

# IOT Communications & External Affairs - 2023

## Who We Are:

A two-member team overseeing IOT internal and customer communications, leading creative direction of the IN.gov program, administrating external affairs, including legislative functions, and managing facilities.

## Our Mission:

To expand internal communications and external relations with partners and media and raise Indiana's technology profile.

## Manager:

Graig Lubsen

## What We Do:

IN.gov	Creative manager for website content on <a href="http://www.IN.gov">www.IN.gov</a> . Approve and manage website designs and URLs. Manage Access Indiana project, assist agencies with tools provided by IN.gov, such as GovDelivery, Siteimprove, WebCMS/Matrix, Localist Calendar.
Access Indiana	Product Owner for Access Indiana ( <a href="https://access.IN.gov">https://access.IN.gov</a> ) the State's single sign-on and move to a singular identity across state government.
IOT Communications	Distribute and edit IOT external communications for all IOT departments.
IN.gov Councils	Serve, advise, and provide updates for the IN.gov Advisory Council. The Advisory Council is comprised of communications staff and web masters from across state government.
Media Relations	Write and post press releases, schedule and participate in interviews.
External Relations	Meet with external partners outside of state government to assist with IOT collaboration and to promote State of Indiana IT. This includes finding and developing nominations for award entries and promoting Indiana technology. Serve as the legislative liaison and coordinate work with the General Assembly
Legislative Liaison	Serve as the point of contact for legislative affairs.

## **Tasks Internal to IOT:**

<i>IOT website</i>	<i>Update and post new content to the IOT and IN.gov websites</i>
<i>IOT Communication</i>	<i>Edit and assist developing presentations, communications, policies &amp; press releases</i>
<i>IOT Marvin</i>	<i>Maintain and update Marvin, IOT's intranet site.</i>
<i>IOT Marvin's Musings</i>	<i>Internal newsletter</i>
<i>Floor space</i>	<i>Manage floor map and furniture</i>

## Our Customers:

IOT staff, IN.gov users, agency communication and IT staff

## Major Accomplishments:

- Earned A- grade in 2022 Digital States Survey
- Named 4<sup>th</sup> Best Overall State in the 2022 Digital Experience Awards

## Current Activity:

- Manage and add new apps to Access Indiana, update IOT product pages, relaunch IN.gov mobile app, develop new communication methods and branding for IOT, inform and recruit local government entities to use IOT-provided tools.