

To all Communications Directors and Chief Financial Officers:

Continuing the directive initiated in March of last year, agencies will again be expected to prepare and submit Marketing and Communications Plans for FY11. This plan, like the FY10 plan, should include all paid and earned media, sponsorships, promotional items and publications.

The FY11 plan must be submitted by **March 1, 2010** via email to OMBCommunications@omb.in.gov. The Committee will review these plans and obligations shall not be made until these plans have received approval from the Committee. The approved plan will act as the final budget for the Agency's communications. Any changes in the plan during FY11 must be submitted and approved by the Committee.

In developing their plans, agencies should keep in mind the Office of Management and Budget's November 23, 2009 memo which declared, "Agencies should minimize media and advertising expenses to the greatest extent possible." Agency Communications and Program Directors should work with agency finance staff to finalize budgets prior to submitting their Plan to the Committee.

Attached are budget and communication plan templates. Agencies must submit their plans and budgets using these templates. Please complete all fields and provide the best available estimates based on quotes or historical spend data when requesting funds. Each budget item must be included and explained in the implementation section with the corresponding page number listed. Attached is a condensed version of a FY10 Marketing and Communications Plan provided as an example.

Agencies on the federal FY should submit a Plan on the State FY. Some agencies have requested to submit a Plan that starts on the State's FY and carries forward to the end of the federal FY (July 1, 2010-September 30, 2011). This is acceptable but not required.

In addition, measures were requested in the FY10 plans for the evaluation/monitoring of communications activities. FY11 plans should once again include these measures along with results from the FY10 activities. Ineffective activities should be placed under greater scrutiny and either discarded or changed to improve effectiveness.

Finally, the Communications Efficiency Committee will be holding a Q&A session on **Thursday, January 28, at 10a.m.** in the State Library's Author's Room. This meeting is intended for Communications Directors to ask any questions about the FY11 plans and to make suggestions in improving the process.

Further questions can be directed to OMBCommunications@omb.in.gov.

Thank you for your cooperation and the effort put forth in creating these plans.

OMB Communications Efficiency Committee