**Focus Area**

**MARKETING & COMMUNICATIONS**

1. **Expand marketing and communications capacity, efficiency and consistency.**
   a. Establish a project management process and resources.
      - Q1 Actions: Kristy identified a new project management system and developed a project intake form.
      - Champions: Kristy Keel-Blackmon, Susan Robertson
   b. Update and print a branding style guide to be given to IPS employees, with a digital version available on the IPS intranet.
      - Q1 Actions: Kristy and Susan have worked on the contents of a branding style guide.
      - Champions: Kristy Keel-Blackmon, Susan Robertson
   c. Employ a marketing/communications contact in each agency.

2. **Develop a cross-agency marketing strategy for external audiences including UT System and Knoxville campus staff.**
   a. Increase the distribution list for Brighter Tennessee and the IPS annual report.
      - Q1 Actions: Susan worked with agency communications contacts to add contacts to the distribution list.
      - Champions: Susan Robertson, Liz Gossett, Misty Bean, Joe Griffin
   b. Aggregate information on services and programs across the institute and create fact sheets detailing each agency’s expertise (including SMART) and opportunities to support IPS programs and services.
   c. Implement a multi-site web presence across the institute, including a master calendar that is accessible on every website.
      - Q1 Actions: Kristy and Susan began laying the groundwork for this with continued work slated for Q2.
      - Champions: Susan Robertson, Kristy Keel-Blackmon
   d. Market to existing customers and promote cross-agency programs using agency websites, digital outreach and marketing pieces given out with class materials.
   e. Increase IPS podcast posting from once to twice monthly.
      - Q1 Actions: Started the year aiming to produce two podcasts a month.
      - Champions: Susan Robertson, agency contacts
   f. Publish periodic Trendwatch articles from agency directors and experts about trending topics in their respective areas. Articles will be posted on IPS and agency websites and social media.
   g. Coordinate an “Everywhere you Look, IPS” tour in the three grand divisions spring 2023 and subsequent years.
   h. Create two customer-focused social media campaigns each year. The campaigns for 2023 will be #neverstoplearning and #whattheyaresaying.

3. **Improve internal marketing and communications to boost transparency, collaboration and employee engagement.**
   a. Implement new and improved IPS intranet to be launched in 2023.
      - Q1 Actions: Susan and Kristy continue to work with New City, the vendor developing the site.
      - Champions: Susan Robertson, Kristy Keel-Blackmon
   b. Develop a cross-agency marketing/communications strategy for internal audiences.
   c. Have the communications contact at each agency involved in all levels of the agency to gather story ideas.
   d. Increase employees’ branding awareness through CatchUp briefs.
   e. Install digital message boards at each office across the state to share briefs that appear in CatchUp as well as periodic video greetings from Dr. Byrd.
      - Q1 Actions: Started discussions with directors, Abb Oglesby and Mike Berger about installing message boards.
      - Champions: Susan Robertson
   f. Create a mobile phone app to spread internal communications messages.
      - Q1 Actions: Started discussions with Trent Clagg.
      - Champions: Susan Robertson, Trent Clagg
   g. Hold two virtual town halls (January and June) for Dr. Byrd to update employees on IPS news.
      - Q1 Actions: Had one town hall in January with another scheduled for June.
      - Champions: Susan Robertson