MarComm has been operating on an 'as–submitted–project' basis, with completion timelines determined by the importance of each project and any queue jumper emerging priorities. The decision not to complete a project is never based on preference, but rather on its significance and the time available. I am committed to ensuring all tasks within my bandwidth are addressed, though I acknowledge that I have taken on more than I can manage, leading to some projects being overlooked. For that, I sincerely apologize.

To address this, I am developing a GateKeeper system, which I will refine as needed to ensure its effectiveness. This system aims to provide clear direction for submissions and, if declined, an explanation for the decision. My goal is to provide clarity with the following information to help alleviate any concerns about incomplete tasks.

If you submit a project and would like to keep up with progress, make comments, etc. we can create a report for you specifically.

Priority	Title	Details	Examples
1	Requests that fit into BIGiOK Marketing Plan	• Requests that fit into the BIGiOK Marketing plan. Deadlines/frequency set by MarComm. • No necessity for follow up deadline communication • Suggestions are not necessary, but accepted, But not committing to utilize. • Marketing Project requests – https://app.smartsheet.com/b/form/4b146a168f7043e9a4318bc09f722235 – Please submit only once. Use comments, teams or email for any correspondence regarding the project. Preferably comments so that the discussion stays with project. • Marketing Project Planner – https://app.smartsheet.com/b/form/81a7df3970bf49e4a57215bf849ce103	Newsletter Legislative Newsletter Policy BIGiOK Social Media scheduling BIGiOK Event marketing MarComm email campaigns (Goal is to move all traffic into GZ for better data mgmt.) Social Media Planning MarCOmm email Automation Drip Campaigns development OKPac Marketing
2	Executive Requests	President & COO	Strategic Plan Projects

			Monday Morning with Denise Video

3	BIGiOK assets/guidelines	• Keeping these available and as needed
		   • Logos
		   • Fonts
		   • Colors
		   • Approved colors
		   • Style Guide	

4	Full Team Projects	• All hands on deck	
5	Large Project Management	• Deadlines set by MarComm • Follow up communication as needed.	• Tech management • Website Management • Other Marketing projects to vendors (all proofs and approvals to MarComm)
6	Professional Personal Development	• Other Training/conferences/certification	

7	Marketing and communication tasks or projects will be approved or declined based on availability.	• Projects requested will be approved or declined. (See example projects to the right)
		   ○ If declined
		      ○ You will have the option to:
		         • Complete project yourself.
		         • Or have the project completed by an outside preferred vendor
		            ▪ The preferred vendor list is designed to foster relationships, not to limit options. Feel free to suggest additions to the list to help expand it based on vendor specialties.
			EXAMPLE PROJECTS
			• Videography
			• AgencyWISE
			• Photography
			• Live AV Management
			• Podcast Production
			• Program production requests
			• Nametags not associated with a marketing plan
			• Program specific non-marketing items

		• All projects related to BIGiOK, its departments, or events must receive approval before being sent to a vendor for production to ensure cohesion with BIGiOK's brand and standards. For projects involving digital assets, the final, finished product must also be submitted for approval prior to publishing. ○ The approval process requires submitting pre-production completed files, followed by final digital files, as attachments through Smartsheet. Submissions must be fully prepared for production or publishing and cannot be in the development stage. • Currently, style resources like logo files and color codes are available on BIGiOK.com/stafftools. We are also planning to create a reference sheet that can be shared with vendors (if they are not on the preferred vendor list) to provide a clear and concise explanation of BIGiOK's brand and standards.	• Program Logos and Assets • Program specific design/print items
			CURRENT PREFERRED VENDOR • Impressions (printing and design) • Graftec Communications, Inc. • Oklahoma Tshirt Co • Tack Designs (screen printing) • Heritage • Sticker Giant • UPrinting.com (https://www.uprinting.com) • MTM • Oklahoma Folding Cartons

			- X–Cel Badge & Engraving (Amanda) - Name Badge Products, LLC.(nametag parts) - Southwestern Printing (Policy Printing, printing and design) - Yukon Trophy - Fireside Video - Jerry Hymer (Photography) - Stellar Photography (stellarokc@gmail.com)

Marketing and communication is responsible for developing and executing a comprehensive strategy to promote a company's brand, products, and services across various channels, *ensuring consistent messaging and a positive public image by overseeing all marketing and communication efforts*, including advertising, public relations, digital media, and content creation, to achieve business objectives and engage target audiences