

MAUCSE Status Report: Proactive Communications

Last revised: September 13, 2017

- On target as scheduled
- Delays or barriers, new target date
- Paused indefinitely

Quick fixes: Zero to three months

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
MAUCSE page on Website: Document the work we're doing/will do to respond to customer expectations.	Customers don't know what we're doing	9-1-17	9-25-17	80%	
Targeted emails to give heads-up about key contract impacts/milestones to specific contract customers so they can plan and prepare for any changes.	Many IT customers aren't being reached by Biweekly Bulletin	9-7-17	10-15-17	20%	
Analyze Biweekly Bulletin subscriber list to make sure it conforms to our current definition of "customer" and is reaching the right people with the most current information.	Some customer audiences are not being reached.	9-6-17	10-15-17	5%	
Explore a tech-centric newsletter or emailed vehicle to reach CIOs, other key techies and IT-specific contracting pros so customers have current ITC processes, policies and business model and know enough about ITC contracts, services and products.	Some customer audiences are not being reached by the Biweekly Bulletin.	9-6-17	10-31-17	5%	
Create tools (fact sheets, one-pagers, etc.) for reaching out to untapped market segments: a) Meet with governing bodies (e.g., State Board for Community Colleges) b) Learn about competing purchasing organizations (cooperatives)	Customers don't know about ITC.	TBD	12-1-17	0%	

Rename/restructure Bi-weekly Bulletin: Create a new name for the bulletin to better reflect its audience base and subject matter (IT contract updates so customers have current ITP processes, policies and business model and know enough about ITP contracts, services and products.)	Some customer audiences are not being reached by the current structure of the Biweekly Bulletin.	9-18-17	10-31-17	5%	Enlist help and input from entire Contracts and Procurement team
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Intermediate solutions: Three to six months

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
Interactive workload report/portal pages/PCMS remarks. Research: Post team workload report showing annual view to ITC landing page and update monthly. Communicate through the Biweekly Bulletin to link back to ITP landing page. Capture: milestones/deadlines/status so customers can see up-to-date contract info at a glance.	Customers can't plan/budget when they don't know contract status.	TBD	3-1-18	0%	Collaboration with John Honnold/Connie Dove and Analytics team
"Next action" calendar: Updatable on Website and in IT-centric newsletter.	Customers can't plan/budget when they don't know contract status.	TBD	12-15-17	0%	How and by whom do we keep this active and updated?

Long-term maintenance: Six months to two years

Solution	Customer reality	Start date	Target end date	Progress	Status, issues, dependencies
		TBD		0%	
		TBD		0%	