



## OVERVIEW

The Maryland DNR knew the importance of email communications, but they didn't have a department-wide style guide or a deep understanding of the content their stakeholders wanted. By centralizing their messaging through the comms department and using the GovDelivery Communications Cloud, they've been able to grow their subscriber list by over 1,300 percent and build better relationships with other state agencies.

## POPULATION

6,016,447

## SOLUTIONS

**GovDelivery  
Communications Cloud**  
(Active since 2014)

## THE MARYLAND DNR BETTER CONNECTS WITH STAKEHOLDERS BY CENTRALIZING ITS APPROACH TO EMAIL

### SITUATION

#### A Decentralized Approach

The Maryland Department of Natural Resources (DNR) has long known that email communications is a great way for the public sector to engage with citizens—many programs within the DNR sent out their own newsletters on topics they thought were relevant to their audience. But this decentralized approach posed something of a problem for the communications team. Each program had its own email vendor and style guide, so the DNR lacked consistent messaging and branding, as well as spending funds unnecessarily on duplicative services. On top of that, the comms team managed a subscriber list of 24,000 with an ever-growing amount of material being sent out, but they were unsure who their audience was or if they were providing them the content they wanted.

### SOLUTION

#### Rethinking the Comms Plan

The Maryland DNR decided to do a top-to-bottom overhaul of communications strategy with the goal of centralizing messaging, developing a single style guide and harmonizing branding.

Critical to the overhaul was the DNR's switch to the GovDelivery Communications Cloud, which changed how they handled newsletters. By using Communications Cloud, all of Maryland DNR's programs could exist under a single communication vendor with each assigned their own level of permissions.

"The biggest benefit of GovDelivery for us is the umbrella structure," says Lauren Mitchell, the DNR's communications specialist. "The three levels of admin has been great for workflow: individual teams can focus on what they need to share with their audience, while we can oversee big-picture consistencies like brand and style."

The organization implemented a website overlay and used the GovDelivery Network to drive new subscriptions. Once signed up, subscribers receive increasingly relevant content as the comms team tweaks topics and email content based on insights.



*"It's changed the culture in the office at the executive level, and really throughout the government."*

*-DNR Communications Director  
Stephen Schatz*

## METRICS

**1.3K+**

PERCENT INCREASE  
IN SUBSCRIBERS

**51%**

ENGAGEMENT RATE  
(OVER 440 BULLETINS  
IN THE LAST 12  
MONTHS)

**1,000's**

DOLLARS SAVED IN  
DUPLICATE EMAIL  
VENDOR COSTS

"We're constantly refining what we're doing," Maryland DNR Director of Communications Stephen Schatz says. "We're now talking to the people who want to engage with us. Now they're 'our' people—they're the people that are doing business with us."

The department points to a surge of interest in its magazine as proof that engaging with stakeholders over email has improved. The quarterly publication is published in print and digital formats and promoted in DNR bulletins. Now readership is up and teams across Maryland's government are reaching out.

"We had to pull teeth a year ago to get anyone in the magazine," Schatz says. "Now they're begging us to feature them."

The newfound success in communication strategy is changing how the department operates, Schatz adds. And that hasn't gone unnoticed.

"It's changed the culture in the office at the executive level, and really throughout the government," he explains. "We've been contacted by a number of state agencies wondering what we're doing and how they can replicate it—it's really paid dividends to have these new connections."

## RESULTS

### A Better-Connected Department of Natural Resources

- The Maryland DNR's number of subscriptions surged by over 1,300 percent from 24,000 before Communications Cloud to 341,000 today.
- The department saved thousands of dollars on duplicative email vendor costs.
- With a large number of engaged stakeholders, the department is exploring ways to increase ROI by using GovDelivery Communications Cloud to drive the sale of licenses, permits and other items.

## ABOUT GRANICUS

Granicus provides technology that empowers government organizations to create better lives for the people they serve. By offering the industry's leading cloud-based solutions for communications, meeting and agenda management, and digital services to over 3,000 public sector organizations, Granicus helps turn government missions into quantifiable realities. Granicus products connect over 150 million people, creating a powerful network to enhance citizen engagement. By optimizing decision-making processes, Granicus strives to help government see better outcomes and a greater impact for the citizens they serve. For more information on Granicus, visit [granicus.com](https://www.granicus.com).