal experiences by the investigators, the EVP's (electronic voice phenomena) that were recorded we feel like there is paranormal activity in the Morton Theater. We cannot say it is haunted without a follow up investigation to see if we can reproduce the claims of activity, personal experiences, and to gather more evidence of paranormal activity."



Example: Athens Ghost Hunt

- Despite the 30:00 length, the initial video on YouTube was viewed nearly 12,000 times compared to general, shorter videos viewed in the hundreds.
- History part edited into a standalone segment and used during Black History Month. More than doubled viewership.
- Walking ghost tours make the Morton a stop on their tours with stories.
- Both are reusable year after year.

Budget and Use of Resources

- Define hard costs, if any: printing, postage, ad buys, communication costs
- Staffing – include hours spent; not required to estimate \$ of staff time
- Explain anything done by outside vendors

Poor Examples

- This project did not have a budget.
- The budget was \$0.
- The project only used staff time.
- Since an intern produced the project, staff was only involved in copyediting.
- As it was on social media, it was free.

Example: Athens Ghost Hunt



Unidentified sounds of footsteps and whistling



Example: Athens Ghost Hunt

- \$2,000 – filming of the interviews and editing of film for both videos by outside contractor
- \$130.18 – meals and snacks during overnight filming

Example: Edina Art Center Birthdays

- Copy for the brochure was gathered by Art Center staff. Communications staff edited the copy and provided creative direction for the project.
- The majority of the work was completed by our Graphic Designer, who spent approximately 13.25 hours designing the piece, obtaining print estimates and overseeing production.
- An outside printer printed 500 brochures for a total of \$932, which included the custom die necessary to make the brochure look like a palette.

Winning a Savvy

WHAT ARE JUDGES LOOKING FOR?

Savvy Judging

- May rate theme and consistency
- How well planned/implemented?
- Were objectives and goals met?
- How well does the entry show creativity and innovation?
- Judges comments – what you can put in your press release announcing win!

Savvy Judging

- Is problem defined?
- Are goals defined and measurable?
- Are objectives met?
- Was the project successful?
- Is the written statement well written?
- How defined is the budget/use of outside resources?

New! Judges' Feedback

Entries +

Manage entries

Manage reviews

Pick entries

Judge entries

My entries

2018 Award-Winning Entries

Users

Orders

Judging +

Content +

Settings +

EdinaMN.gov

NL18 Judging Score Set

Entry score

96 / 100

Category average

95.37 / 100

Data used to identify Best of Show candidates

Entry score

0 / 1

Category average

0.05 / 1

Part A: Problem or Opportunity Statement

The City of Edina typically redesigns its website every five years. At the time of the redesign, the old platform was unstable with regular site outages and the site had been hacked twice. While responsive, it was not a mobile-friendly site. Content and the number of pages on the site had ballooned, resulting in bloat and a navigation that was no longer as intuitive.

Goals of the project were to develop a more modern and mobile-friendly site; streamline content and improve the navigation; and create stronger micro-sites for the City's enterprise facilities: Braemar Arena, Braemar Field, Braemar Golf Course, Centennial Lakes Park, Edina Aquatic Center, Edina Art Center, Edina Liquor, Edinborough Park and the Edina Senior Center.

Problem or Opportunity Statement

NL18 Judging Score Set

Entry score

5 / 5

Category average

4.91 / 5

Part A clearly stated

11 months ago

Great description with clearly-defined goals.

11 months ago

Clearly defined goals are presented. The micro-sites are an added bonus.

10 months ago

Need a hand? □

Don't Forget ...

- It will take longer than you think
- You just have to jump in
- When you win – celebrate and share the victory!
- Enjoy knowing you are among the best of the best in local government
- Watch the mail, go online to ensure you are ready to Reach the Summit!

Quick Tips

- Look at all categories. Consider entering more than one.
- Have proofreader review final version.
- Not too much supporting material.
- Review past winning entries online at 3cma.org/savvy. Note the various styles and approaches that were all winners!



Questions?

