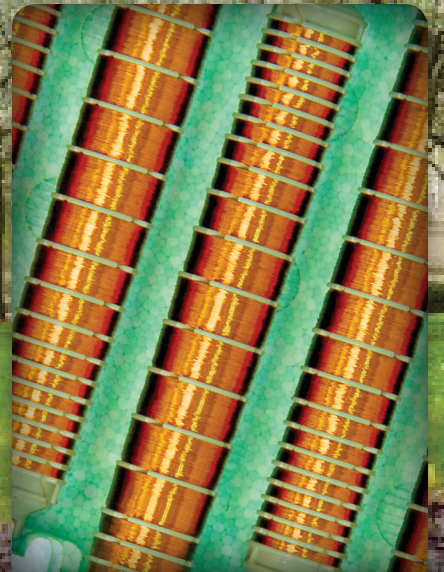
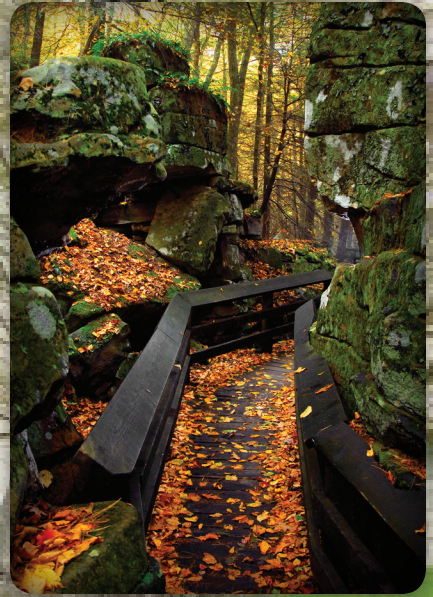


SB393



WVcommerce

STATUS REPORT 2014



MISSION

The West Virginia Department of Commerce **MARKETING AND COMMUNICATIONS OFFICE** exemplifies Commerce's mission to be a cooperative interagency system promoting West Virginia as a world-class tourism, business and relocation destination. The Marketing and Communications Office promotes the state across all media channels, encouraging the 10 agencies within Commerce to collaborate and share resources and strategies.



BACKGROUND

2005 The West Virginia Department of Commerce announced plans to form a Marketing and Communications Office, consolidated from the staff of its divisions. This new office would exemplify Commerce's mission. Prior to this formation some agencies within Commerce had communications staff while other agencies had none.

2006 Commerce consulted the West Virginia Small Business Development Center to design a break-even business model, based on supporting a staff of 22 full-time employees. The goal was to establish rates for services that would cover the salaries, benefits and overhead for the team and allow the office to become self-sufficient.

2007 **SB393** established Commerce's ability to bill for communications and marketing services to any state agency, according to a fee schedule determined by the Secretary of Commerce. The legislation established a revenue account for the office.

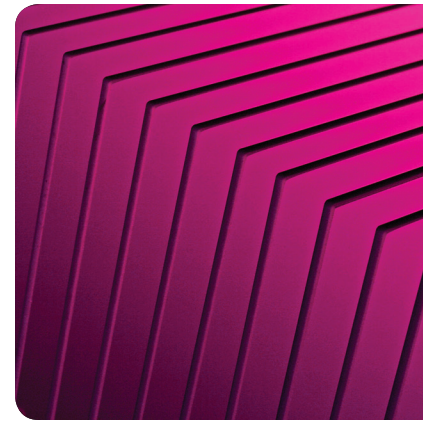
2009 The office became self-sufficient, with profits reinvested in equipment, continuing education for the staff and special "in-house" projects. Commerce won numerous state and regional awards for its work, including the "Best of Class" of all entries from 17 states in the Southern Economic Development Council's 2009 Communication Awards. Commerce launched wvcommerce.org, its multi-agency web platform to promote West Virginia.

2010 Traffic to wvcommerce.org tripled to more than a half million page views each month. Commerce won more Public Relations Society of America (PRSA) awards than any other entity in both statewide and regional competition.

2012 PRSA's East Central District named Commerce's online marketing campaign as "Best in Show" for a six-state region. WVCommerce.org now received more than six million page views each year. Director Kim Harbour was named "WV PRSA Practitioner of the Year" because of the work done by Commerce's Marketing and Communications team.

2013 As a special project, the office collaborated with the Governor's Office on West Virginia's 150th birthday celebration. In addition to design work, the office was responsible for an art contest for children that received more than 1,000 entries, and also ran the Sesquicentennial Commission's online store. The group welcomed Chelsea Ruby as the new director in August, and continued to receive both state and regional recognition for excellence in marketing and communications.

2014 The office continued to bring in state, regional and national awards for excellence in marketing and communications, adding 16 to the collection in 2014. Director Chelsea Ruby was named "WV PRSA Young Professional of the Year" for her work with the 150th birthday celebration. The group also implemented a new flat-fee-for-services billing model for some routine services and welcomed new Deputy Director Kristin Anderson.



The office is organized into three disciplines led by a director and three team leads:

- Marketing and advertising (includes photography, video and Web staff)
- Design and production
- Media relations and copywriting

Work requests from an agency are required for special projects to authorize work. Client liaisons work with clients to prioritize projects and facilitate reviews. Discipline leads are tasked to increase accountability and monitor productivity. Cost and time estimates are provided to clients when requested.

AGENCY STRUCTURE

The Commerce agencies that are clients of Marketing and Communications include: the West Virginia Development Office, Division of Forestry, Division of Labor, Division of Natural Resources, Division of Tourism, Geological and Economic Survey, Office of Miners' Health, Safety & Training, WorkForce West Virginia, Division of Energy and Office of Economic Opportunity. Other agencies that assist include the Governor's Office, Department of Administration, West Virginia Health Information Network, and West Virginia Economic Development Authority.



PERFORMANCE MEASURES

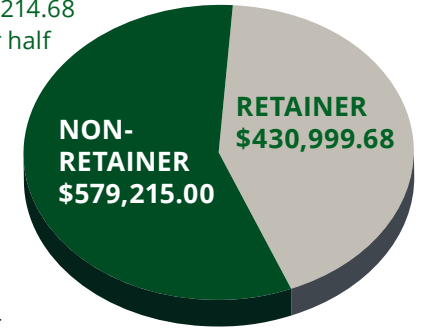
OUTPUT

In 2014, the Marketing and Communications Office worked on more than 500 projects for Commerce agencies, as well as a few assignments for other state agencies and the Governor's Office.

AGENCY	BILLINGS
Development Office	\$444,466.25
Division of Natural Resources	\$223,448.71
Division of Forestry	\$74,607.42
Division of Energy	\$38,957.46
Miners' Health, Safety & Training	\$14,081.17
Division of Tourism	\$141,753.67
WorkForce West Virginia	\$38,856.25
Coal Board	\$325.00
Department of Education & the Arts	\$633.75
West Virginia Film Office	\$7,068.75
Geological and Economic Survey	\$4,696.25
Governor's Office	\$9,766.25
Division of Labor	\$81.25
Office of Economic Opportunity	\$2,827.50
West Virginia Economic Development Authority	\$1,056.25
WV Health Information Network	\$7,588.75

TOTAL \$1,010,214.68

The office billed \$1,010,214.68 in 2014, with just under half being for the flat fees.



INCOME

In 2014, the office implemented a new flat fee billing model for certain services. The agencies who routinely utilize the office for day-to-day marketing and communications are now paying a flat fee for basic services. This billing model makes projecting costs easier for both parties. **The seven agencies who pay monthly are:**

- Development Office
- Division of Natural Resources
- Division of Forestry
- Division of Energy
- Miners' Health, Safety & Training
- Division of Tourism
- WorkForce West Virginia

SELF-SUFFICIENCY

The break-even business model and \$65/hour billing rate were established based on a 22-member team. The office now has 17 full-time employees and one part-time employee compared to the 22 who started with the formation of the agency. With attrition, Commerce re-staffs in high-demand areas to serve client needs for design, writing and Web development. Billings cover expenses, with profit reinvested in equipment upgrades, staff development and marketing projects.

QUALITY

The Marketing and Communications staff performs efficiently and effectively with regards to commercially available communication services in the regional marketplace. Since its creation, Commerce has earned nearly 80 state and regional awards for its marketing efforts on behalf of Commerce clients. In 2014, Commerce added 16 awards to its collection.

2014 PRSA West Virginia Crystal Awards

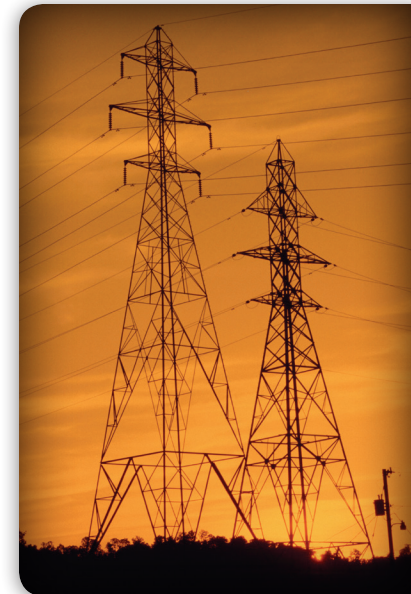
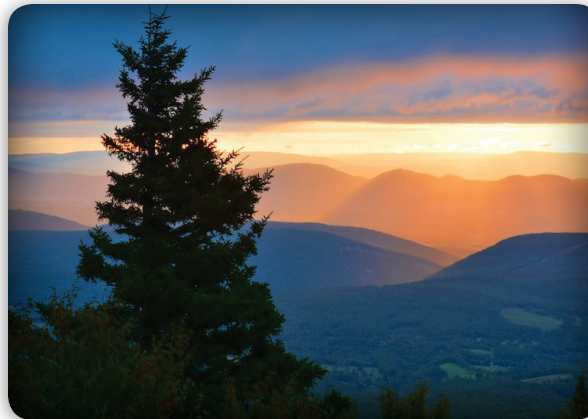
- Chelsea A. Ruby — *Young Professional of the Year*
- WV EDGE article titled “Economic Evolution”
- WV EDGE article titled “Cool or Hot” — The Business Climate is Great in West Virginia’s Cities”
- Governor and First Lady Tomblin’s holiday party invitation
- A booklet titled “Saving Energy in WV Public Buildings”

2014 PRSA East Central Regional District Diamond Awards

- Premiere of the “Fly Rod Chronicles with Curtis Fleming”
- 150th Birthday celebration
- The West Virginia Health Information Network website
- West Virginia State Parks PR Web kits
- WV EDGE article titled “Benefits of Being Green”
- West Virginia DNR Sport Fish ID poster

2014 National Awards

- Business at the Speed of Life Video — Telly
- Business at the Speed of Life Video — Gold Communicator
- Business at the Speed of Life Video — Hermes Platinum
- Business at the Speed of Life Video — Business Summit Creative
- Face Your Future Website — Platinum Communicator



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