



Marketing Update

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Introduction

Quick Intro

Who I am:

- Alexis Morris –
 - Market and Administrative Specialist for ODAV
 - Board Administrator

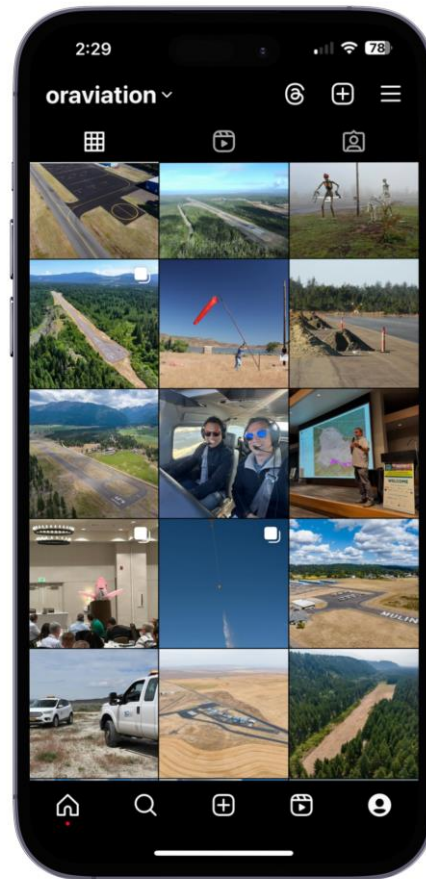
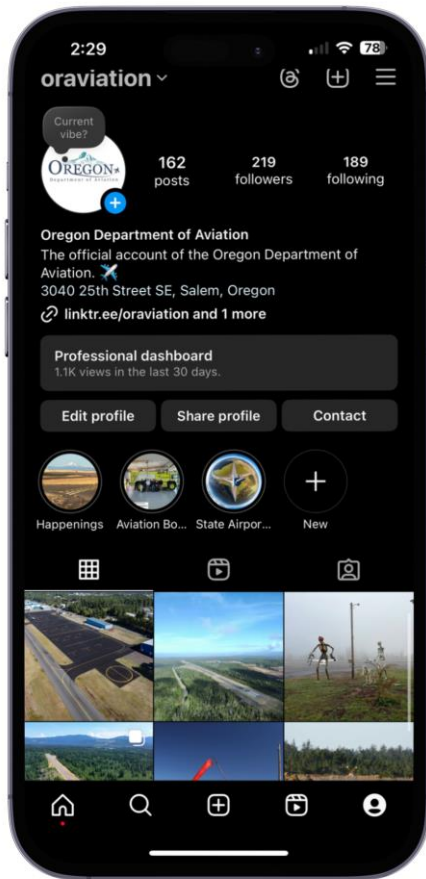
What do I do?

- Website
- Social Media
- Marketing
- Administration:
 - Fuel Tax Reports, assist with Public Records Requests, staff travel arrangements
- Board Administration:
 - Preparation, lodging, reimbursements, meals, arrange meeting locations.



Social Media

What are we doing?



Goal:

Increase brand awareness, engage with and inform the community.

- This is a place to see what the department is up to. Airport construction, pavement improvement, maintenance and much more.
- We have seen an increase in engagement on our social media platforms. The community is interested in seeing the airports and what we are doing at them.
- Send us your photos! We would love to share them.

All Socials are @OrAviation

Website

What are we doing?

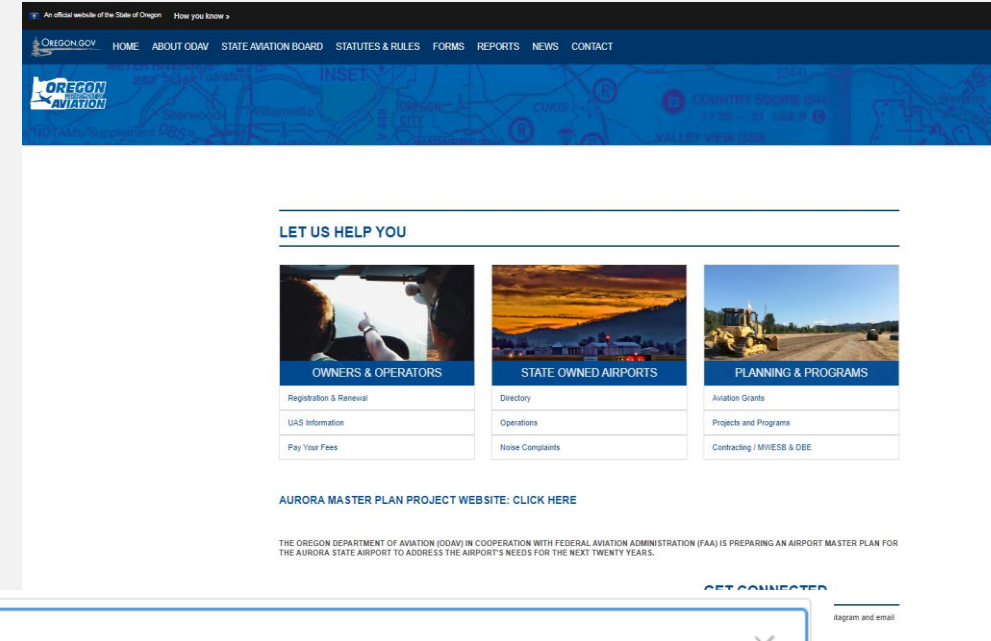
Website Redesign: We have started the process of a full redesign with Tyler Technologies. Launch will be in Q1.

How are we doing that?

- Much of the content that is currently on the website is outdated and hard to find. With the redesign we will be updating and creating a workflow that promotes transparency and ease of use.
- This will help us understand what is missing and where we can improve.

What have I been doing?

- Much of what I have been up to is behind the scenes. Working on removing old content in the backend of the website. Prepping for the new website.
- We would love to hear from you on our website. Let's us know what you would like to see on the website or if there are any issues.



Website Input needed from the Community!

No, you're not seeing things. The ODAV website is being updated! With this update we are hoping to remove, update and improve all aspects of our website. Over time you will see small changes while we are working on our full website redesign!

Help us improve!

Email mail.aviation@odav.oregon.gov with any suggestions for what you would like to see or any issues you have regarding the website!

Posted: September 23, 2024

Updated: November 20, 2024

The Future

What are we doing?

Future: What will we be doing in the future?

- Creating and Implementing a Communications Plan for the department.
- Creating more short form content. Videos and voice overs of ODAV staff talking about their positions and how they are critical to the operation of the department. The purpose of this content is to inform the public on the goings on with the agency and how each position impacts the aviation community.
- Creating customer surveys that give us insight into what the community would like to see from us.
- The strategic plan will lay the groundwork for communications.



Questions?