



Communications Customer Council

Meeting Notes

June 16, 2008

2:30-4:00 p.m.

Audio-conference meeting

Attendance

Name	Agency	Attendee	New council member?
Ballinger, Sylvia	VDOT	Yes	Yes
Bernstein, Dorothy	VSP		
Dunn, Cheryl	VITA	Yes	
Erbach, Tiffany	NG	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	

Welcome

The meeting began at 2:35 p.m.

Transformation communications

Marcella discussed recent feedback that agencies are not receiving transformation communications due to a breakdown between AITRs, Communications and agencies. To help with this breakdown, 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 agency. I need clarification about what the primary source of information is. 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're sending since answers change.

Suggestion was made to ensure AITR list information is current because one member indicated their street address was outdated.

Information regarding the upcoming AITR meeting will be provided to council members.

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 aren't ready because asset inventory hasn't been finalized.

eSupport

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

Network News

Marcella asked for comments 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.
- Experience with AITRs varies widely based on technical expertise. Shouldn't 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 Comms staff. VITA is trying to target too many audiences and may not be hitting any of them. Agreement from other council member about targeting messages.
- We should 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?

Answer from other members:

Send mass e-mails and will send broadcast message to everyone or selected audience.

Restrict who has authority to send broadcast messages out.

Next Meeting

Aug./Sept.- tour of CESC; date is contingent upon availability of council members

DRAFT