

2013 SB393 Status Report



Division of Natural Resources



Office of Economic Opportunity



Miners' Health, Safety & Training



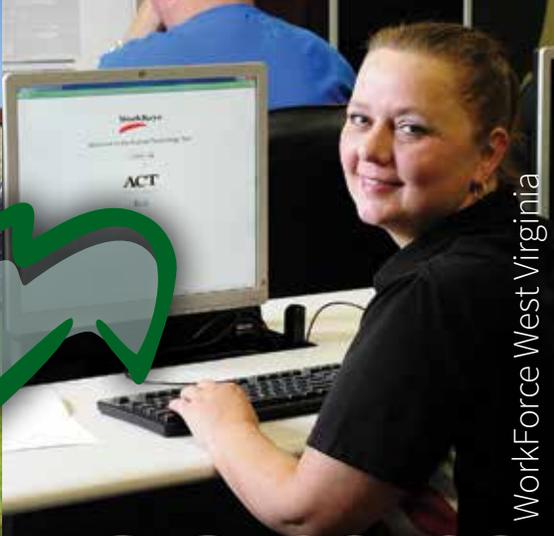
Division of Energy



Division of Tourism



Geological and Economic Survey



WorkForce West Virginia



Development Office



Division of Forestry



Division of Labor

www.commerce

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

IN 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 will 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 receives more than six million page views each year. Director Kim Harbour 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 kids 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.



OUR AGENCIES



AGENCY STRUCTURE

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.

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 and Training, WorkForce West Virginia, Division of Energy and Office of Economic Opportunity. Other agencies that Marketing and Communications assist include the Governor's Office, Department of Administration, West Virginia Health Information Network, and West Virginia Economic Development Authority.

PERFORMANCE MEASURES

Output

In fiscal year 2013, the Marketing and Communications Office worked on more than 929 projects for Commerce agencies, as well as a few assignments for other state agencies and the Governor's Office.

Income

In fiscal year 2013, the office billed project hours, with the Development Office being the main client.

Coal Board	6.25 hours	\$406.25
Commerce	82.5 hours	\$5,362.50
Development	7,798.25 hours	\$506,886.25
Community Technical College System	627.5 hours	\$40,787.50
Natural Resources	2,490 hours	\$161,850.00
Administration	14.75 hours	\$948.75
Forestry	996.5 hours	\$64,772.50
Energy	1,289.75 hours	\$83,833.75
Film	168.75 hours	\$10,968.75
Geological Survey	172 hours	\$11,180.00
Governor's Office	201.75 hours	\$13,113.75
Labor	21.75 hours	\$1,413.75
Miners' Health Safety and Training	124.75 hours	\$8,108.75
Office of Economic Opportunity	26.75 hours	\$1,738.75
Tourism	1,231.5 hours	\$80,047.50
WorkForce WV	604.50 hours	\$39,292.50
Highways	27 hours	\$1,755.00
WV Economic Development Authority	66.75 hours	\$4,338.75
WV Health Information Network	235.25 hours	\$15,291.25
WV Regional Technology Park Corporation	.75 hours	\$48.75
Total hours billed	23,220 hours	
Total for services billed		\$1,509,241.25

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 compared to the 22 that 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. The office adjusted its billing structure for fiscal year 2014 to allow agencies that need marketing and communications assistance on a regular basis to pay a flat fee for certain services.

The office also operates an online store with a small volume of West Virginia products. In 2013, the store was expanded and served as home to the official 150th birthday merchandise, including the limited edition coins. With the expansion, the store processed more than 1,300 orders and sold more than \$104,264 in merchandise.





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 more than 65 state and regional awards for its marketing efforts on behalf of Commerce clients. In 2012 the staff added 19 awards including:

Hino Motors iPad Ad, YouTube Video Profile
 🏆 2012 PRSA Crystal Winner

West Virginia Business Climate brochure
 🏆 2012 PRSA Crystal Brochures Winner

West Virginia EDGE Magazine
 🏆 2012 PRSA Crystal Magazine or Newsletter Winner
 🏆 2012 PRSA Crystal Campaign External Communications Winner

State Parks PR Web Kits
 🏆 2012 PRSA Crystal Media Kit Winner
 🏆 2013 PRSA Diamond Award Merit Award Winner Integrated Communications

West Virginia DNR Sport Fish ID Poster
 🏆 2012 PRSA Crystal Poster Winner
 🏆 2013 PRSA Diamond Award Merit Award Winner Marketing: Consumer Related

Energy Blueprint
 🏆 2012 PRSA Crystal Single Issue Booklet Winner

WV Forestry Facebook
 🏆 2012 PRSA Crystal Social Media Honorable Mention Winner

West Virginia State Energy Plan Public Meetings
 🏆 2012 PRSA Crystal Campaign Community Relations Winner

West Virginia Presents: The Fly Rod Chronicles
 🏆 2012 PRSA Crystal Campaign Special Events-Seven Days or Less Winner
 🏆 2013 PRSA Diamond Award Special Event Winner

West Virginia Division of Forestry Display for the Boy Scout Jamboree
 🏆 2013 PRSA Diamond Award Merit Winner Public Service

West Virginia's 150th Birthday Celebration
 🏆 2013 PRSA Diamond Award Merit Winner Special Event Campaign

West Virginia Health Information Network Website
 🏆 2013 PRSA Diamond Award Merit Winner Institutional Relations

INDIVIDUAL WRITING AWARDS

"The Comeback Cracker" by Courtney Sisk
 🏆 2012 PRSA Crystal Award Winner
 🏆 2012 PRSA Diamond Award of Achievement

"Benefits of Being Green" by Leslie Smithson
 🏆 2013 PRSA Diamond Award Merit Award



West Virginia Department of Commerce

Capitol Complex
 Building 6, Room 525
 Charleston, WV 25305-0311
 Phone: 800-982-3386
 or 304-558-2234
 Fax: 304-558-1189
 wvcommerce.org

Marketing and Communications
 90 MacCorkle Avenue SW
 South Charleston, WV 25303
 Phone: 304-558-2003
 Fax: 304-558-5053