

Communications Update YTD '26



Your place to grow

Margaret Chatey, Communications Specialist

Ryan Aylesworth, Town Manager

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Communications Specialist

Shared position between Town of Mansfield (Town Manager) and Board of Education (Superintendent)

Created 5 years ago to:

- Promote a positive public image and support departments
- Develop and edit communication materials: written, website, video, social, publications, etc.
- Responsive to press inquiries
- Improve community engagement



Mansfield's Vision:

“We are committed...

to supporting diversity, sustainability, arts and culture, economic viability, an excellent public school system, and a high quality of life and sense of community for all residents.”

Communications is key to sharing how and why Mansfield is achieving its vision.



Communications:



Levels of importance and impact

- *Did you know...* Storytelling; Progress; Join in
- *Good to know...* Helpful to residents and to the Town
- *You NEED to know...* Road closed, Vote today, Taxes are due,

***Marketing* Communications:**



- Programming: *Become a member; Reserve for lunch; Speaker tonight*
- Budget: *Needs for the future; Participate*
- Mansfield Branding: *Visit here; Concert Thursday; Site your business here*

MANSFIELD CONNECTICUT

Your place to grow

**Our community is a great place in which to
live, work, learn, play, and visit**

- ❖ **Everyone is a communicator**
- ❖ **Every department communicates about Mansfield's services**

Social Media - Facebook

Department	Followers:	+ Noteworthy/Popular Posts
Town of Mansfield	3,353 (+317)	95,000 views in the past 30 days. 34,000 viewers Golf Practice Facility (47,239 views); Postmark changes 18,501 views)
Public Library	2,297 (+197) 1131 Instagram	Food bank added at MPL
Fire Department	3,922 (+177)	Capt. Cornell service (14,727 views) Chris Bray service (12,183)
Human Services	574 (+36)	Foodshare Mobile Food Pantry Calendar (2,300 views)
Youth Services	643 (+32) Instagram 31	Teen cooking event
Senior Center	807 (+61)	-Giving Tree (5,924 views) -Foodshare Reminders (3,991 views)
Public Schools	1,321 (+99)	10,453 MES Admin Position; 8,459 PreK Position 8,066 MMS Career Day 7,899 MES PTO Prize: Ride to School with Trooper
Taste of Mansfield	844 (+45)	Champions at Dinner (2,784 views) Mtn. Dairy Mix 'n Mingle at Sr. Ctr. (1,032 views)
Community Center	3,425 (+223) Instagram 876	Before and After School Care Registration (3,761 views) KK Arnold Meet and Greet (2,759 views) Shutdown Week Information (2,393 views)

Collaborate with Departments

- Amplify all Departments' Programs, Assist with Challenges
 - Silver Sneakers/Renew Active
 - Warrenville Road Fire
- Mansfield Downtown Partnership
 - Branding and positioning Mansfield
 - Ec Dev, *i.e.* Taste2Towns
- Committee Support
 - Human Rights Commission
 - Town-University Relations



**Don't Mess
With Mansfield!**

Community Cleanup Day

Sunday April 27

- Drop In Noon - 4pm
- Check In Stations Provide Supplies



UConn
CENTER FOR
SECURITY AND SOBERITY
DEVELOPMENT
OFFICE OF
SUSTAINABILITY

Coordinate Messages



○ Plan and Promote Events and Programs

- Local Government Academy
- Earth Day & Litter Pickup
- Taste of Mansfield & Community Dinner
- Pride Flag-raising

○ Budget and Elections

- ClearGov, Citizen's Budget Guide
- Promote Key Voting Dates



Tools of Engagement



- Move toward video story-telling
- Newsletters:
 - Town of Mansfield bi-monthly e-Newsletter 6/year
 - Board of Education newsletter mailed 2/year
- Town Resources: email, website, app
- Media Interaction; responding to and generating news
 - Local, Regional Print, Radio, Television
 - First Friday WILI-AM Town Manager messaging
- Social Media including YouTube Channel for posting videos
- Person-to-Person (i.e. Celebrate Mansfield)



Celebrating Mansfield

Highlights FY '26

- Sustainable CT Gold Certification
- Promote *Summer Fun in Mansfield* Campaign: summer activities & family destination
- Taste 2 Towns
- Support staff on branding and how to improve customer experience with department webpages
- Innovation and Outreach: Fire Swearing-in, Minimizing waste, POCD execution
- Local Government Academy-- Year 5; 86 residents have completed



Help Shape Mansfield's Future!

The Plan of Conservation and Development (POCD) outlines Mansfield's vision for the future. The Town is in the process of updating the Plan to respond to current needs and issues.



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Take the Survey! Join the Conversation.

Celebrating Mansfield Public Schools

Highlights 25-26

- Introducing Supt. Morell
- Development Plan: Telling stories about our progress
- Food services: scratch cooking, Director's leadership
- Net-Zero Energy achievement
- Partnerships that enhance learning
- Physical improvements at MMS



What's Coming?



Challenges and Opportunities Ahead

- *Mansfield Tomorrow* Plan Preview and Adoption
- Municipal Facilities, including Animal Shelter
- Continued Capital-funded projects at MMS
- Public Art Trail Introduction
- Loop Trail; Road Improvements
- Affordable Housing Needs
- High-Density Developments
- America 250 and Mansfield

