

Deloitte.











**Leading Government Communications
that Drive Impact**

Collaborate for Success

Across all levels of government, agencies must communicate with a diverse array of stakeholders across mobile, web-based, and traditional platforms. We collaborate with agencies to drive innovative mission-critical communications, and improve customer experience and talent engagement every day. Organizations across all 15 Federal Government Cabinet-level departments and numerous states and other governments are navigating wide-ranging and complex environments with Deloitte as their guide to realize a more Digital-Centric approach to communications.

With award-winning people and capabilities, Deloitte's strategic communications work continues to provide our government and higher education clients* with holistic solutions to transform their engagement with mission-critical audiences.

*Deloitte provides communications solutions to all types of federal, state, local, and higher education agencies and institutions, from HHS and DoD, to USPS and USAID. The agencies depicted here are only a sample of our government clients.

-  Department of Health & Human Services
-  Department of Defense
-  Department of Homeland Security
-  United States Postal Service
-  State of Texas
-  Commonwealth of Kentucky
-  City of Boston
-  University of Southern California



Public Relations Society of America Silver Anvil Award (2019)



Bulldog Silver Award (2019)



Hermes Platinum Award (2020)



Telly Bronze Award (2019)



Stevie Gold Award (2019)



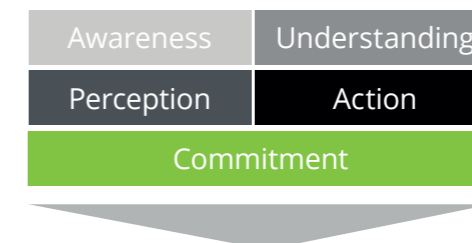
AVA Digital Awards Gold Winner (2020)

Deloitte is on the Advertising & Integrated Marketing Solutions (AIMS) and Mission Oriented Business Integrated Services (MOBIS) contract schedules.

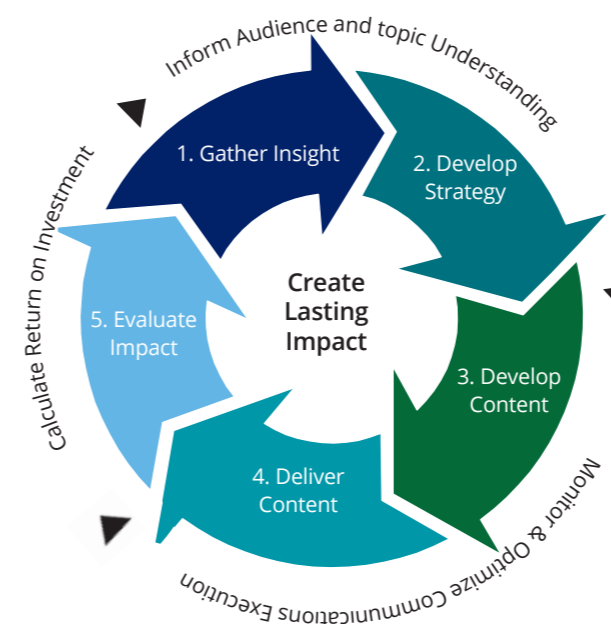
Focus the Lens

Deloitte's strategic communications approach is supported by production-proven capabilities that span all phases of the communications lifecycle, helping government agency leaders design, align, and execute Digital-Centric Communications strategies that enhance mission outcomes.

Stakeholder Goals



Our Communications Framework



- 1 Gather Insight:**
Research and analyze to gather insight into the audience and topic
- 2 Develop Strategy:**
Utilize insights to develop data-driven, adaptable strategies with realistic, measurable objectives
- 3 Develop Content:**
Develop content in accordance with the strategy and messages that are targeted to stakeholders
- 4 Deliver Content:**
Enhance communications delivery through real-time optimization and program management
- 5 Evaluate Impact:**
Evaluate the impact and outcomes of the communications campaign to measure success in achieving the stakeholder's goals

Driven by Diverse Capabilities

Our communications framework focuses the lens on the discrete problems to be solved and transforms them into opportunities to be seized. Deloitte's approach applies leading technology tools to improve internal workforce communications at every step of the process — from strategy and planning to content development, delivery, and analysis.

-  Communications Planning
-  Digital-Centric Communications
-  Stakeholder Engagement
-  Crisis Communications
-  Campaign Management
-  Measurement & Analytics

Frame the Challenge

Federal, state, local, and higher education agencies and institutions are being challenged to deliver information in a way that is integrated, digital, efficient, and informed by data analytics. As the methods and tactics for effective workplace communications and engagement continue to evolve, we help clients evolve to achieve their mission of serving their communities. Three of the primary drivers shaping workforce communications include:

Belonging & Well-being

Human Capital Trend

Organizations that expand their focus on worker well-being, from programs adjacent to work to designing well-being into the work itself, will help their workers not only feel their best but perform at their best. Doing so will strengthen the tie between well-being and organizational outcomes, drive meaningful work, and foster a greater sense of belonging overall. – Deloitte 2020 Global Human Capital Trends

Deloitte Strategic Communications Delivers

Worker well-being is a top priority, but many organizations are missing the opportunity to communicate about well-being in a meaningful way. Deloitte helps clients boost productivity and performance by communicating a focus on well-being that is timely, accurate, and makes work-life balance a reality. A Digital-Centric Communications approach brings two-way communication channels that deepen understanding of employee concerns and increase transparency. Real-time evaluation enables adjustment to feedback, building sustainable trust. Segmented communications provide a customized experience related to an individual's career journey and belonging, while maintaining enterprise look-and-feel across all communication channels

Knowledge Management

Human Capital Trend

The power of people and machines working together offers the greatest opportunity for creating knowledge in human history. To capitalize on this opportunity, organizations need to create a culture that recognizes the value of knowledge sharing and leverages knowledge to maximize human potential at work through both personal and organizational reinvention. – Deloitte 2020 Human Capital Trends: Telecommunications, Media, and Technology

Deloitte Strategic Communications Delivers

Deloitte helps our clients address the imperative of meeting the digital transformation by aligning employee communications with innovative business solutions and priorities. Digital-Centric Communication solutions activate and coordinate mobile, web, email, text, collaboration tools, and social to bring a more connected and individually tailored communications approach. By transforming an organization's communication strategy into an omni-channel approach, clients can focus on connecting employees with the right knowledge to be empowered to do their jobs into the digital future.

Future of Work

Human Capital Trend

New metrics are needed to enable forward-looking insights on trends shaping human capital. The road ahead includes a focus on technology, but more importantly it requires an enhanced focus on foresight, creativity, and how organizations manage the use of data to develop future-oriented, actionable workforce insights. – Deloitte 2020 Global Human Capital Trends

Deloitte Strategic Communications Delivers

Strategic communications enable workers to clearly understand their role in the organization, and as hybrid workplaces become today's reality, an effective communications strategy maximizes reach and message effectiveness for all employees regardless of physical location. Digital-Centric Communications allows employees to remain connected to work regardless of their location. With a data analytics-driven communications approach, clients have access into insights into their employees' priorities and concerns. This supports the development of workforce strategies that allow all employees to achieve their full impact and support mission success.

Meet Our People

Behind Deloitte's demonstrated brand is a team of professionals whose diverse skillsets and years of experience in strategic communications, marketing, and Digital-Centric Communications provide public-sector clients with comprehensive support at every stage of their communications journey.



Chris Hemrick
Community of Practice Co-Chair
Email: chemrick@deloitte.com
Tel: +1 571 882 8974



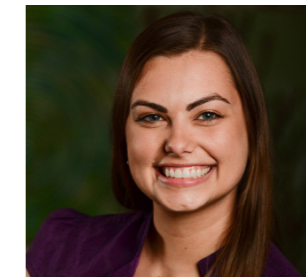
Brian Hawthorne
Community of Practice Co-Chair
Email: bhawthorne@deloitte.com
Tel: +1 703 888 6558



Nicole Kunko
Federal Health
Email: nkunko@deloitte.com
Tel: +1 703 399 6323



Will Arnold
State, Local, & Higher Ed
Email: wiarnold@deloitte.com
Tel: +1 412 338 7960



Cassie Leggiero
State, Local, & Higher Ed
Email: cleggiero@deloitte.com
Tel: +1 717 461 0221



Dan Joelson
Cross Sector
Email: djoelson@deloitte.com
Tel: +1 703 675 6730



Mike Walsh
State, Local, & Higher Ed
Email: micwalsh@deloitte.com
Tel: +1 717 585 2844



Shamia Jenkins
Civil
Email: shjenkins@deloitte.com
Tel: +1 202 577 8302

Deloitte.