

TexasOnline 2.0 Master Agreement

Between

**The State of Texas, acting by and through
the Texas Department of Information Resources**

and

Texas NICUSA, LLC

Exhibit J Marketing

July 31, 2009

Exhibit J Marketing

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Article I. Introduction

- (a) The purpose of *Exhibit J Marketing* is to comprehensively address agreed-upon Marketing Plans for TexasOnline 2.0.

Article II. Contractual Principles

- (a) *Exhibit J Marketing* addresses the following Marketing principles as further described in *Attachment J-1 Marketing Plan*:

Section 2.01 *Enhanced Marketing and Outreach Efforts*

- (a) The Vendor will provide enhanced marketing and outreach efforts to:
 - (i) Collaborate with Customers to understand their needs and to promote the benefits of e-government initiatives to Citizens;
 - (ii) Market specific services to targeted constituencies;
 - (iii) Deliver compelling incentives to Customers, Businesses, and Citizens to use TexasOnline 2.0;
 - (iv) Build trust through promotion of the benefits, ease of use, security, and privacy that are integral features of TexasOnline 2.0;
 - (v) Create an engaging online experience; and
 - (vi) Establish an ongoing feedback, response, and resolution process.
- (b) The Marketing Plan specifically addresses:
 - (i) Outreach and Marketing Program: Methods and media for communicating functionality of TexasOnline 2.0
 - (ii) Stakeholder Needs: Methodology used to assess stakeholder needs
 - (iii) Rebranding Strategy: Assessment of the existing brand, description of how the rebrand to Texas.gov aligns with the core mission and vision, discussion of obstacles to the rebranding effort, details of specific site functionality and usability recommendations, assessment of other e-government websites and presentation of a mock-up version of rebrand and redesign

- (iv) Marketing New Features: Identification of features and functionality that drive Customers, Businesses and Citizens to TexasOnline 2.0
- (v) Satisfaction and Response Measurement Process: Plan to measure and track Customer, Business, and Citizen satisfaction and issues with TexasOnline 2.0
- (c) The Marketing Plan will not address specific marketing and adoption plans for specific online applications and services. Proposed marketing and adoption plans for specific applications and services will be addressed through the Business Case Process for each such application and service.

Article III. Methodology for Updating Associated Exhibit Attachments and Plans

- (a) Vendor shall update *Attachment J-1 Marketing Plan* annually as part of the Budget Process in accordance with the PPM; the following methodology applies to updates made outside of the annual process.

Section 3.01 Recommendations

- (a) Either DIR or Vendor may submit to the other Party a recommendation for changes or additions to *Attachment J-1 Marketing Plan*. Such recommendation will be in writing and will:
 - i) Specifically identify the portion or portions of *Attachment J-1 Marketing Plan* to be changed
 - ii) Include the specific language to accomplish the proposed change, and
 - iii) Identify the reasons for the proposal and anticipated improvements from the change or repercussions for failure to adopt the change. A copy of the recommendation will be provided to DIR and the Vendor.

Section 3.02 Review and Input

- (a) DIR will determine whether input on the recommendation from any other governance body and/or Customer is appropriate, and will promptly circulate the recommendation to those identified. If DIR does request input from any other governance body and/or Customer, DIR will require any input to be provided in writing and submitted within a specified period of time, not to exceed 60 days from the date of the recommendation.
- (b) DIR and Vendor will each receive a copy of the written input from the other governance bodies and/or Customers, if applicable. The Party making the recommendation may propose adjustments to the recommendation to address any input of the other governance bodies and/or Customers.

Section 3.03 Approval

- (a) If DIR and Vendor agree upon the recommendation, the Parties will execute a revision to *Attachment J-1 Marketing Plan*, as applicable, which will be effective when signed by authorized representatives of both DIR and Vendor and the revised *Attachment J-1 Marketing Plan* will be posted in a location agreed to by Vendor and DIR.

Section 3.04 Appeal

- (a) If the DIR and Vendor cannot agree on a recommendation, the recommendation may be submitted to the Executive Steering Committee for resolution.

Article IV. Documents Referenced in Exhibit J Marketing

Section 4.01 Exhibit J Marketing Attachments

- (a) The following attachments are incorporated as part of *Exhibit J Marketing*:

Table 1: Exhibit J Attachments

Title	Description and Contents
<i>Attachment J-1 Marketing Plan</i>	The Marketing Plan describes how TexasOnline 2.0 may be rebranded, how stakeholder needs will be assessed, what outreach and marketing efforts will be deployed to help meet those needs, and how satisfaction with TexasOnline 2.0 will be measured and improved.

Section 4.02 Exhibit J Associated Plans and Timelines

- (a) The following plans and timelines are associated with *Exhibit J Marketing*:

Table 2: Exhibit J Marketing Associated Plans and Timelines

Title	Initial Draft Due	Final Draft Due	Updates
<i>Attachment J-1 Marketing Plan</i>	Submitted with the Offer.	The final draft of the Marketing Plan is to be submitted to DIR for approval within sixty (60) calendar days after the Effective Date of the Master Agreement.	The Marketing Plan will be updated each year as part of the TexasOnline 2.0 annual budget. A revised Marketing Plan will be submitted with each TexasOnline 2.0 annual budget to DIR by June 1 prior to the State fiscal year.

Section 4.03 Other Referenced Documents in Exhibit J

- (a) No documents are referenced in *Exhibit J Marketing*.