

# **North Carolina State Parks System Messaging Administrative & Budget Update**

November 16, 2011



# Issues

- Budget
- Hiring Process & Vacancies
- Contracts & Concessions
- Revenue Generation
- Media Trends
- Pending Elections & General Assembly
- New Initiatives & Messaging



# Budget

Areas of Focus –

- Treading Water
- Need To Maintain Accountability
- Must Pass the Smell Test
- Approval Needed For Everything
- Keep Existing Equipment Running
- Keep an Eye on Year's End –  
Reduction – 2<sup>nd</sup> Quarter Revenues
- Unrealistic Turnarounds



# Human Resources

- No Excuses – Flawed Processes
- Salary Assessor for Banded Positions
- Equity Concerns
- Morale
- What You Don't See in the Field
- Worker's Compensation



# Contracts & Concessions

- Audits
- RFPs – Marina
- Fair Market Value for the Taxpayers
- CRS – PCI Compliance
- Outside Business Interests
- Contract Processing System
- Web Store



# Revenue Generation

- Doing More to Earn Our Keep – Entrepreneurial Legislature
- Provide Customer Services
- More Open-Minded Attitude & Creativity
- Local Vendor Opportunities
- Partnerships/Special Events
- Friends Groups
- More Flexibility – New Stuff
- Appeal to All North Carolinians



# Media Trends

- Shrinking Press
- Agenda-Driven Delivery and Reception
- What Drives Media
- Social Media Alternatives – Audience
- Effective Use of Digital Technology
- Scandals
- Public Records Requests
- Pay Attention to News of the Day



# Pending Elections & G.A.

- National Coattails
- Where is the Economy
- Tea Party Vs. Occupy
- Other Information Requests
- Current Landscape – Land Acquisition and Capital Spending
- Politicization of Routine Issues
- Target on DENR





# New Initiatives & Messaging

- Mobile Apps
- Interpretive Opportunities
- On-going Requests from non-traditional users
- "All is Not Fine & Dandy"
- Nothing Good in Government ....
- State Our Case
- Counsel/Support on Message from C&D
- Express Frustrations when Appropriate



# Conclusion

- Can't help if I don't know the problem –  
Let Me Know –  
Delayed HR package,  
WC Problem,  
Contract hangup, etc.
- Questions?

