

Project Axis Change Communications Dashboard

Channel and Content	Total Potential Audience	Development Status	Past Date	Development Status																
				Dec. 1	Dec. 6	Dec. 9	Dec. 13	Dec. 16	Dec. 20	Jan. 7	Jan. 10	Jan. 14	Jan. 17	Jan. 18	Jan. 19	Jan. 20	Jan. 28	Jan. 31	Feb. 2	Feb. 3
E-MAIL BLASTS																				
E-mail to Leaders		Completed																		
E-mail to Support Partners		Completed																		
E-mail to Enterprise	10,000+	In Revisions																		
Portal Launch Bulletin (Staff)	10,000+	In Dev.																		
E-mail to non-CC Staff	?	Completed																		
DIGITAL																				
The CC Commons		In Revisions																		
Existing Portal		In Revisions																		
WEBINARS/DEMOS/ TRAINING																				
Project Axis Quarterly Update	10,000+	TBD																		
Initial Webinar/Demo	10,000+	Completed	Spring 2010																	
New Portal Overview Webinar	10,000+	Completed																		
Discoverer Training	TBD	Completed																		
Targeted Announcement Training	100	Completed																		
Discoverer Training	TBD	Completed																		
Discoverer Training	TBD	Completed																		
NEWSLETTERS (PRINT/ELECTONIC)																				
DEM This Week (Weekly publication)	2,000+	Completed	Dec. 2							Jan. 6										
KINECT Newsletter (Monthly publication)	All of KINECT	Completed								Jan. 4										
CC Newspaper (Publishes daily)	All CCN Staff	Completed								Jan. 6										
INTRANET																				
Intranet content updated	10,000+	Completed	Dec. 2							Jan. 6										
Number of requests/hits per week																				
Distinct users over past 30 days (avg.)																				
Distinct users over the past week																				
SURVEY																				
Survey (Surveygizmo)	10,000+																			
ADDITIONAL																				
E-mail Campaign		Completed																		
Portal Launch Bulletins																				
Existing Portal		Completed																		
Flat Screen #1 Displays (CC)		Completed	Summer '10																	
Flat Screen #2 Displays (CC)		Completed																		
Call Center (script)		Completed																		
Ask the Expert Webinar		Completed																		
Poster Campaign		Completed	Summer '10																	
Postcard Campaign		Cancelled																		