Communication Strategies for the Future

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with
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The municipal risk market is changing

- Competition
- Member needs & expectations
- Communication tools & preferences

How will these changes impact member interactions?

What do we need to be doing right now?
How do pools look now?

- Stand-alone websites vs. league subsets
- Insurance terminology
- Simplicity vs. Information Density
Welcome

We're the Colorado Intergovernmental Risk Sharing Agency — better known as CIRSA.

Since 1982, CIRSA has been the trusted advisor, advocate and right-hand resource for public entities that seek the most relevant and effective means of managing their risk.

We represent the combined interests of well over 200 Colorado municipalities and affiliated public entities. Our members formed CIRSA over 25 years ago as a pooled solution for their Property/Casualty and Workers' Compensation coverage needs.

We are more than 40 dedicated professionals who work tirelessly to bring innovative risk management solutions to our members.
Members: Please Review the LMC Draft 2014 City Policies

The Draft 2014 City Policies are now available for members to review and comment. The final policies will serve as a framework for the League's advocacy efforts during the 2014 legislative session. Please submit your
How do pools look now?

- Stand-alone websites vs. league subsets
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NEW VIDEO FEATURES VMLIP’S BUSINESS CONTINUITY SERVICES
Agility Recovery provides business continuity services to VMLIP members...learn more.

I would like to...

Report a Claim

View Training Calendar

VMLIP News...
What do new methods look like?

- Mainstream social media and its value
- Emerging media and communication tools
- “Hard” vs. “Soft” content
Four Ways to Slice Obama’s 2013 Budget Proposal

Explore every nook and cranny of President Obama’s federal budget proposal.

- **$921.6 billion** Health and Human Services
- **$885.3 billion** Social Security
- **$620.3 billion** Defense
- **$519.5 billion** Treasury
- **$154.7 billion** Agriculture
- **$137.4 billion** Veterans Affairs
- **$94.9 billion** Personnel Management
- **$89.0 billion** Labor
- **$74.3 billion** Transportation
- **$57.4 billion** Defense Civil Programs
- **$55.7 billion** Education
- **$45.1 billion** Homeland Security
- **$44.0 billion** Housing
- **$37.4 billion** International
- **$32.3 billion** Energy
- **$31.6 billion** State
- **$30.0 billion** Justice
- **$17.7 billion** NASA
- **$11.4 billion** Interior
- **$9.6 billion** F.D.I.C.
- **$5.2 billion** Commerce
- **$3.1 billion** E.P.A.
- **$7.5 billion** Judicial Branch
- **$7.5 billion** N.S.F.
- **$7.2 billion** Railroad
- **$4.8 billion** Legislative Branch
- **$4.7 billion** Corps of
- **$1.5 billion** P.D.I.C.
- **$1.1 billion** Small Business
How do we integrate these changes?

- Strategy
  - Content type
  - Audiences
  - Frequency
  - Push vs. pull
- Owner & publication controls
- Anchor expectations
VML Insurance Programs

New Geotab technology focuses on personalized driver coaching to improve fleet safety
Posted on October 16, 2013

VML Insurance Programs (VMLIP) provides auto, property, liability, workers' compensation coverage and risk management support to Virginia governmental entities.
Richmond, Virginia - vmlip.wordpress.com

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Tweets
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A new pilot program with WTRMTR participants utilizes GPS telematics devices. Learn more: ow.ly/pSFd6 #distracteddriving
View photo
Integrate social media in communications strategy
Assure nimble content creation and review
Evaluate your impact on buying decisions
Establish independence on the web (both/and)
Transition from relationship- to task-based communications
Filter for insurance lingo
Format for mobility
Address records retention and public data issues

Things to think about

-- RIGHT NOW --