Brand + Image

- most assume we are Part of Federal Gov. NRCS. They don't recognize us as our own entity.

- we have no unified message - need catch phrase & unified logo

- we seem to be the go to personnel in the office, that try to help people get answers - we are not regulatory

- We have No Unified message -
- No one Knows who we are
  Public needs to Know us
-

Brand & Image

- Need to know who we are - we need a unified message Catchy Phrase -
- Image - ASCCA needs to be more organized. why did they not have open materials for seniors & Reps for - organized Kennesaw where you stop trying to decide up from materials - no paperclips - not professional

Need a "mascot" character for a Recognizable Handshake for education

Brand & Image

- Most customers assume we part of the Federal Gov. to NRCS/FSA
- For the most part I hope our image is positive in our communities, We are not a regulatory agency & try to assist producers with common sense answers.

SWCD Need one PR person for brand awareness - facebook - Twitter - one logo & one # Phrase for all Districts

Brand & Image A.C.

Water Quality, Stop Soil Erosion

Public Relations Person

New Trademark - ?

Brand

"Clean Water Since ____"

statewide logo

Delivery

Image

Brand + Image

- PR person to Promote SWCD statewide
- Statewide logo - "brand
- 2 delivery of services

Rotating and

~~Rotating your Sons and Streams~~

~~Since 1938~~

"Providing Clean Water Since 1938"

Advertise - Take away lobbyist and put # to ad agent!

Don't have much of a perception due to lack of advertising
Solution — Advertise
~~Advertise~~
~~Advertise~~
Advertise, See the pattern?

- not known enough in the public eye

Other than Local we are not recognized as a whole

PEOPLE THINK WE ARE NRCS

We are perceived as nice people that sell trees by everyone but farmers

Message - We are the people to keep our water clean

HOPE THE PEOPLE THINK ABOUT WATER QUALITY WHEN THEY LOOK AT GRASS WATERWAYS.
THE PEOPLE NEED TO SEE MORE AND READ MORE ABOUT COUNTY SOIL & WATER DISTRICT.
WE ACTUALLY NEED MORE INFORMATION FOR PEOPLE. WE ACTUALLY NEED TO BE MORE PUBLIC TOWN PEOPLE DON'T EVEN KNOW WE EXIST.
WE NEED TO STOP EROSION SO WATER IS NOT MUDDY WHEN IT RUNS OUT OF FIELD.

IMAGE

AS A FARMER OUTSIDE LOOKING IN - IT APPEARS TO BE RUN (ON THE LOCAL LEVEL) RUN PRETTY EFFICIANTLY.

? MORE INFO TO CHANGE PRACTICES: TILLAGE, ~~CR~~ WATERWAYS + STRUCTURES, COVER CROPS, SEND OR ~~ADVERTISE~~ ARTICLES IN F.B. PAPERS - PUT INFO IN FRONT OF THEM (FARMERS) OFTENER. KEEP REMINDERS TOWARD THEM TO CHANGE PRACTICES

Image of the SWCD is good in offices with a stable workforce.

Image is not as good ~~in~~ offices where employees are changes or where there are no employees

The follow through of Services continues regardless of the number of employees.

To the people we work with, our image is good and we are perceived as a valuble service. Local, Knowledgible, Helpful - Beneficial. and Non-Regulatory.

delivery of our service - continuring to be reduced due to reduction of staff + funding

We are the cheapest delivery of services in the state.

The perceptions of who we are and what we are and what we do and accomplish needs improved - How do we Advertise

- Delivery of services is limited by funding
- Loss of technical staff (INSURANCE)
- Complication ~~ed~~ paperwork 50 pg NRCS documentation for 1 waterway.
- Taking too long to get approval up to 2yrs.

IMAGE GOOD - IMAGE OF STATE OR FUNDING SOURCE BECOMES TARNISHED WITH LACK OF FUNDS.

REGARDLESS OF FUNDS OR NOT - STAFF DELIVERS SERVICES - MAYBE JUST NOT AS TIMELY. STAFF DEDICATED TO SERVING PUBLIC & MAINTAINING GOOD "NAME".

TOO ATTACHED TO NRCS.

- Our local image is good. They just don't know where we fall. People think we have cushy State or Federal jobs.
- Complaints when people aren't in the office. Lack of staff

Brand : Image