

# Clay County Appraisal District

Lisa Murphy  
Chief Appraiser

## Board Members

Chase Broussard  
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Bobby Elledge  
Richard Harding  
Dee Ann Littlefield  
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## PUBLIC RELATIONS PLAN

2023 - 2024

### GOAL:

The Clay County Appraisal district (CCAD) seeks to inform its constituents by engaging in a pro-active communications program. These include property owners, civic and professional organizations, lending institutions, developers, attorneys, real estate appraisers and brokers, governmental agencies and policy makers, tax representatives and the media. This program recognizes that one of the most effective and quickest ways to communicate appraisal district policies and activities to citizens is by working in partnership with the news media.

### POLICY:

The appraisal district recognizes that residents, businesses, taxing units and other customers have a right to know what is occurring in their appraisal district; that District management and employees have an obligation to see that taxpayers are kept systematically and adequately informed; and that CCAD ultimately benefits from ensuring that taxpayers get all information, good or bad, directly from the district itself. To this end, the appraisal district affirms the following:

Clay CAD shall maintain an effective two-way communication system between the appraisal district and its various constituencies which ensures:

- Dissemination of accurate, timely information about CCAD policies, programs, services, procedures, achievements, decisions, critical issues, etc.;
- Explanation of decisions and actions taken by CCAD;
- Minimization of rumors and misinformation;
- Conducting practices designed to provide an open climate which elicits ideas, suggestions, reactions from the community and employees alike; and
- Maintain an effective working relationship with the news media.

## **COMMUNICATION TOOLS:**

### **Customer Service:**

The district will maintain a customer service, specifically training staff to answer general inquiries and assist taxpayers who visit the appraisal district office. The customer service division will also assist taxpayers via phone and email. At the appraisal district office, the customer service division will provide public access terminals that will allow taxpayers to inspect district records.

### **Public Interest Materials:**

Information Material is available on the district's website([www.claycad.org](http://www.claycad.org))

### **Press Releases:**

Most proactive media contact is initiated through the Chief Appraiser. This includes issuing press releases and media advisories and personal contacts with reporters and editors for coverage. Departments seeking publicity for events or activities should submit a request to the Chief Appraiser as soon as possible to ensure the best media coverage of their activities. Departments should not initiate news media contacts before notifying the Chief Appraiser. The district will regularly review the Appraisal District Public Information Packet published by the Comptrollers Property Tax Assistance Division and implement the recommendations as necessary.

### **Speaking Engagements and Public Outreach Meetings:**

The district will work in conjunction with government agencies to provide information to constituents on matters related to property tax policy. This may include attending hearings, meetings or other events scheduled by the governmental body. The district will provide statements and promotional material on public access stations operated by government agencies. The district can participate in meetings with neighborhood associations, professional and other organizations.

### **Internet:**

CCAD recognizes the internet as an effective way of informing the residents, businesses, taxing units and other customers of the appraisal district. A well-designed website can help the appraisal district create a favorable image, overcome misconceptions and prejudices, foster goodwill with the taxpayers, promote appraisal district products and services, pro actively detect and deal with issues, educate the public on appraisal policies and procedures, and provide transparency in an efficient and cost-effective manner. To leverage this valuable resource, relevant appraisal and property tax information shall be available on the district's website ([www.claycad.org](http://www.claycad.org)) in a content driven manner so that information can be quickly accessed, retrieved, and reviewed.

### **Media Inquiries:**

Inquiries from the news media are a priority by CCAD and should be responded to as quickly and efficiently as possible. Every effort should be made to meet media deadlines and to ensure that all information released is accurate. Because the media often works on tight deadlines, it is important that all departments respond as soon as possible when the Chief Appraiser requests department information for the media. Specific guidelines for responding to media requests follow.

## Review Process:

The Chief Appraiser shall establish a communications review process to review and evaluate organization wide communication efforts and implement improvements where indicated. This review process can include departmental performance statistics, customer service surveys, customer interviews, peer review and direct observations.

## **SPECIFIC PLAN of ACTIONS:**

In general, the district will follow the timeline below; however, the district must remain flexible and react to changes and constituent needs as they arise; therefore, the timeline can and should be altered to respond to individual and special circumstances, and additional customer service and public relation needs as they are identified.

### **January - December**

- Attendance at legislative committee hearings, commissioner's court, city council, school board, and other governmental body meetings, and meetings of professional groups, neighborhood associations and other constituent groups, as invited, may be necessary to provide information and testimony on matters related to property tax policy.

### **January**

- Review and develop public information brochures and other materials related to property exemptions, renditions, and special appraisals. Care and attention will be paid to updates for internal procedural changes and/or changes prompted by legal opinion and/or new legislation.
- Publish notice in local newspapers about requirements and availability of applications for deferrals, homestead exemptions, renditions and agricultural appraisals.

### **February - March**

- The district shall conduct Open Meeting and Public Information training for district staff. Training may include training videos and other materials developed by Attorney General's Office as well as internally developed materials.
- The district shall conduct Customer Service training for district staff. Training may include external training courses and internally developed training material.

### **March - April**

- Review and develop public information materials related to appraisal procedures, notices, protests, and evidence production. Care and attention will be paid to updates for internal procedural changes and/or changes prompted by legal opinion and/or new legislation.

### **April**

- Publish notice in local newspapers about requirements and availability of applications for deferrals, homestead exemptions, renditions and agricultural appraisals.
- Prepare press release for notices of appraised values and protest process.

### **May**

- Publish notice in local newspapers about taxpayer protests and procedures.

### **June - July**

- The chief appraisers shall provide weekly to staff, Appraisal Review Board chairperson, and chief financial officers of taxing units status updates on the district's certification efforts.

### **July - August**

- During strategic planning sessions - evaluation, review and planning/implementation of customer service and communication recommendations.

### **September**

- Provide public notice of hearings for reappraisal plan and annual budget.

### **October - December**

- Review and update the development of website content, specifically sections explaining appraisal district policy and procedures, to include but not limited to frequently asked questions, tax information, forms, district statistics, and property information.

## **PERSONNEL POLICIES RELATED TO PUBLIC RELATIONS:**

### **Organizational Environment:**

Clay CAD shall develop and maintain an organizational environment where all appraisal district staff members are aware that they share the responsibility for communication of appraisal district policies, programs and activities to residents, businesses, taxing unit officials and other members of the community. Responsibility for cultivating this environment and conveying these responsibilities shall rest with the Chief Appraiser.

### **Appraisal District Spokespersons:**

The Chief Appraiser is the appraisal district's media relations officer and principal spokesperson.

### **Media Inquiries:**

The Chief Appraiser is responsible for the appraisal districts media relations and any media inquiries received by other appraisal district staff should be referred immediately to the Chief Appraiser. An appropriate response to the media would be, "I'm sorry I don't have the full information regarding that issue. I will give your request to the Chief Appraiser (or other authorized spokesperson) who will respond to you as soon as he/she is available." Please obtain the reporter's name, phone number (cell too if "in the field"), topic of story and deadline.

### **Sensitive or Controversial Issues:**

All television, radio, newspaper, or other media inquiries regarding sensitive or controversial issues should always be referred immediately to the Chief Appraiser.

### **Litigation and Personnel Issues:**

Generally, the business conducted by the Appraisal district is public, and therefore, is public information. Inquiries regarding pending litigation, matters involving a significant exposure to litigation and certain personnel-related information are exceptions. Inquiries regarding pending litigation or exposure to litigation should be referred to the Chief Appraiser. Inquiries regarding personnel-related information should be referred to the Chief Appraiser.

Personal Points of View:

It is recognized that all employees have the right to their personal points of view regarding any issue. However, personal points of view may conflict with the appraisal district's official policy. Therefore, appraisal district employees who write letters to the editor of any newspaper may not use official appraisal district stationary.

If an employee chooses to identify himself or herself as an appraisal district employee in any personal letter or email to the editor, he or she must include language which states the views set forth in the letter do not represent the views of the appraisal district, but rather, are the employee's personally held opinions. Similar disclaimers must be given if an employee addresses a public meeting, participates in a radio talk show, or is interviewed for a radio or television program unless the employee is officially representing the appraisal district.

Employees who are representing the appraisal district in any of the above formats must identify themselves as an official spokesperson for the appraisal district.

General or Routine Issues:

Broadcast media: Calls from broadcast media (TV and radio) should always be referred immediately to the Chief Appraiser.

Local print media: Calls from local print media regarding most departmental issues and programs may be handled by each department's Director or Assistant Director. The Chief Appraiser should be informed of these media requests---including the reporter and topic---either before or immediately following these interviews.