



CATEGORY: General  
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## **HHS UNIVERSITY (HHSU) STANDARD OPERATING PROCEDURE (SOP)**

### **Marketing/Communicating HHS University Online Services**

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#### **I. PURPOSE**

This SOP is designed to establish a clear process for communication with the Department of Health and Human Services University Online (HHSU) regarding all marketing and communications related activity. The HHSU Online marketing and communications team should be properly notified and subsequently prepared for all marketing actions needed to be taken to advertise a specific event. Particular examples of this include an HHS Operating Division or Staff Division (OPDIV/STAFFDIV) announcing an HHSU service and more specifically, an event, e-learning class, etc., that HHSU is currently providing. The fundamental goal is to detail a process that outside entities can utilize prior to announcing an HHSU service or requesting a specific service that we may be able to provide, as well as guidance for internal staff to communicate properly and provide sufficient notice. It is essential that HHSU is well prepared beforehand with all of the necessary information, flyers, pamphlets, announcements, website updates, and other marketing-related communication to address the needs of the customer.

#### **II. BACKGROUND**

In order to function as HHS' corporate university, it is essential that HHSU receive advance notices of specific announcements, whether formal or informal. As reasonably as possible, HHSU communications must be promulgated using a consistent message and one-voice. Moreover, it is equally essential that HHSU be well prepared to support communication campaigns that involve HHSU and to partner with HHS components as they disseminate and/or require the dissemination of HHSU activities, services, information, etc., The mitigation of instances of miscommunication has led to HHS implementing standardized

processes, procedures and protocols to properly plan and execute HHSU related communications.

**III. REQUIREMENTS**

- A. Prior to any formal announcement of an HHSU Online service, the OPDIV/STAFFDIV should provide at least 30 days advanced notice so that all necessary marketing and communication related actions can be taken, and all authorizations received.
- B. Any and all marketing or communication related requests to HHSU made internally to advertise or promote specific events, e-learning classes, etc., should be provided with at least 30 days of notice.
- C. Upon receiving communication from the external or internal point of contact (POC) regarding an impending announcement that they will make or an announcement to be made in-house, HHSU will begin assembling the necessary marketing packet to appropriately advertise to customers of HHS.

**IV. RESPONSIBILITIES**

- A. The external POC from the specific OPDIV/STAFFDIV should notify the HHSU POC regarding all details of the announcement that will be made so the appropriate steps can be taken to prepare all marketing materials and other marketing/advertising actions.
- B. The internal POC should communicate all details of the specific event/e-learning class, etc., so the proper resources can be allocated to the endeavor, all facets of the subject can be covered, and all in-house authorizations are received.
- C. HHSU should maintain the 30 day notice for all marketing/communication related actions; all work should be completed and ready for marketing/advertisement upon the conclusion of the 30 day window.
- D. HHSU should develop and communicate a marketing/communication plan that is visible across the University; all staff handling front desk support and customer support lines should be adequately briefed on the details of the plan so that the appropriate information can be relayed to customers.

As noted below in Section VI. Procedures – *External* Request, the Agency/Operating Division performs Steps 1, 2, and 8. HHSU Online performs Steps 3-7.

As noted below in Section VI. Procedures – *Internal* Request, the HHSU Online Requestor performs Steps 1 and 2. The HHSU Online Marketing Group performs Steps 3-7.

**V. PROCEDURES**

**External Request**

Step	Action	Person/ Organization Responsible	Notes
1	OPDIV/STAFFDIV needs to make an announcement regarding an HHSU Online service.	Agency/Operating Division	

Step	Action	Person/ Organization Responsible	Notes
2	OPDIV/STAFFDIV contacts the HHSU communications mailbox at <a href="mailto:hhsucommunications@hhs.gov">hhsucommunications@hhs.gov</a> within 30 days of advanced notice to apprise of communication requirements and initiate a marketing/communications plan for the impending announcement.	Agency/Operating Division	
3	HHSU notes the details of the announcement that the OPDIV/STAFFDIV wishes to make, and begins to develop the appropriate marketing plan to satisfy the request.	HHSU Online	
4	HHSU allocates the necessary resources in-house to begin to develop the Marketing and Communications Plan for the proper advertisement of the service.	HHSU Online	
5	<p>HHSU course of action for all marketing and communications related requests involve the following criteria to be completed in-house prior to any formal announcement being made by an external source:</p> <ul style="list-style-type: none"> <li>• Appropriate instructions made available online in the LMS to properly direct the customer</li> <li>• A listing of "Recommended Courses" for the customer to utilize as a resource for further learning and advancement</li> <li>• Provide deep links that</li> </ul>	HHSU Online	

Step	Action	Person/ Organization Responsible	Notes
	<p>will allow the customer to navigate directly to the advertise/promoted content</p> <ul style="list-style-type: none"> <li>• Instructions on how to access "Books 24/7"</li> </ul>		
6	<p>HHSU will follow a hierarchical structure so that the Marketing and Communication Plan can flow properly and all aspects of it can be managed and overseen by the respective POC's:</p> <ul style="list-style-type: none"> <li>• Appropriately route project responsibilities to the correct source, i.e. web content to be added/modified will be forwarded to the Web Developer</li> <li>• Web functionality will be forwarded to the Programmer/Software Engineer</li> <li>• Final Project will be approved by Director, Chief Learning Officer</li> </ul>	HHSU Online	
7	<p>Upon finalization of the entire Marketing and Communications Plan for the announcement, the OPDIV/STAFFDIV initiating the request is notified that all of the necessary communication-related elements pre-announcement have been completed.</p>	HHSU Online	
8	<p>Once the OPDIV/STAFFDIV receives the approval from HHSU, they may proceed to make their announcement.</p>	Agency/Operating Division	

**Internal Request**

<b>Step</b>	<b>Action</b>	<b>Person/ Organization Responsible</b>	<b>Notes</b>
1	HHSU POC needs to make an announcement regarding an HHSU service.	HHSU Online - Requestor	
2	HHSU staff member contacts the contacts the HHSU communications mailbox at <a href="mailto:hhsucommunications@hhs.gov">hhsucommunications@hhs.gov</a> within 30 days of advanced notice to apprise of communication requirements and initiate a marketing/communications plan for the impending announcement.	HHSU Online – Requestor	
3	HHSU POC notes the details of the announcement that staff member wishes to make, and begins to develop the appropriate Marketing and Communications Plan to satisfy the request.	HHSU Online – Marketing Group	
4	HHSU allocates the necessary resources in-house to begin to develop the Marketing and Communications Plan for the proper advertisement of the service.	HHSU Online – Marketing Group	
5	HHSU's course of action for all marketing and communications related requests involve the following criteria to be completed in-house prior to any formal announcement being made by an external source: <ul style="list-style-type: none"> <li>• Appropriate instructions made available online in the LMS to properly direct the customer</li> </ul>	HHSU Online – Marketing Group	

Step	Action	Person/ Organization Responsible	Notes
	<ul style="list-style-type: none"> <li>• A listing of “Recommended Courses” for the customer to utilize as a resource for further learning and advancement</li> <li>• Provide deep links that will allow the customer to navigate directly to the advertise/promoted content</li> <li>• Instructions on how to access “Books 24/7”</li> </ul>		
6	<p>HHSU will follow a hierarchical structure so that the Marketing and Communication plan can flow properly and all aspects of it can be managed and overseen by the respective POC’s:</p> <ul style="list-style-type: none"> <li>• Appropriately route project responsibilities to the correct source, i.e. web content to be added/modified will be forwarded to the Web Developer</li> <li>• Web functionality will be forwarded to the Programmer/Software Engineer</li> <li>• Final Project will be approved by Director, Chief Learning Officer</li> </ul>	HHSU Online – Marketing Group	
7	<p>Upon finalization of the entire Marketing and Communications Plan for the announcement, the HHSU staff member initiating the request is notified that all of the necessary communication-</p>	HHSU Online – Marketing Group	

Step	Action	Person/ Organization Responsible	Notes
	related elements pre-announcement have been completed.		
8	Once the HHSU staff member receives the approval from the HHSU communications team, he/she may proceed to make their announcement.	HHSU Online - Requestor	

Questions regarding this SOP should be directed to HHS University.



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