

## WHO ARE WE?

The OIT Communications team's focus is to keep you informed on important OIT news, emerging technologies, updates from leaders, as well as the latest information on projects, trainings, and policies. We're a diverse team of writers, editors, graphic artists, web developers, and communications analysts.

## WHAT IS OUR MISSION?

Our mission is to create a common voice to tell OIT's story in a manner that helps build trust, cohesion, knowledge, and effectiveness among OIT staff. We also aim to help CMS understand the value OIT provides to the agency and how to navigate OIT products and services.

## WHAT AREA OF OIT DO WE WORK IN?

This team covers all area of OIT. If you have a story idea or suggestion, please reach out to April Arnold, Communications Specialist in the Division of Technical Engineering and Architecture in the Enterprise Architecture & Data Group.

## WHO IS OUR INTENDED AUDIENCE?

The Comms Team has two key audiences. The first is you! We provide crucial information to everybody who works at OIT. We also share the OIT story with all of CMS. We inform CMS stakeholders about services OIT provides and the innovative strategies our talented OIT workforce uses to provide these services.

## HOW WAS OUR TEAM FORMED?

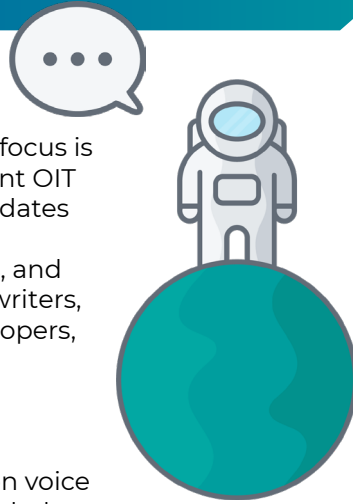
Our team was formed to include our principal competencies: visual communication, written communication, audience analytics, and employee engagement. The team's content creators have deep experience in communications and related fields such as media and product design.

## WHERE CAN I FIND COMMS TEAM CONTENT?

Each week, the Comms Team distributes a bulletin via GovDelivery containing OIT-related articles, one-pagers, videos, and more. You can also find Comms Team content at [Planet OIT](#), a new online hub to find and share OIT-related news and information. Finally, the Comms Teams regularly distributes content via OIT Slack channels.

**WHO SHOULD I CONTACT IF I NEED COMMS SUPPORT?**

**April Arnold**  
Communications Specialist  
[april.arnold@cms.hhs.gov](mailto:april.arnold@cms.hhs.gov)



## HOW DO WE ORGANIZE OUR WORK?

Just as a news organization utilizes "beats" to organize coverage, the team aligns its efforts with the OIT strategic plan through a beat-based approach. All of the comms deliverables produced by the team fall into one or more of the following beat areas:

- **Innovation** - Covers emerging projects and products that are changing the way business is done at CMS.
- **Operation** - Covers "running" projects and products and explains how they are evolving to add more value to CMS and its customers.
- **Transformation** - Covers the emerging vision of change at OIT for key audiences through effective and compelling storylines.
- **Recognition** - Covers how individual OIT staff are adding value to CMS customers through their work and prompt (re)building of cross-organizational connections in the hybrid workplace.
- **Production Hub** - Develops attractive, 508-compliant web pages, graphics, and visuals for OIT content across all beats.

## HOW DO WE SUPPORT OIT'S STRATEGIC PLAN?

- Drive engagement and support a culture of inclusivity.
- Align messaging with business needs.
- Define needs of key audiences through segmentation.
- Provide the right message to the right people at the right time.

## HOW CAN OIT STAFF COLLABORATE WITH THE COMMS TEAM?

Be sure you're signed up to receive our weekly GovDelivery bulletins and bookmark the [Planet OIT](#) site. Share Comms Team content with your colleagues at CMS. Most importantly, let us know if you have an item of interest you would like us to cover.

## HOW DO WE ENSURE 508 COMPLIANCE WITH OUR COMMUNICATIONS?

We have two 508 compliance specialists who remediate our content in accordance with current industry standards. Accessibility is infused into our entire workflow. From the moment we conceive a product, we think about how to make it accessible to everybody. For us, inclusivity is a value, not just a box to check.

