



SB393

STATUS REPORT



**commerce
communications**
2016 ANNUAL REPORT

West Virginia Department of Commerce | Office of Marketing and Communications

MISSION

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

AGENCY BACKGROUND

The West Virginia Department of Commerce announced plans to form a Marketing and Communications Office, consolidated from the staff of its divisions.

2005

The office became self-sufficient, with profits reinvested in equipment, continuing education for the staff and special in-house projects.

2009

2010-2012

The office implemented a new flat fee retainer billing model for routine services.

2014

All marketing efforts were revitalized with an emphasis on integrated, strategic plans with data driven results. Major projects in 2015 included a new advertising campaign for West Virginia State Parks, a celebration of the 25th anniversary of the Nagoya Office, a new WorkForce West Virginia website, and an increased social media presence. In the spring, the West Virginia Chapter of the Public Relations Society of America recognized the office with a Crystal Award for Ongoing Excellence.

2015

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.

2013

As a special project, the office collaborated with the Governor's Office on West Virginia's 150th birthday celebration.

2016

The office expanded to perform marketing and communication services for other agencies within state government and non-profit organizations, including Advantage Valley, the West Virginia Health Information Network, the West Virginia Public Port Authority and the West Virginia Division of Rehabilitation Services. Major projects in 2016 included a new website for the West Virginia Development Office, updated branding for the West Virginia Department of Commerce, new online blogs for the West Virginia Division of Natural Resources and West Virginia State Parks and a new advertising campaign for WorkForce West Virginia targeted to retrain and rehire long-term unemployed.

AGENCY STRUCTURE

The office is led by a director and deputy director and is organized into two primary disciplines:

- Accounts and Client Relations
- Creative Design, Copywriting and Production

Client liaisons work with their assigned agencies to prioritize projects; facilitate client feedback; gather, analyze and present project results. Leads within each discipline are tasked with increasing accountability and monitoring productivity. All employee time is tracked in an electronic billing system and is billed in accordance with the fee schedule set by the Secretary of Commerce.

CLIENT OVERVIEW

The Commerce agencies that are clients of the Office 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 Marketing and Communications assist include the Governor's Office, Advantage Valley, West Virginia Health Information Network, Public Port Authority (West Virginia Department of Transportation), the Division of Rehabilitation Services and the Bureau of Senior Services.

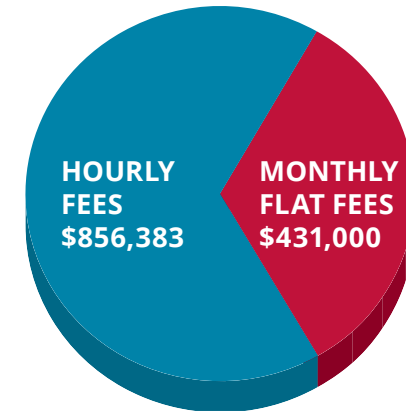


AGENCY PERFORMANCE

PROJECTS COMPLETED

In 2016, the Office of Marketing and Communications worked on more than 500 projects for Commerce agencies, as well as dozens of assignments for other state agencies and clients, including the Governor's Office.

In FY2016, the office billed \$1,287,383*.



INCOME

Agencies that routinely utilize the office for day-to-day marketing and communications pay a flat retainer fee for basic services. This billing model makes projecting costs easier and has resulted in increased use of the Office of Marketing and Communications.

The seven agencies that pay a monthly flat fee include the following:

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

Services outside of the flat fee model are billed at \$65 per hour for agencies under the Department of Commerce and \$75 per hour for other state agencies and clients. These services are generally project-specific and include marketing materials such as brochures, reports, print advertising, digital advertising and media buying.

SELF-SUFFICIENCY

The break-even business model and hourly billing rates were established based on a 22-member team. In 2016, the office had 13 full-time employees and two contract employees. With attrition, Commerce restaffs in high-demand areas to serve client needs for design, production and web development. Billings cover expenses, with profit reinvested in equipment upgrades, staff development and marketing projects.

AGENCY	FY2016 BILLINGS
Advantage Valley	\$8,241.25
Department of Administration	\$975
Development Office	\$447,434.70
Division of Energy	\$30,406.56
Division of Forestry	\$53,362.12
Division of Labor	\$65
Division of Natural Resources	\$205,781
Division of Tourism	\$175,671.40
Miners' Health, Safety & Training	\$17,578.77
WorkForce West Virginia	\$340,076.10
WV Health Information Network	\$5,785
WV Public Port Authority	\$2,006.25
TOTAL	\$1,287,383

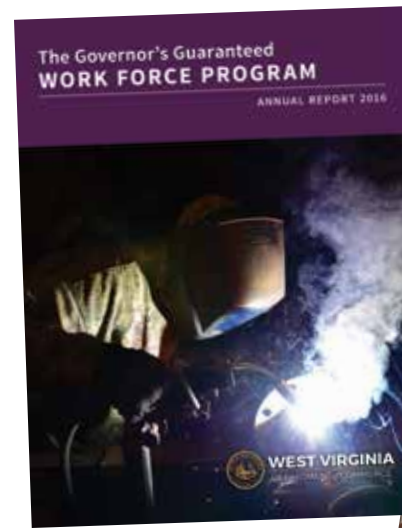
*Totals include some advertising procured by and billed back by the Office of Marketing and Communications.

INDUSTRY LEADER

The Office of Marketing and Communications continues to be an industry leader. Since its inception, the group has been recognized with over 100 state and national awards. This year, four awards were added to the collection. The office consistently receives recognition as a peer of the state's top private-sector marketing and communications firm.

2016 West Virginia Chapter of the Public Relations Society of America Awards

- ◀ Social media – Seneca Fire Tower
- ◀ Holiday card – Development Office
New Year Greeting Card
- ◀ Article – P&G
- ◀ Annual Report – Governor's Guaranteed Work Force Program



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