

IOT Communications & External Affairs - 2021

Who We Are:

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

IOT Communication - Distribute and edit IOT external communications for all IOT departments.

IN.gov Councils - Serve, advise and provide updates for the IN.gov Governance and User councils. The Governance Council is encompassed of communication and marketing executives across state agencies and provides direction for IN.gov program. The User Council is webmasters who test and recommend tools for the IN.gov program.

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.

Hackathons - Find and coordinate state challenges for hackathons in conjunction with Indy Chamber

Tasks Internal to IOT:

IOT website - Update and post new content to the IOT and IN.gov websites

IOT Communication - Edit and assist developing presentations, communications, policies & press releases

IOT Marvin – Maintain and update Marvin, IOT's intranet site.

Our Customers:

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

Major Accomplishments:

- Earned A- grade in 2020 Digital States Survey
- Named Best Overall State in the 2019 Digital Experience Awards

Current Activity:

- Manage and add new apps to Access Indiana, implement a new content management system, update IOT product pages, relaunch IN.gov mobile app, develop new communication methods and branding for IOT