



Communications and Marketing/plan for the Veteran's Employee Resource Group

Audience: VERG members, Veterans in the current workforce, spouses, and transitioning service members and their spouses

Venues: Print, Facebook users, Twitter users, and Internet

Overall Strategy: Because we see veterans in the current workforce and transitioning service members/family members as two separate target groups (one for retention and professional growth and the other for recruiting /transitioning assistance), we will shape our communications to reach the appropriate target audience. Our messages will focus on the primary needs of each group: We anticipate that a targeted two-pronged approach to communication will be more effective than a single generic communications blast. As long as we provide useful and insightful information, we will provide both assistance and information across our target audiences, as well as, achieve increased awareness across the enterprise.

The Communications Team is 15 members strong. A breakout for members' areas of responsibility is as follows. The Team Lead is Stacey Moore and he will assist across the spectrum as required.

Newsletter	Social Media (FB/Twitter/LinkedIn)	Website	SharePoint Site	Email
Becky Boutilier	Fletcher Mansfield	Paul Cruz	Angie Hong	See Verbiage below
Sheryl Whitcomb	Wayne Gilbert	Cat Nichols	Bob Euliss	
Tommy Simpson				
Adonis Lara				
Rocio Ochoa-Geesaman				
William Allman				
Richard Worthy				
Dominique Jinhong				

To ensure we are pushing the VERG's message in the most effective venue, all communications requests will be initiated on the VERG Communications Request Form and sent to the venue lead for evaluation. If received



at the appropriate venue, then it will be actioned accordingly. If not the appropriate venue then it will be forwarded accordingly. Once action is taken, the point of contact will be notified. Based on our analysis, we will disseminate communications across the enterprise in the following venues. It is acknowledged that there can and will be duplication of publication based on the information being disseminated.

Communications

- **Print:** We envision creating a newsletter that is distributed monthly (as described below). It will include news and upcoming events related to the VERG. We propose providing summaries of activities and photos, hiring events, etc. We also feature articles on specific significant events or activities.
- **Facebook:** We plan to leverage Facebook to post summaries of activities and photos, share videos and receive notifications when others update their profiles. We will also create a space for members to share common interests, notifications, and ideas.
- **Twitter:** We will use twitter to provide links to and reminders to activities across the enterprise. For example, (**VA to hold town hall forum; The forum is to take place from 6 to 8 p.m. on Wednesday, Sept. 2 in Building 9 at the VA Puget Sound American Lake campus, 9600 Veterans Drive SW, Lakewood**). When you need people to know what's going on, in your agency or across the enterprise, we will blast it on Twitter.
- **SharePoint:** Because this venue is a closed venue (Internal) page; meaning that the only personnel who are eligible to access the site, we believe that this venue is best suited as the VERG's information repository vise leveraging it as a communications line. The other reason for this is that it limits the target audience to current employees.
- **Email:** Email is a great inter-group communication tool. We would like to eliminate email as a communications venue and leverage email primarily for coordination. We picture using email to send invites, coordination and links containing information posted to other venues that will hold the majority of our information.

Marketing

- **LinkedIn:** Because LinkedIn is a career centric social network, we will use this venue to attract (recruit) transitioning service members and their families to the enterprise. We will update the site so that it reflects the VERG story. We plan to post links to resources and share information and tools to assist personnel preparing for their transition.
- **VERG Webpage:** Similar to LinkedIn, we want the VERG Webpage to tell the VERG story and be a site where personnel can find and connect to resources. We will use the site to post information that Links to other resources, Information/Activities, etc.

Goals and Measures of Effectiveness: The goals for Communications Team during the 2015-2016 year are as follows:

- Establish the procedures and processes used by the communications and marketing team. This task will be completed with the publication of this communications plan.
- Newsletter: Publish 1 Newsletter (Nov) and in 2016 publish a minimum of one themed newsletter per month. The goal will be to publish a total of eight newsletters.
- Reestablish the VERG Facebook site as a communication platform anticipating completion by Jan 2016.
- Reestablish Twitter as a communication platform anticipating completion by Jan 2016.
- Establish and publish a calendar of VERG events that provides a minimum of 6 months no later than December 2015.



Newsletter: In keeping with our theme of do less better, the following describes our intent for publishing the newsletter. The following outlines adjustments being made to the newsletter:

- Publication: We will publish one quarterly newsletter (Veteran's Day) and beginning in February 2016, publish a minimum of one themed newsletter per month with the exception of months the VERG does not meet. The publication schedule is as follows: The first week of the month will determine the theme of the next newsletter (i.e. Dec 1-4 for January). There will be no publications for December and January
- Themes for the Newsletter will be:

February	Black History
March	Women's History
April	Earth Day
May	Memorial Day
June	Armed Forces Day
July	Asia-Pacific Islander
August	VERG Yearly Wrap Up
September	Hispanic Heritage
October	Disabilities Month
November	Veteran's Day


- The first through the 15th will be for collecting and formatting the information. The third week will be for review, comment/editing. That Friday the draft newsletter will be sent to VERG leadership for comment/approval. Publication will be on the last Friday of the month.
- All communications requests will be submitted for evaluation on the communications request form at appendix A and actioned in the appropriate line of communication. Submissions need to be 250 words or less with photos.
- The name of our newsletter will be the informer.
- We will attempt to limit the issues to four pages with the aim to provide tangible and usable information for our target audience; however, content will drive the end product.
- There will be six columns in our newsletter as discussed below:



- The **"From the Chair"** will be a feature column from the VERG leadership that highlights activities, provides situational awareness, and general information pertaining to the VERG.
- **Highlighted Events.** This is where we will highlight the execution of large-scale, wide impact events.
- **General Information.** This will be the feature aligning with the theme of the newsletter.
- **Veteran Spotlight** (Veteran of the Month).
- **Upcoming Activities.** This is where we will highlight agency recognition Activities, Brown bag lunches, and other related Activities (i.e. NW Edge, hiring events, etc.).
- **Resources.** This is where we will discuss highlighted resources for the month (retirement, education, business, etc.). The intent is to have a couple sentences explaining the benefit and a link to the resource. As we mature into the year, these resources will be posted on VERG sites and the links will take them there.



APPENDIX A

 VERG Communications Request Form

Date: _____
Requesting Org: _____
Point of Contact: Name _____ Phone #: _____ Email: _____
Date Required: _____

Add Photo of event

Add short caption for the picture.

Add subject matter. 250 words or less. (Except if this is a feature article discussed prior to publication with the Communications Team).

Communications Team Use Only

Media Used:
Date Posted:
POC Notification Date:



Field Code Changed