



MAXIMIZING THE BENEFITS OF THE PUBLIC SECTOR CHANNEL SHIFT

2018 GRANICUS NATIONAL SUMMIT

Maryland Department of Natural Resources

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Maryland Department of Natural Resources

- In a sustainable Maryland, we recognize that the health of our society and our economy are dependent on the health of our environment. Therefore, we choose to act both collectively and individually to preserve, protect, restore, and enhance our environment for this and future generations.
- ~1,300 staff over 10 major, diverse units
 - ▣ Boating, fishing, forestry, geological survey, habitat restoration, hunting, land conservation, state parks, water quality and Chesapeake Bay restoration, wildlife management
- Varied stakeholders
 - ▣ Anglers, boaters, campers, commercial watermen, equestrians, hikers, hunters, mountain bikers, off-roaders, scientists

Office Transition: Summer 2015

Challenges

- Silo nature of the department
- Many tools (website, social media, magazine, etc.) but lack of strategic usage
- Fragmented, inconsistent messaging in print and digital
- Various platforms, at cost – us included



Maryland Department of Natural Resources — July 2015

From the desk of...
Secretary Mark J. Belton



Dear Friends,

IN THIS ISSUE

- 2015 EXECUTIVE COUNCIL MEETS IN WASHINGTON DC
- GOV. HOGAN ANNOUNCES TRUST FUND GRANT RECIPIENTS
- CCS EXPANDS STATEWIDE WATER TRAIL NETWORK
- 2015 EXPLORE THE PATUXENT TEEN PADDLE

IN THE ZONE is a service of the Maryland Department of Natural Resources Coastal Service (CCS) that provides tools, and resources to those in Maryland's

Join Our Mailing List

GUNPOWDER CURRENTS: SPECIAL EDITION

THE OFFICIAL NEWSLETTER OF GUNPOWDER FALLS, HART-MILLER ISLAND AND NORTH POINT STATE PARKS, THE TORREY C. BROWN RAIL TRAIL AND NORTH POINT STATE BATTLEFIELD

SPRING 2016



at Academy,
apeake Bay --
off the boat's
reper waters and

In This Issue

What's Inside!

The Torrey C. Brown Rail Trail Inducted into Rails-to-Trails Hall of Fame

Birding North Point's Black Marsh Wildlands

Insect Advocate

What's Inside!

As the days get longer and the trees begin to bud, it's clear that winter has passed and spring is on the way. This issue of the Currents features articles about all the amazing outdoor activities Gunpowder Falls State Park has to offer. Congratulations are in order for the Torrey C. Brown Rail Trail, which was inducted into the Rails-to-Trails Hall of Fame last year; read on to learn about the trail's history and its newest honor. Learn about the phenomenal birding experiences that the Black Marsh Wildlands at



Office Transition: Summer 2015

Goals

- ▣ United brand
- ▣ Grow customer base
- ▣ Reach more people already doing business with us in other areas

Concerns

- ▣ Pushback
- ▣ No spam
- ▣ Privacy: Opt-in vs opt-out

Moving to Granicus: October 2016

- ▣ Think big, start small
 - Eventual goal of all units operating under our umbrella
 - Start with press releases and monthly newsletter
- ▣ Implementation
 - Weekly calls with Granicus team
 - Transfer data, build templates, incorporate sign-up tools, strategize organization
 - Mindful of customer service element

Launch: January 2017

- Monthly newsletter went to 71,406 subscribers
 - ▣ 23% Open rate (15,965)
 - ▣ 4% Click rate (2,905)

Growth in 2017

- Sign-up tools
- Existing customers (licensing and reservation services, online store, employees)
- Granicus network



Launch

- Monthly newsletter went to 71,406 subscribers
 - ▣ 23% Open rate (15,965)
 - ▣ 4% Click rate (2,905)

By January 2018

- Monthly newsletter went to 247,652 subscribers
 - ▣ 26% Open rate (63,347)
 - ▣ 6% Click rate (14,855)

Incorporating Other Units

- ▣ Access
- ▣ Establish hierarchy
- ▣ Facilitate and train staff
- ▣ Implement review process

Current Offerings

- ❑ 351k Subscribers
- ❑ 470k Subscriptions
- ❑ 37 Public topics



Metrics

Since January 2017...

- ▣ 654 Bulletins
- ▣ 27% Open Rate
 - Highs of 40-50%
- ▣ 48.7% Engagement rate increased to 58.4% over past 12 months

Diversified Uses

- ▣ Daily updates (trout stocking)
- ▣ Monthly events (individual parks)
- ▣ Closure alerts (capacity, construction, weather)
- ▣ Conference management (Water Monitoring Council)
- ▣ Signature events (Maple Syrup Festival)
- ▣ Calls for public input (regulations, meetings)

Digitizing Services

- ▣ Transformed print-only quarterly magazine to digital package; completely organic growth
 - Jan. 17, 2017: 2,400 recipients, 41% open rate, 10% click rate
 - **Current: 4,560**
- ▣ Fall foliage distribution
 - Sept. 13, 2017: 2,029 recipients, 50% open rate, 22% click rate
 - **Current: 4,262**
- ▣ Already popular weekly fishing report
 - July 12, 2017: 22,566 recipients, 27% open rate, 8% click rate
 - March 14, 2018: 52,011 recipients, 24% open rate, 6% click rate

What's Next: ROI

Using success to generate sales

- ▣ Repeat think big, start small
- ▣ Placing products in relevant bulletins
- ▣ Holiday/Cyber Monday sales
- ▣ Tree nursery
- ▣ Renewal notices