



FRANK WHITE, JR.
Jackson County Executive

EXECUTIVE ORDER NO. 17-05

**TO: MEMBERS OF THE LEGISLATURE
CLERK OF THE LEGISLATURE**

**FROM: FRANK WHITE, JR.
COUNTY EXECUTIVE**

DATE: FEBRUARY 13, 2017

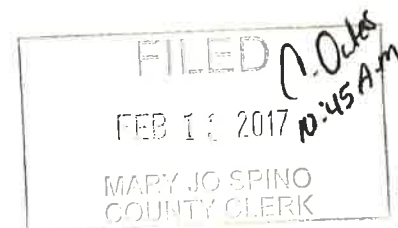
RE: APPOINTMENT OF DIRECTOR OF COMMUNICATIONS

I hereby appoint Angie Jeffries as Director of Communications. A copy of Ms. Jeffries' resume' is attached.



Frank White, Jr., County Executive

Dated: 2/13/17



Executive Profile

Proven professional who has lead the development and implementation of long and short term strategies in the areas of customer service and information, internal and external communication, media relations and fundraising.

Professional Skills and Accomplishments

Competencies include

- | | |
|------------------------------------|--|
| Government Relations | Negotiate Contracts/Manage Budget |
| Media Relations | Web Site/Social Media Development and Strategy |
| Institutional Brand Management | Integrated Marketing and Communications |
| Certified Customer Service Trainer | Advertising/Promotional Literature |

Strategic Integrated Marketing and Communications

Created and executed strategic and effective marketing and communications plans to various target audiences with different and evolving needs in key feeder markets; developed marketing campaigns which provided an increase in traffic to web site and events. Launched email newsletters, year-end report and social media platform (Facebook, Twitter and Instagram).

Results: Jackson County launched two marketing campaigns; one for the Parks + Rec Department and the other for Community Backed Anti Drug Tax (COMBAT). The launch of these two campaigns created a 40% increase in web traffic, 30% increase in calls and a 15% increase in attendance.

Audience Research and Development

Through dedicated brand management, marketing and communications, worked to attract audiences as well as build relationship with outside business/groups, generated values-based and stakeholder-analysis research to gather citizen feedback to make changes in key messaging.

Results: Garnered recognition from media outlets and business partners and support from elected officials, business and community leaders.

Branding and Public Awareness

Created the office of communication for Jackson County to brand itself as a transparent and fiscally sound institution. Educated citizens, business and community groups through public meetings, web site, print materials, social media and video.

Results: Developed a unified identity and voice for the county resulting in reconition by citizens, business and community leaders and elected officials as one of the leading government bodies in the region.

Editing and Publication/Collateral Management

Wrote, compiled, and edited copy for all Jackson County departments, including newsletters, websites, brochures and other collateral pieces. Edited department written communications to ensure clarity, institutional voice and brand. Oversaw production of major publications and secured agreements with distributors.

Results: Improved publication management process, leading to cost savings of up to 60% for select projects.



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 Fairway KS 66205
 816-564-2275
 Jeffriesa12@gmail.com

Leadership, Relationship Management, and Service

Fostered relationships with key sister institutions, civic organizations, media outlets, and neighborhood groups; set and stewarded departmental and complex project budgets; hired, supervised, and mentored employees and student interns.

Results: Formulated collaborative projects and partnerships, including those with Visit KC, Missouri Travel Council and Ink Magazine; secured promotional sponsorships that returned thousands of dollars to operational budget; and led Kansas City Attractions as its president, resulting in a 30% increase in total membership.

Strategic and Long-Range Planning

Developed institutional strategic plan and set long-term goals for marketing and communications with other directors; conducted various audience research projects and used research to inform decisions and drive initiatives.

Results: Established clear actionable goals that led to development of a new web site, changes in the county charter and the creation of an in-house video streaming program. Shifting from outside video company to internal video production saved the county \$60,000 per year in the communication budget.

Media Relations

Wrote and distributed media releases, generated and pitched story ideas; arranged media visits and interviews, supervised photography shoots, developed scripts and outlines for commercials and video shoots; prioritized and met multiple, pressing deadlines.

Results: Jackson County Parks marketing campaign "Take a Break at the Lake" won 2 awards; an Emmy Award from the Missouri Association of Broadcasters, and a Team Award from the Public Employees Recognition day. Jackson County's 4th of July Big Bang Event received national coverage.

Fund-Raising Experience

Developed sponsorship campaign for Jackson County; cultivated relationships with sponsors, media partners, ticket buyers and in-kind donors as related to giving for events within the county.

Results: Jackson County Truman Courthouse Rededication Ceremony raised support at nearly 40% over goal; Jackson County July 4th Big Bang Celebration 15% higher than previous year in sponsorship dollars and exceed goal by nearly 20%.

Employment History

Jackson County, MO

Communications Manager 2007 – Present

Marketing and Media Supervisor – 2002– 2007

American Hospitality Academy, Hilton Head Island, SC

Director of Operations and International Business 1998-2001

Director of Hospitality Internship Program – 1994 – 1998

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Education

Central Missouri State University

B.S. – Recreation & Hospitality Management

Recent Professional Affiliations/Civic Engagement

Greater Kansas City Attractions Association

(representing seventy Kansas City Metro attractions and affiliated companies)

- Past President and Treasurer (2015)
- President of the Board of Directors (2013-2015 two year term)
- Vice President of Membership (2009-2013)
- Board Member since (2003-present)

CORE 4

(representing Jackson County, Johnson County, Kansas City, Unified Government)

- Planning Committee (2011 –present)

Jackson County Regional Rail Coalition

(Regional rail, bus, trails, and paratransit)

- Instrumental in the development of the coalition (2010-2012)

Kansas City Convention & Visitors Association

- Marketing Task Force Member (2010-2011)

Missouri Travel Council

- KC region committee member (2013- present)

International City/County Managers Association

(3,000 attendees expected to attend in 2016)

- Host Committee for 2016 Conference (2012- present)
- Committee Chair Special Events (2012 – present)

Planning Committee for World Series Celebration Parade

- Media Co-Chair (2014)

International Assessors Association

(1,500 attendees attended the 2012 conference)

- Steering Committee Co-Chair (2010-2012)

National Association of Counties

(5,000 attendees attended the 2008 conference)

- Steering Committee Co-Chair (2004-2008)

National Tour Operators Association

(3,000 attendees attended the 2007 conference)

- Ice Breaker Committee Chair (2006-2007)

Awards/Professional Certifications

Home Town Hero Award - 2012

- Visit KC presented the award for bringing in 5 conferences in one year to KC

Federal Executive Board Distinguished Professional Service Award- 2009

Jackson County Proclamation – 2008

- Awarded for work done on the NACo Conference

Federal Executive Board Distinguished Team Service – 2006

- Take a Break at the Lake Marketing Campaign

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