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Maintain excellence in communication, customer service, and community engagement

Over the past decade, the CPPJ has excelled at communicating and engaging with parish residents, particularly while navigating unprecedented events. As the CPPJ continues to identify key areas of focus to continue to position Calcasieu Parish as an ideal place to call home, it acknowledges the critical role of consistent and effective communication, both internally and externally, to ensure that residents are not only informed about CPPJ operations, but also are empowered to actively participate in the parish’s programs and services.

The CPPJ recognizes a need to engage larger and younger populations by leveraging new technologies, such as artificial intelligence and social media, and expanding education of the parish’s operations by engaging with K-12 schools, participating in more community events, and conducting annual outreach with stakeholders. By continuing to foster transparent communication and prioritizing responsive customer service, the CPPJ aims to build trust with parish residents. This commitment to excellence in communication, customer service, and engagement mirrors the CPPJ’s vision to serve as a model parish for Louisiana – an area with excellent quality of life where citizens want to raise their families and the infrastructure to position the parish for growth in the years to come.

GOAL 2.1: IMPROVE INTERNAL COMMUNICATION AND COORDINATION TO MAINTAIN HIGH CONFIDENCE IN THE CPPJ AMONG PARISH RESIDENTS

Primary Lead: Administration

Supporting Responsibilities: All departments

KEY INITIATIVES	
2.1.1	Streamline public entry points and train front-line staff and employees to be knowledgeable about all CPPJ departments, key programs, and services
2.1.2	Improve internal cross-departmental communications to break silos and enhance service delivery

GOAL 2.2: IMPROVE EXTERNAL COMMUNICATIONS AND PUBLIC AWARENESS OF CPPJ OPERATIONS

Primary Lead: Communications and Media

Supporting Responsibilities: All departments

KEY INITIATIVES	
2.2.1	Integrate CPPJ programs, operations, and presence in local K-12 schools
2.2.2	Expand how social media is utilized to better engage with the public
2.2.3	Enhance the CPPJ website to be a more interactive, modern resource for the public
2.2.4	Participate in and partner with community events to enhance public engagement
2.2.5	Leverage new technologies to enhance how the CPPJ engages larger populations and younger generations

GOAL 2.3: BUILD AND MAINTAIN TRANSPARENCY OF CPPJ OPERATIONS

Primary Lead: Communications and Media

Supporting Responsibilities: Administration, Finance

KEY INITIATIVES	
2.3.1	Conduct annual outreach with CPPJ stakeholders through a community impact meeting highlighting each department and its work
2.3.2	Actively communicate how CPPJ funds are being utilized across the parish
2.3.3	Leverage new technologies to report on the progress of CPPJ projects and initiatives
2.3.4	Hold an annual expo to educate residents on CPPJ operations and work opportunities
2.3.5	Publicly communicate the role, responsibility, associated funding streams, and limitations of the CPPJ relative to other government agencies

GOAL 2.4: ENHANCE AND MAINTAIN THE CPPJ'S DIGITAL INFRASTRUCTURE TO ENSURE RELIABLE, REAL-TIME ACCESSIBILITY OF CPPJ OPERATIONS, PROGRAMS, AND SERVICES

Primary Lead: Information Technology

Supporting Responsibilities: All departments

KEY INITIATIVES	
2.4.1	Leverage new artificial intelligence software to enhance services to residents
2.4.2	Invest in programs, software, solutions, and expertise to maintain the security and reliability of the CPPJ's technology infrastructure