

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.
- » **Q2 Actions:** Have switched to a new project management system, ClickUp. Action item completed.
- » **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.
- » **Q2 Actions:** Kristy designed the guide and we now have printed copies.
- » **Q3 Actions:** The brand guide was printed, and Kristy Keel-Blackmon spoke about the guide at IPS Annual Conference.
- » **Champions:** Kristy Keel-Blackmon, Susan Robertson

c. Employ a marketing/communications contact in each agency.

- » **Q4 Actions:** Susan worked with Rumira and Dr. Byrd on a plan to help meet this step.

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.
- » **Q2 Actions:** Susan worked with agency communications contacts to add contacts to the distribution list. Action item completed.
- » **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.

- » **Q2 Actions:** We will compile this information in a booklet. Text is final. The booklet is now in the design stage.
- » **Q3 Actions:** We printed the overview booklet, and distributed them to the directors. We printed a larger quantity to distribute to each agency. Action item completed.
- » **Q4 Actions:** In lieu of fact sheets, we created an overview booklet highlighting all IPS agencies.

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.
- » **Q2 Actions:** Digital AV has set up a dev site for the IPS site, which will be the hub of multi-site presence.
- » **Q3 Actions:** Kristy Keel-Blackmon has started work on getting the framework of the site developed.
- » **Q4 Actions:** Kristy and Susan are working with Digital AV to build the master website. Kristy conducted user group meetings to get input on a design and presented the design to Digital AV.

» **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.

» **Q2 Actions:** Hannah has developed a matrix of programs.

» **Q4 Actions:** Hannah, Kristy and Susan met in December about adding the cross agency services matrix on the intranet as a pilot. Plans are to add it to main websites once it operates as planned.

» **Champions:** Hannah Edwards, Susan Robertson, Kristy Keel-Blackmon

e. Increase IPS podcast posting from once to twice monthly.

» **Q1 Actions:** Started the year aiming to produce two podcasts a month.

» **Q2 Actions:** Have produced nine so far this year.

» **Q3 Actions:** Have produced 12 so far this year.

» **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.

» **Q2 Actions:** Set up a process for Missy to work with agency for trends affecting their customers.

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.

» **Q2 Actions:** We have updated content and hope to start adding it to the site in the next week or so.

» **Q3 Actions:** The site was soft launched August 28.

» **Q4 Actions:** The intranet was fully launched September 28. Action item completed.

» **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.

» **Q2 Actions:** Have had conversations with Abb about installing message boards at 1610 during the renovations.

» **Q4 Actions:** Message boards were installed at 1610 University Avenue.

» **Champion:** Susan Robertson

f. Create a mobile phone app to spread internal communications messages.

» **Q1 Actions:** Started discussions with Trent Clagg.

- » **Q2 Actions:** Working with Trent to get the app information loaded. Trent has built a directory.
- » **Q3 Actions:** Trent Clagg has set up an employee directory.
- » **Q4 Actions:** Susan 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.
- » **Q2 Actions:** Had a town hall in June. Action item completed.
- » **Q3 Actions:** Planning another town hall for Nov. 29.
- » **Q4 Actions:** Held a town hall in November 2023.
- » **Champion:** Susan Robertson