

ODOL LAUNCHES A NEW DIGITAL COMMUNICATIONS STRATEGY TO INCREASE EFFICIENCY, CITIZEN SATISFACTION, AND PUBLIC HEALTH AND SAFETY.

SITUATION

Increased Demand for Fast and Effective Communication

For the Oklahoma Department of Labor (ODOL), keeping its audiences informed of new regulations, safety requirements, and best practices isn't just a priority – it's of vital importance to public health, well-being, and entrepreneurial livelihood. From wage and hour regulations, to asbestos abatement, to fire sprinkler safety, and more, ODOL works to provide the services and education necessary to protect business owners, wage earners, and the public.

"We serve a lot of different audiences," said ODOL Deputy Commissioner, Stacy Bonner, "and those audiences, as well as the information they need, are always changing as new industries come under regulation or there are amendments to rules and statutes."

Which is why keeping businesses, professionals, and the public informed and compliant is no easy task. It requires being able to reach the right people with relevant messages in a timely and convenient manner. ODOL recognized that digital channels could help it grow its reach while responding to the needs of a dynamic landscape with heightened speed and relevance. The Department also identified the importance of changing public perception. Instead of being viewed as a regulatory enforcement agency, ODOL wanted to become a true partner to residents, employees, and businesses in Oklahoma.

SOLUTION

Using Digital Channels to Support Workplace Safety and Equity

At the end of 2014, ODOL expanded its digital strategy through GovDelivery to reach more



ABOUT

The Oklahoma Department of Labor (ODOL) helps ensure fairness, equity, and safety in Oklahoma workplaces by providing professional guidance, education, consultation, and training. Comprising four major divisions and providing hundreds of services to Oklahoma's business owners, contract professionals, and hourly wage employees, ODOL works to form statewide partnerships across its various audiences to keep them safe, compliant, informed and, in turn, prosperous.

of its audiences with the critical information they need most. Using the GovDelivery platform to power its communications, ODOL is able to offer subscribers information on more than 60 topics via email, text message, and social media.

Subscribers are able to connect with ODOL through the convenient channels they prefer, while ODOL can deliver specific information, such as license renewal reminders, legislation changes, or news on industry conferences and events, to segmented audiences. The platform's scalability will enable ODOL to add more topics as its audience multiplies, while the platform's in depth analytics will help ODOL track the success of its communications.



RESULTS

ODOL also added an overlay to its website through GovDelivery, prompting more visitors to sign up for digital newsletters and updates. Meanwhile, the GovDelivery Network cross-promotes ODOL’s content with similar organizations through a single convenient subscription page, allowing ODOL to tap into an audience that is already engaged in public sector communications.

More Efficiency, More Partnerships, More Opportunities Ahead

In its first six months after launching GovDelivery, ODOL’s subscriber base grew more than 10,000, with the GovDelivery Network and overlay together generating 335% more subscribers than through organic subscriptions alone.

What’s more, the GovDelivery platform helped ODOL reach more of its diverse audiences in meaningful ways, providing relevant information when and how subscribers prefer to receive it. From asbestos removal programs, to regulatory workshop invitations, to advisory board committee meeting notifications, ODOL’s messages were able to make an even bigger impact, achieving a 69% engagement rate in the first 90 days of launching their new digital strategy.

This ongoing shift from paper to digital communications has helped ODOL increase efficiency and significantly reduce printing and mailing costs, particularly for license renewal reminders. “Now the reminders are quick and easy for us to send out,” said Kelsey Schwartz, ODOL Administrative Programs Officer, “and our audience is happy with them too.”



METRICS

10K+ SUBSCRIBERS
IN FIRST 6
MONTHS

69% INCREASED
ENGAGEMENT IN
FIRST 90 DAYS

300% MORE SIGN UPS
IN ONE MONTH



REAL-WORLD EXAMPLE

License renewal reminders play a key role in helping professionals remain compliant and equipped with the skills and knowledge necessary to operate machinery, install alarms, or maintain compliance with safety standards and codes. Traditionally, ODOL mailed reminders to its more than 19,000 professional license holders, which cost the department \$30,000 in annual printing and postage fees. In late 2014, ODOL started shifting to email and text message reminders and has already noted a reduction in costs, as well as improvements in reach, efficiency, and citizen satisfaction.

“We want to continue to use GovDelivery to help us educate the public and get them involved in events and programs so we can be a true partner in their success.”

JAMES BUCK
DIRECTOR OF SAFETY STANDARDS AND LICENSING

For ODOL, this is only the beginning of its digital outreach efforts as it plans to add an online portal and even more online services moving forward. Together with GovDelivery, ODOL continues to find new ways to support, engage, and partner with its various audiences.

ABOUT GOVDELIVERY

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery platform and network to inform and engage over 80 million people. GovDelivery is the only digital marketing platform exclusively for public sector organizations, helping them promote usage of services, enhance public awareness, and increase the involvement of citizen communities.