



## Newsletter - Electronic or Print (2025-2026)

### Category Description

Submit a single newsletter, ensuring that the submission reflects the quality and diversity of content that the newsletter consistently delivers.

Judges will assess criteria such as clarity and accessibility, design, visual appeal, and measurable impact.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A compelling summary of your newsletter, including how often it comes out, who helps produce it, readership, engagement, etc.

**iMIS ID**

**Order #**

171829

**Name**

Ashley Dobbs

**Affiliation (Municipality/Organization)**

City of Casselberry

**Email**

adobbs@casselberry.org

**Phone**

(407) 262-7700 x1119

**Entry Title**

Casselberry Connection Quarterly Newsletter

**Social Media**

CityofCasselberry

**Video Link (YouTube or Vimeo)****Supporting Documentation**

Casselberry Connection\_Newsletter Analytics.pdf

FINAL Published - Casselberry Connection Quarterly Newsletter (4).pdf

**What are the goals and objectives of the newsletter (include target audience)?**

The Casselberry Connection is a quarterly newsletter designed to keep our community informed and engaged. From city updates and upcoming events to local programs, it's your go-to guide for everything happening in Casselberry. The newsletter is targeted at residents and visitors to the city looking to gain insight into what events and programs are offered within our community.

**Describe the supporting documentation submitted with this entry.**

The supporting documentation includes a copy of the first Casselberry Connection newsletter as well as showing the website traffic for reader engagement, along with the social media analytics showcasing how many unique visitors we had downloaded and read the inaugural newsletter for the city.

**What is new, innovative or creative about this campaign?**

For many years, departments within the city requested a newsletter that would engage city residents while keeping them informed about what is happening within the city. Previously, the city did not have a communications staff person, therefore a dedicated staff person didn't exist to make the newsletter a reality. With the onboarding of a Community Information Manager, they were tasked with creating this newsletter from the ground up, including the layout, design, photography and copy needed to produce a high-quality printed publication that could be provided at community events as well as a digital version readily available via the website and social media. The newsletter is printed quarterly, which was an established timeline used to determine the interest of the community before committing to a potential monthly newsletter in the future.

**Describe how the newsletter was successful (include your evaluation process and metrics).**

A printed version of the newsletter was produced, and we successfully distributed 1,000 hard copies to residents at community events, recreational centers, and the City Hall lobby where guests could obtain a free printed copy. In addition, we made the newsletter available digitally and the analytics show a respectable engagement rate that has steadily increased with each quarter of the newsletter. Without prior analytics, it was difficult to gauge the initial feedback of success, but we have seen interest grow with each newly printed edition and the rate in which we distribute the 1,000 printed copies.

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and**

**size of city/county as examples.**

Casselberry is a city in Seminole County, Florida, known for its strong sense of community, rich cultural offerings, and beautiful natural spaces. Conveniently located near Orlando, Casselberry provides residents and visitors with a welcoming atmosphere, scenic parks, and a variety of recreational opportunities. The city boasts an active arts scene, diverse events, and numerous lakes that enhance its unique charm. The organization operates efficiently with no overlapping departmental functions and makes fiscally sound decisions that reflect its small staff size. The printing costs for this newsletter are shared between the Administration and Parks & Recreation departments.