

# Communications & Marketing: ENabled by the EN

*EN2014 Working Session*

Thursday, February 27, 2014  
8:30AM-10:00AM

# Working Session

## *Agenda*

- ◆ Review EN Communications & Marketing Plan
- ◆ Break into Groups
- ◆ Complete Session Activity
- ◆ Presentations from Each Group
- ◆ Wrap up & Close



# EN Communications & Marketing Plan

## *Introduction – EN Phase 2 & Communications*

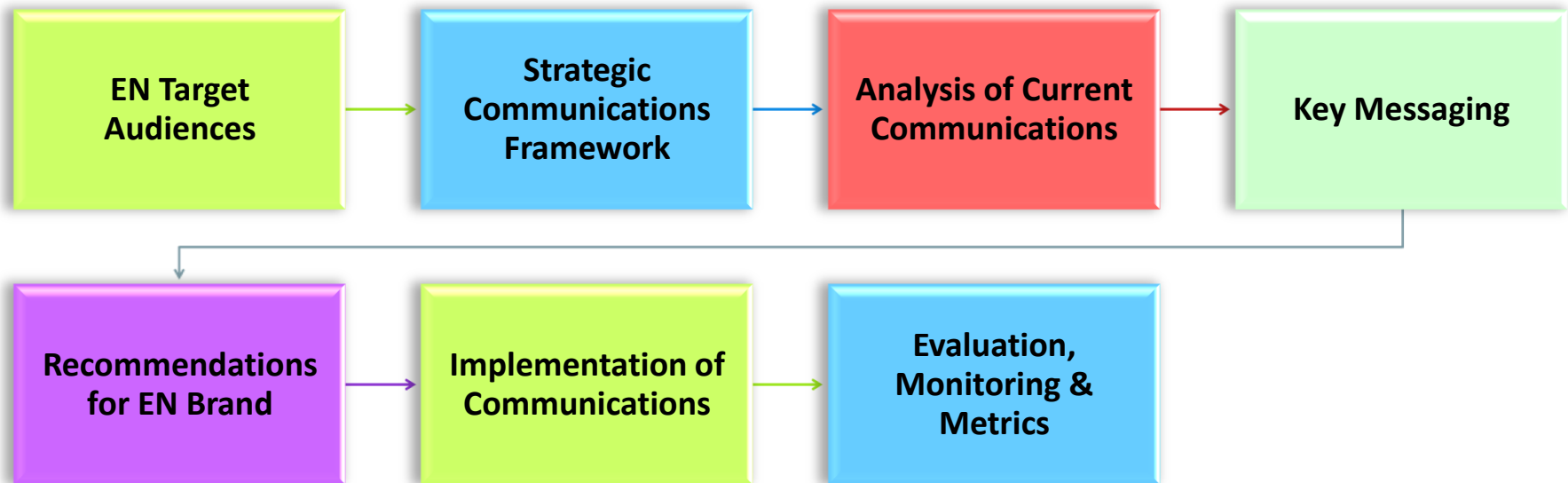
**Goal 2:** The Exchange Network becomes increasingly relevant and valuable to a broadening community of partners and consumers.

### ***Strategies outlined to address Goal 2:***

- ◆ Create relationships with new partners and consumers that will broaden the Network community and expand information sharing.
- ◆ Create outreach and marketing strategy to increase the Network's relevance, value and support among partners and consumers.

# EN Communications & Marketing Plan *Approach*

Elements of the Communications & Marketing Plan include:



# EN Communications & Marketing Plan

## *EN Target Audience Matrix*

Audience	Category	Subcategory
PROVIDERS of Data		
US EPA	HQ, Regions	RENCs, Communications Teams
Environmental Co-regulators	States	State Programs and Program-based Associations
	States' Centralized IT Offices	IT Professionals / Developers
	Tribes	
	Executives / Decision-makers	

# EN Communications & Marketing Plan

## *EN Target Audience Matrix*

Audience	Category	Subcategory
<b>CONSUMERS of Data</b>		
<b>Other Government Agencies</b>	Homeland Security Agencies	
	Public health organizations, agencies and associations	CDC, State and Tribal Health Departments
	Transportation Organizations	
<b>Developers</b>		
<b>Research / Educational Institutions</b>	Universities	Research Consortia
<b>Environmental Non-Profit Organizations</b>	Environmental non-profits, commissions, authorities, and associations	Natural Resources Organizations

# EN Communications & Marketing Plan

## *Strategic Communications Framework*

### Goal

- ◆ Develop and deploy communications and marketing products to communicate the EN's value and relevance among providers and consumers of data.

### Objectives

- ◆ Create relationships with and outreach to **new** providers and consumers that will broaden the EN community and, therefore, expand information sharing.
- ◆ Increase the EN's value and use among **current** providers and consumers.



# EN Communications & Marketing Plan

## *Strategic Communications Framework*

Strategy	Tactic
<b>Gather information on data use and needs among consumers and management of data among providers; use this information to adjust communications approach.</b>	Conduct research among current stakeholders to assess benefits and uses of the EN.
	Engage consumers of data in IPTs for specific data areas.
<b>Develop a consistent EN brand through messaging and communications products.</b>	Identify and train individuals to serve as expert EN ambassadors.
<b>Improve communications among program and IT offices at EPA Headquarters, and their regional counterparts. Make comparable improvements in communications within EN partner organizations.</b>	Designate EN messengers between HQ and Regions to facilitate improved communication.
<b>Build awareness of the EN among newly identified and potential providers and consumers.</b>	Get the EN on agenda of national conferences and meetings.
	Expand program offerings for new participants at EN National Meeting.
	Develop a recognition process for successful transfers of data.



# EN Communications & Marketing Plan

## *Strategic Communications Framework*

Strategy	Tactic
<b>Help developers / data providers to better understand and use the EN and its components.</b>	Develop short videos and that describe technical products and relevance for users.
	Assess the way the technical standards and suite of tools are organized and messaged, and adjust as necessary for Phase Two.
<b>Develop effective ways to share technical advancements and new programs with providers and consumers.</b>	Develop a quarterly online newsletter and disseminate to EN providers and consumers.
<b>Develop engaging ways to share success stories including educating audiences on how the EN can support programmatic and organizational business needs.</b>	Develop and encourage partner creation of short, testimonial videos.
	Create “EN to ENGLISH Toolbox” of support services and other resources. (Brand these materials as “Powered by the Exchange Network”)
	Consult with an API marketing firm.
<b>Demonstrate the cost benefits of the EN.</b>	Describe cost and time savings, drawing from previous and/or future ROI studies and examples from EN partners.

# EN Communications & Marketing Plan

## *Analysis of Current Communications*

### Key Findings

- ◆ Develop a centralized brand message
- ◆ Simplify communications materials
- ◆ Frequently test messaging
- ◆ Establish ongoing, consistent communication
- ◆ Develop targeted communications to stakeholders



# EN Communications & Marketing Plan

## *Key Messaging*

### EN Key Messaging

#### **Key Message #1**

- The EN is an approach for sharing data in a standardized, open format between providers and consumers for improved public health and environmental protection.

#### **Key Message #2**

- The EN enables the setting and implementing of data standards among different organizations.

#### **Key Message #3**

- The EN offers a reliable, efficient and cost effective means of reporting, accessing, and analyzing data to both data providers and data consumers.

# EN Communications & Marketing Plan

## *Key Messaging*

### EN Elevator Pitch

**The Exchange Network is a means of sharing environmental information using standards and the Internet. Network users are equipped to make informed decisions regarding human health and the environment and are better stewards of public and private resources.**

# EN Communications & Marketing Plan

## *Improving the EN Brand*

### Brand Attributes

Efficient

Reliable

Cost Effective

Evolving

Collaborative

Secure

### Logo



### Tagline

◆ *Sharing information for a cleaner environment.*

# EN Communications & Marketing Plan

## *Evaluation, Monitoring & Metrics*

### Milestones – 2014-2016

<b>Year One</b>	<ul style="list-style-type: none"><li>• Number of hits to the EN website</li><li>• Qualitative and quantitative research from current providers and partners</li></ul>
<b>Year Two</b>	<ul style="list-style-type: none"><li>• Number of new and registered NAAS accounts</li><li>• Number of presentations given at non-EN meetings</li><li>• Open / click rates of EN quarterly newsletter</li></ul>
<b>Year Three</b>	<ul style="list-style-type: none"><li>• Number of hits to the EN website and views of success story videos</li><li>• Number of new and registered NAAS accounts</li><li>• Number of presentations given at non-EN meetings</li><li>• Open / click rates of EN quarterly newsletter</li><li>• Attendance at EN conferences</li></ul>



# EN Communications & Marketing Plan

## *Next Steps*

- ◆ Obtain final approval of plan
- ◆ Establish EN Implementation Team
- ◆ Develop Implementation Process & Timeline
- ◆ Begin Implementation of Plan



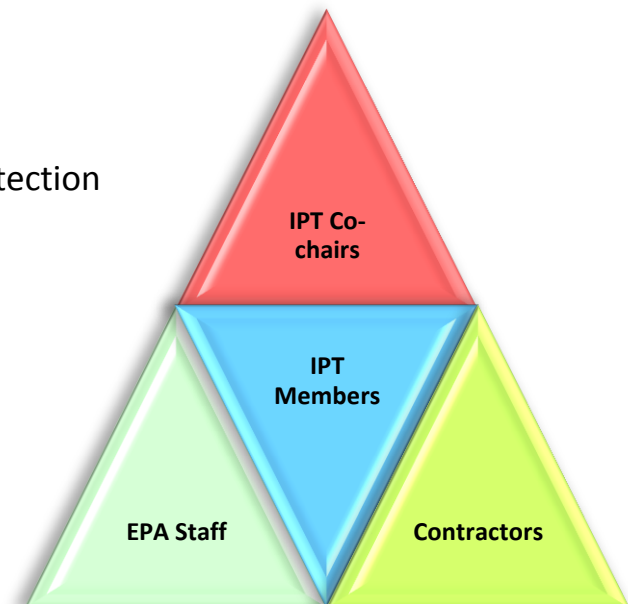
# EN Communications & Marketing Plan

## *Communications & Marketing IPT*

***Mike Beaulac, Michigan Department of Environmental Quality – IPT Co-chair***

***Virginia Thompson, U.S. Environmental Protection Agency, Region 3 – IPT Co-chair***

- ◆ Ken Blumberg, U.S. Environmental Protection Agency, Region 1
- ◆ Chris Clark, U.S. Environmental Protection Agency
- ◆ Stuart Eddy, Great Lakes Commission
- ◆ Debra Forman, U.S. Environmental Protection Agency, Region 3
- ◆ Jennifer Gumert, Pennsylvania Department of Environmental Protection
- ◆ Won Kim, Oregon Department of Environmental Quality
- ◆ Jurgen Koch, Texas Commission on Environmental Quality
- ◆ Charles Kovatch, U.S. Environmental Protection Agency
- ◆ Tracie Merrill, Seldovia Village Tribe
- ◆ Tania Spurkland, Seldovia Village Tribe
- ◆ Steve Steinberg, Southern California Water Research Project
- ◆ Adele Vogelgesang, Ohio Environmental Protection Agency





# Group Activity

