

### **Mission**

**The Communications Department** serves as the central hub for information sharing and public engagement within the Town of Windham. Our primary mission is to ensure transparency, accessibility, and timely communication between town officials, residents, and the broader community. We accomplish this through a multi-channel approach that includes digital platforms, print media, video production, and in-person engagement initiatives.

### **Services Provided**

We manage and maintain the town's social media presence across platforms such as **Facebook, Instagram, and Threads**, providing regular updates on public safety statistics, construction projects, voting information, weather alerts, and community events. Our department also oversees the production of the monthly **Windham Newsletter**, which consistently achieves strong engagement (over 55% open rate) and serves as a trusted source of news for residents. We create, promote, and distribute surveys to get citizen feedback on proposed projects and the success of town services. In addition, we create targeted graphics and announcements for social media (our Facebook page consistently adds followers and receives a few thousand post interactions per month), lobby displays, and other outreach channels to keep the community informed about programs, job openings, and special events.

Beyond digital communication, we produce high-quality video content, including explainer videos that clarify town services and processes, promotional pieces for local initiatives, and are in the process of gathering material for a Windham Brand film. The video will act as a marketing piece to promote tourism and business growth. We collaborate closely with Parks and Recreation and Economic Development to design tourism brochures, regional and national magazine ads, and websites like **Windham Outdoors**, which position the town as a regional destination for outdoor recreation and economic growth. Our efforts extend to organizing candidate nights and other forums that foster civic engagement and strengthen the connection between residents and town leadership.

The department also plays a strategic role in improving infrastructure for communication. We have recently made upgrades to TV-7 equipment for enhanced streaming capabilities and ADA-compliant website updates to ensure inclusivity. During emergency situations, such as severe storms, we coordinate messaging with Police, Fire, and Public Works to deliver timely alerts and safety information. Ultimately, our goal is to build a reliable, transparent, and engaging communication network that supports community trust and participation in local government.

### **Staff**

Our staff includes me, Roger Cropley and two per-diem staff members, William Fraser and Brad Saucier. Bill and Brad provide broadcast services for most town meetings and source programing for our local access channel, TV.



## **Equipment & Assets**

<b>Category</b>	<b>Quantity</b>	<b>Equipment</b>
<b>Windham TV7 Broadcast Equipment</b>	4	HD Cameras
	2	PCs
	1	Blackmagic Design Switcher
	Various	Video & Audio Distribution Boxes / Converters
	3	Computer Monitors
	1	On-Air Monitor
	4	TVs (Council Chambers)
		All necessary cables
<b>Communications Office Equipment</b>	1	MacBook Pro
	2	BENQ Monitors
	1	Adobe Software Suite Subscription
	1	Canva Software Subscription
	1	Canon Digital Still Camera
	1	Canon HD Video Camera
	1	GoPro Camera
	Various	Lenses
	Various	Audio Microphones
	Various	Hard Drives

## **Budget Commentary**

Most everything remains the same. The increases for Granicus and Civic Plus are part of contracted prices.

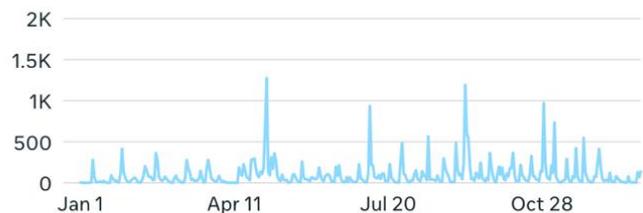
I have been told by I.T. that the 46210 Tel-Land (Data Services) expense will go away once we make the transition to Fiber internet.

The 47430 (Other Equipment) lines are there for purchasing additional equipment or replacing older equipment as needed.

### Content interactions ⓘ

Export ▾

35.5K ↑ 63.4%



Content interactions

### Link clicks ⓘ

Export ▾

5.5K ↓ 29.2%

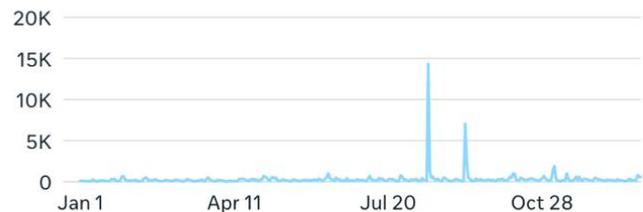


Facebook link clicks

### Visits ⓘ

Export ▾

104.8K ↑ 73.7%

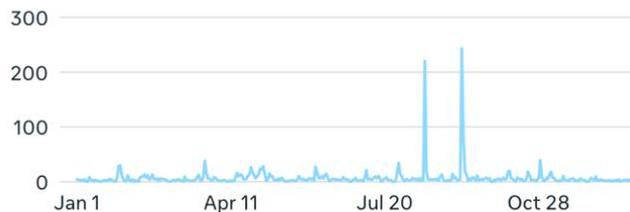


Facebook visits

### Follows ⓘ

Export ▾

2.5K ↑ 120.7%

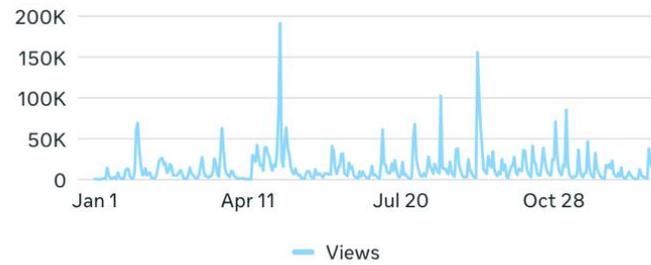


Facebook follows

Views ⓘ

Export ▾

5.2M



Viewers ⓘ

Export ▾

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Data unavailable

This data is currently unavailable.

# Town of Windham

## NEXT YEAR / CURRENT YEAR BUDGET DETAIL - EXPENDITURES

ACCOUNTS FOR PROJECTION 20271 TOWN OF WINDHAM - FY 27 OPERATING BUDGET								
			2025	2026	2026	2026	2027	PCT
			ACTUAL	ORIG BUD	REVISED BUD	ACTUAL	MANAGER	CHANGE
<b>1000</b>	<b>GENERAL FUND</b>							
<b>11600</b>	<b>COMMUNICATION &amp; E-GOV</b>							<b>GENERAL GOVERNMENT</b>
<b>55</b>	<b>11600</b>	<b>41110 REG FT</b>	<b>90,731.63</b>	<b>96,773.00</b>	<b>96,773.00</b>	<b>59,843.62</b>	<b>103,163.00</b>	<b>6.6%</b>
		Communication Director		2.8% COLA			103,163.00	
				TM 2-23-26 +\$200 to bring COLA to 3.0%				
<b>56</b>	<b>11600</b>	<b>41120 REG PT</b>	<b>8,520.00</b>	<b>14,560.00</b>	<b>14,560.00</b>	<b>4,477.50</b>	<b>14,560.00</b>	<b>0.0%</b>
		Compensation for two as-needed Cable TV Station Assistants.		728 HOURS AT \$20/HR			14,560.00	
				DEPT HEAD FY27				
				NO CHANGES				
<b>57</b>	<b>11600</b>	<b>43100 SUPP &amp; MTL</b>	<b>109.98</b>	<b>500.00</b>	<b>500.00</b>	<b>574.36</b>	<b>500.00</b>	<b>0.0%</b>
		General station supplies.					500.00	
<b>58</b>	<b>11600</b>	<b>44400 PROF SVCS</b>	<b>49,545.00</b>	<b>51,500.00</b>	<b>56,294.00</b>	<b>59,251.82</b>	<b>61,818.21</b>	<b>20.0%</b>
		Granicus streaming/archiving, Legistar legislative management system		contracted price			46,723.21	
		Civic plus website hosting		now includes monsidio ADA compliance tool and is contracted price			15,095.00	
<b>59</b>	<b>11600</b>	<b>45330 EQ MT SVCS</b>	<b>7,939.74</b>	<b>10,879.00</b>	<b>10,879.00</b>	<b>6,500.29</b>	<b>4,859.00</b>	<b>-55.3%</b>
		General equipment replacement of items for both TV-7 and Council					4,000.00	
		Adobe Creative Cloud Subscription.					660.00	
		Monsido website ADA compliance tool		no longer a seperate item			0.00	
		Canva software Subscription					199.00	
<b>60</b>	<b>11600</b>	<b>46210 TEL-LAND</b>	<b>277.27</b>	<b>2,700.00</b>	<b>2,700.00</b>	<b>242.24</b>	<b>2,700.00</b>	<b>0.0%</b>
		Data services for 12 months, including 5 static IP addresses.		Brett says this will go away once we transition to fiber internet			2,700.00	
<b>61</b>	<b>11600</b>	<b>46310 ADVRTSNG</b>	<b>10.55</b>	<b>10,000.00</b>	<b>10,000.00</b>	<b>69.69</b>	<b>3,500.00</b>	<b>-65.0%</b>
		Advertising with newspaper and digital ads		Includes Quarterly Newspaper Inserts @ \$840 per.			3,500.00	
<b>62</b>	<b>11600</b>	<b>46410 TRV EXP</b>	<b>28.00</b>	<b>500.00</b>	<b>500.00</b>	<b>0.00</b>	<b>500.00</b>	<b>0.0%</b>
		TRAVEL					500.00	
<b>63</b>	<b>11600</b>	<b>46910 TRNG/CONF</b>	<b>0.00</b>	<b>1,000.00</b>	<b>1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>	<b>0.0%</b>
		Conference Fee		TRAINING & MILEAGE			1,000.00	

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<b>1000</b>	<b>GENERAL FUND</b>							
<b>11600</b>	<b>COMMUNICATION &amp; E-GOV</b>						<b>GENERAL GOVERNMENT</b>	
<b>64</b>	<b>11600</b>	<b>46920 MMBR DUES</b>	<b>0.00</b>	<b>200.00</b>	<b>200.00</b>	<b>0.00</b>	<b>200.00</b>	<b>0.0%</b>
		Memberships					200.00	
<b>65</b>	<b>11600</b>	<b>47430 OTHR EQP</b>	<b>486.99</b>	<b>1,550.00</b>	<b>1,550.00</b>	<b>0.00</b>	<b>900.00</b>	<b>-41.9%</b>
		camera gear, lenses, or media drives					600.00	
		Shure Microphone with tripod					300.00	
		Go Pro Max waterproof, 360 degree, action camera		purchased last year			0.00	
<b>TOTAL 11600 - COMMUNICATION &amp; E-GOV</b>			<b>157,649.16</b>	<b>190,162.00</b>	<b>194,956.00</b>	<b>130,959.52</b>	<b>193,700.21</b>	<b>1.9%</b>