



OKLAHOMA
Office of Management
& Enterprise Services



2023

COMMUNICATION STRATEGY



MISSION

Serving those who serve Oklahomans.

VISION

To provide excellent service, expert guidance and continuous improvement in support of our partners' goals.

VALUES

We are servants. We are servant-leaders. We are open communicators. We are collaborative. We are respectful, humble and we get stuff done!



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Introduction



ABOUT THE 2023 COMMUNICATION STRATEGY

This strategy serves as a communication roadmap for the upcoming year based on current agency objectives. During 2023, we want to:

- Increase awareness of our services and impact on the State of Oklahoma.
- Consolidate messaging to send fewer emails.
- Improve and simplify internal communication.
- Continue the positive momentum we have gained on social media platforms.

The Office of Management and Enterprise Services works behind the scenes to fulfill our important mission. The internal nature of our work makes effective communication with employees, customer agencies, and the executive and legislative branches of state government crucial. Our 1,000+ employees are also Oklahoma citizens with a commitment to serve and work toward outcomes that benefit the future of our state.

Our goal is to use communication to tell our story, to meet state employees and citizens where they are, and ensure messaging is accessible and consumable for various audiences.

RECENT ACHIEVEMENTS

- Collected feedback in the OMES Communication Survey.
- Published 36 original stories.
- Launched agencywide Strategic Communication Standards.
- Exceeded social media goals by 17%, achieving 11,671 followers across networks.

STRATEGY EVALUATION

Legislative and Public Affairs will review this strategy each year to ensure it aligns with OMES' current goals and allows us to meet our agency communication needs.

Additionally, we will use feedback from the annual OMES Communication Survey as well as data from quarterly Media Analytics Reports to gauge strategy effectiveness and any needed action.

If you have any questions about this strategy, please email Caden Cleveland, director of Legislative and Public Affairs, at caden.cleveland@omes.ok.gov.



Objectives & strategies



OBJECTIVES

STRATEGIES

Decrease the number of bulletins sent from govDelivery by 40%.

- Consolidate messaging where applicable, e.g., IS and Workday@OK newsletters, training, etc.
- Send fewer program/individual topics and more division-focused communications.
- Utilize Company Communicator for things like weekly timesheet reminders.

Explore and implement new solutions to better communicate internally to our staff.

- Consolidate resources through an employee intranet; identify a platform that is easy to navigate and create an implementation strategy.
- Showcase news, blog articles, upcoming events, policies and newsletter archives.

Better communicate with potential employees.

- New Human Resources recruiting webpage.
- Career interest form.
- Targeted emails using data collected from Workday@OK.

Increase awareness of expectations and resources outlined in the OMES Strategic Communication Standards.

- Send document quarterly to all OMES via govDelivery.
- Showcase the standards on the employee intranet once developed.

Promote new and lesser-known OMES divisions and services.

- Advertise public-facing webpages on social media.
- CAM – GovDeals, First Access, Central Printing.
- EGID.
- Civil Service Division.



Objectives & strategies, continued



OBJECTIVES

STRATEGIES

Showcase more agency efficiency metrics on a public-facing site.

- Identify key metrics to showcase the agency's performance at any given time.
- Communicate metrics through infographics.

Identify more blog story leads.

- Utilize kudos submissions for ideas to pursue.

Increase social media audience monthly by an average of 3.5% and remain consistently above 50,000 impressions.

- More Reels, e.g., a day-in-the-life content, casual interview-style videos, HR recruitment videos.
- Cater content to platforms instead of posting all content to all platforms.

Use media analytics to inform web and social media strategies.

- Track OMES website analytics.
- Analyze social media platform performance to determine if all platforms are necessary.



Principles & audiences

PRINCIPLES

OMES communications should be:

- **Accurate** – factual and true information.
- **Concise** – gets the point across quickly.
- **Relevant** – pertains to audience interests.
- **Respectful** – considerate of other perspectives.
- **Informative** – useful and instructive.
- **Engaging** – captures attention; inspires action.
- **Helpful** – adds value.
- **Authentic** – genuine and trustworthy.

AUDIENCES

State of Oklahoma agencies – includes the 189 agencies, boards and affiliates that receive OMES services. Messaging communicates how we serve our customers, provides needed information and resources, and encourages feedback to build trust and improve relationships.

State Legislature – the 48 members of the Oklahoma Senate and 101 House of Representatives members. Messaging focuses on the positive outcomes of OMES and how we're utilizing taxpayer dollars to achieve our mission and improve services to agency customers.

Media and news outlets – local news stations and newspapers, such as News 9, KFOR, the Oklahoman and Tulsa World. Messaging from OMES is informative and promotes coverage of various projects to increase awareness among local citizens.

Oklahomans – the 4 million citizens across Oklahoma that receive state services. Because most citizens receive the result of OMES services through other public-facing agencies, messaging takes a behind-the-scenes approach to increase awareness of how OMES' work positively impacts their lives.

State suppliers – local, national and global companies that do business with the state through the OMES Procurement team. Messaging centers around opportunities to partner on top projects and highlights the state's needs from the private sector.

OMES employees – the approximately 1,000 individuals that OMES employs. Messaging focuses on the agency as a whole, highlighting teams, projects, changes and resources to increase transparency, recognize great work and strengthen OMES culture.

Potential staff – individuals that are strong candidates to join the OMES workforce. The goal of messaging is to increase recruitment through showcasing the benefits and opportunities of working for our agency.



What, when & why we communicate



WHAT WE COMMUNICATE

Things we do

We communicate current OMES projects, news and initiatives to various audiences to promote transparency and boost our credibility as a reliable source of state information. Content highlights the collaborative spirit of OMES through strategic partnerships with state agencies and private companies. Further, we bring focus to the outcomes and impacts of what we do to increase awareness and buy-in from different groups.

Where we're going

Communications cast a vision for the future, sharing why we do things, who is affected and what we hope to achieve. We analyze data and identify trends across our four pillars of finance, human capital management, business processes and relationships to make informed decisions and justify strategies for upcoming years.

Resources

OMES communicates information about property, finance, technology and human resources to serve customers and maintain effective state government operations. Related content helps customers navigate and understand resources available to them so they can get things done faster and easier.

WHEN WE COMMUNICATE

Annually

- Reports.

Monthly

- Newsletters.
- All-OMES calls.
- General Revenue Fund.

Ad-hoc

- Service updates.
- News.
- OMES website.
- Company Communicator.
- Social media.

WHY WE COMMUNICATE

As the State of Oklahoma's central services agency, OMES connects the executive branch and other state agencies. That, combined with the diverse services OMES provides, gives us an expansive view of state government operations and strategic goals set by the governor and the Legislature.

By sharing that view of what the state is doing, why we are doing it and how it affects citizens, we bridge gaps in communication and contribute to more transparency, trust and engagement with communities across Oklahoma.



How we communicate

INTERNAL CHANNELS

Internal communications target audiences within OMES.

- All-OMES calls.
- OMES intranet (coming soon).
- Microsoft Teams.
- Daily News Report.

- Newsletters.
- Podcasts.
- Email/govDelivery.
- Company Communicator.
- Blackberry Ad Hoc.
- Surveys.
- Reports.

External communications target audiences outside of OMES.

- Website.
- Social media.
- Press releases.
- Brochures and flyers.

EXTERNAL CHANNELS



Communication methods



PUBLICATIONS

The following titles are the primary publications and reports that OMES publishes on a regular basis. However, it is not an exhaustive list.

OMES Overview

A summary booklet of OMES, updated as needed, to provide legislators and other audiences a letter from the executive director, descriptions of OMES divisions and how they serve, recent agency accomplishments and key contact information.

Division overviews

Brief publications that dive deeper into individual OMES divisions, their departments and accomplishments to aid customers with understanding the robust services OMES offers.

Governor's Executive Budget

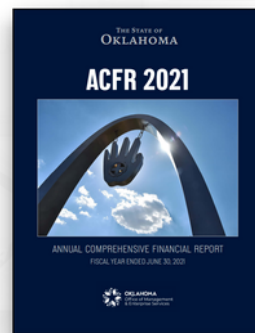
An annual publication the governor presents to the Legislature to outline budget recommendations each fiscal year. It includes explanations of budget recommendations for state agencies, a discussion of state revenues and a summary of the proposed budget.

Annual Comprehensive Financial Report

An annual publication for the governor, Legislature and Oklahoma citizens that serves as the primary means of reporting the state government's financial activities. Its objectives are to provide a clear picture of the government as a single, unified entity and to provide traditional fund-based financial statements.

Citizens Report

An annual publication that provides citizens with a succinct overview of the State of Oklahoma's goals, significant accomplishments over the past year, financial standing and future challenges.



Communication methods

PUBLICATIONS, CONTINUED

Gaming Compliance Annual Report

An annual publication that contains a summary of tribal gaming exclusivity fees each fiscal year under state-tribal gaming compacts. It lists Oklahoma tribes that own casinos, total revenue from exclusivity fees and how the money was spent.

Annual Compensation Report

A publication that provides an analysis of the rates of pay in the competitive labor market and compares these rates with the state's current salary practices for employees. The report also provides an analysis of the fringe benefits, or non-cash compensation programs found in the market, and compares these programs with the state's fringe benefits package.

Procurement Cost Savings Report

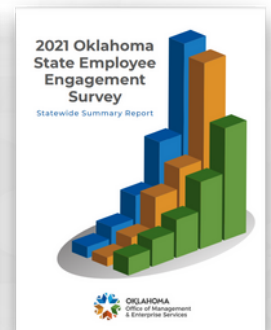
An annual publication that examines the state's cost savings over the past fiscal year through exercising procurement best practices and using statewide contracts to procure goods and services.

Real Property Asset Report

An annual publication that summarizes the State of Oklahoma's real estate footprint. It contains information, including location, utilization and value, about all property owned or leased by the state, and identifies the 5% most underutilized properties.

Oklahoma State Employee Engagement Survey Statewide Summary Report

An annual publication that compiles data from the OKSEES so agencies and state leaders can review valuable workforce feedback and benchmark employee engagement, satisfaction and turnover.



Communication methods

NEWSLETTERS – INTERNAL

News Report

Cadence: Daily.

Audience: Executive leaders.

Contents: External news that mentions OMES, partner agencies, Legislature, governor and other relevant stories.



Legislative Report

Cadence: Weekly.

Audience: Executive leaders.

Contents: Legislative reports by team and external legislative news.



We are OMES newsletter

Cadence: Monthly.

Audience: All OMES employees.

Contents: Dates to remember, recent podcasts, blog articles, employee recognition and OMES mentions in external media.



Thrive newsletter

Cadence: Monthly.

Audience: All OMES employees.

Contents: Wellness tips, toolkit, learning courses and recreation league updates.



Run the Business newsletter

Cadence: Monthly.

Audience: All Information Services employees.

Contents: News, events, go-live dates and IS kudos.



Workday@OK newsletter

Cadence: Monthly.

Audience: TBD/various groups as needed.

Contents: System tips, tutorials, updates and Q&A opportunities.



Capital Assets Management newsletter

Cadence: Monthly.*

Audience: All CAM employees.

Contents: CAM employee recognition, news from Real Estate and Leasing, Surplus, and Construction and Properties, and safety tips.



*The CAM newsletter may move to a quarterly cadence.



Communication methods

NEWSLETTERS – EXTERNAL

We are OMES newsletter for legislators

Cadence: Monthly.

Audience: Legislators, legislative assistants and staff.

Contents: Recent podcasts, blog articles, employee recognition and OMES mentions in external media.



Thrive newsletter for all state employees

Cadence: Monthly.

Audience: All state employees via wellness coordinators and subscribers of wellness program updates.

Contents: Wellness tips, toolkit, learning courses and recreation league updates.



Let's Talk About I.T. (coming soon)

Cadence: Monthly.

Audience: All state employees.

Contents: IT project status metrics, podcasts, IS tower updates, IS employee of the month, blog articles and dates to remember.



Central Accounting and Reporting newsletter

Cadence: Monthly.

Audience: Finance officers, payroll officers, higher education CFOs and payroll officers, and subscribers of CAR newsletter.

Contents: Payroll news and deadlines, training opportunities and form tips.



Risk Management newsletter

Cadence: Quarterly.

Audience: HR directors, risk coordinators, Workers' Comp. representatives, all OMES employees, RM safety contacts.

Contents: Safety tips and training opportunities.



Communication methods

SOCIAL MEDIA

OMES pages

Agency social media pages serve as a direct line of communication between OMES and the general public. Our audiences are unique on each platform, and the content we publish should follow suit. We have seen tremendous growth since we focused our social media efforts in fall 2019 and aim to continue this momentum throughout 2023 by utilizing the strategies below for each platform.

Facebook

Our audience consists primarily of women 35-54 years old in Oklahoma City. Platform analytics tracked over recent years indicates we should focus on engaging, community-based content, including employee spotlights and activities, philanthropic initiatives, podcasts, and agency news.

LinkedIn

The majority of our audience is IT and government relations professionals in Oklahoma City. Business operations and professional information perform well on this platform, directing our content focus to news, events, articles, collaborative projects and job opportunities.

Instagram

Like our Facebook audience, our Instagram audience is primarily women 35-54 years old in Oklahoma City. Casual and fun video content performs best on this platform. Our direction for Instagram relies on visual engagement, including photos, graphics and reels to show the less formal side of OMES.

Twitter

This platform thrives on concise, timely information as it happens. High-performing content includes agency news, collaborative innovation efforts, new resources, live event and crisis updates, and funny memes.



Capitol Restoration pages

Oklahoma State Capitol Building restoration project content.

- Facebook.
- Instagram.
- Twitter.



Thrive pages

State employee wellness and health content.

- Facebook.
- Instagram.



Statewide Learning Services pages

State learning opportunities and professional development content.

- Facebook.
- Instagram.



Communication methods

WEBSITE/ONLINE

OMES website

The OMES website, a subsection of oklahoma.gov, connects customers and citizens to OMES services, as well as reports and forms, press releases, and blog articles. All content is reviewed for compliance with the Americans with Disabilities Act to ensure accessibility for diverse visitors. Additionally, webpages follow a harmonized layout for a consistent experience throughout the website.

UPCOMING WEBSITE MODERNIZATIONS:

- Human Resources recruitment webpage.
- Information Services webpages.

Annual OMES Communication Survey

Legislative and Public Affairs sends this annual survey to all OMES employees to gauge current perceptions of agency social media and internal communication practices. Results are benchmarked year over year and used to recommend strategies to executive leadership.

OMES employee intranet (coming soon)

Work is underway to set up a central portal for employees to access internal resources, policies, information about upcoming events, newsletter archives and relevant workplace information.

