



Communications Customer Council

Meeting Notes

June 16, 2008

2:30-4 p.m.

Audioconference meeting

Attendance

Name	Agency	Attendee	New member?
Ballinger, Sylvia	VDOT	Yes	Yes
Bernstein, Dorothy	VSP		
Dunn, Cheryl	VITA	Yes	
Erbach, Tiffany	Booz	Yes	
Giddings, Ron	DMV		
Goheen, Pam	DMV	Yes	
Hayden, Bill	DEQ	Yes	Yes
Madison, Debbie	DOC		
Markva, Craig	DMAS	Yes	Yes
Monson, Mark	DHP	Yes	Yes
Pyle, Rex	VDEM		
Rodriguez, Cheryle	VDH		
Salster, Mike	DHRM		
Tywman, Bruce	DJJ	Yes	Yes
Williams, Greg	DCE		
Williamson, Marcella	VITA	Yes	Yes

Welcome

The meeting began at 2:35 p.m.

Transformation communications

Marcella discussed recent feedback that agencies are not receiving transformation communications likely as a result a breakdown between AITRs, Communications and agencies. To help, VITA will distribute lists of all AITRs and Communications staff and encourage AITRS and Communications staff to work together to ensure VITA's messages are appropriately shared in their agency.

When asked if council members knew their AITRs, these responses were provided:

- I know my AITR but agree this is the missing link for our agency.
- I am an AITR but disagree because not all VITA communications are appropriate to be disseminated to the front-line staff at the agency.
- I need clarification about what the primary source of information for agencies. I didn't know Network News was a primary vehicle. My understanding was that CAMs are primary point of contact.
- Agencies are careful about what they are sending since answers change and different answers are provided by different VITA staff members.

A suggestion was made that the AITR list information be kept current because one member indicated a street address was outdated.

Information regarding the upcoming AITR meeting will be provided to council members so they may listen in if they wish to learn more about what is going on at that level.

Managed Services

Managed services has no impact to front line users. This will help agencies get a set level of services at a set price. Some agencies are not ready because asset inventory hasn't been finalized.

eSupport

Testing is taking place this month at the Department of the Aging. Users can reset passwords, submit electronic help desk ticket, check status of ticket and customer service alerts and an IT Knowledge Center. After the initial pilot at Aging, deployment will occur beginning this fall at other agencies.

Network News

Comments were requested on Network News. Responses were:

- Overall lots of useful information. Should consult with AITR to confirm who needs what at agencies and distribute that way.
- Agencies should pull out more generic, broad information.
- AITRs' technical expertise varies widely. Should not assume that AITRs are highly technical staff.
- Topics are sufficient. Don't want to overload with writing for Web. Likes that information is succinct.
- Could add a "What's New?" heading to draw attention to those topics with some bullet points (things that are coming).
- When a rollout is successful, share details with other agencies (share templates, pass information around).
- Confusion about the intended audience for Network News. Messages should be more targeted (send out to AITRs specifically, etc.)
- Rather than a newsletter, a suggestion was made to send out e-mails targeted for each audience. If sending out information for front line staff, VITA should write for that audience and get the message to Communications staff at the agencies. VITA is trying to target too many audiences and may not be hitting any of them.
- Agreement from council member about targeting messages.
- Stress benefits vs. features for topics such as eSupport.

Open Discussion

Question from council member:

- Do other agencies receive e-mails about systems being shut down; how do you communicate internally about this?
- Answer from other members:
 - Send mass e-mails
 - Broadcast message to everyone or select audience
 - Restrict who has authority to send e-mails and broadcast
 - Communications staff should work with IT staff to provide advice on what to send out and to which employees

Next Meeting

No meeting in July

August or September -- Tour of CESC; date of tour contingent on availability of members