



# Roles and Responsibilities

## Mission Statement

*To centralize the oversight and guidance of all TxDOT's advertising and marketing initiatives while providing consistency, efficiency and value to the TxDOT image.*

## Key Responsibilities

### The Ad Council:

- Comprises the directors of the following divisions or their successors: Environmental Affairs Division (ENV), the General Services Division (GSD), the Government and Public Affairs Division (GPA), the Texas Turnpike Authority (TTA), the Traffic Operations Division (TRF), the Travel Division (TRV). In addition, two district public information officers chosen by majority vote by the Council will serve as voting members. Others may be added as appropriate.
- Meets monthly to:
  - Review marketing strategies, programs and campaign initiatives and identify potential opportunities for cost-savings
  - Ensure advertisements and campaigns support a strong branding presence statewide, regionally and nationally
  - Review campaign initiatives from DDRO and provide input and recommendations on advertising activities and budget allocations for statewide programs
  - Discuss other issues related to guiding marketing/advertising efforts that support the oversight role of the council
- Develops and establishes standards, protocols and structure for all agency advertising, media and marketing efforts
- Develops an agency-wide plan of action to ensure coordination and centralization of all marketing and advertising efforts
- Is staffed by GPA with direct assistance from GSD. GPA shall serve as the single point of reporting for centralizing campaigns, contract administration with GSD, budgets, expenditures, project management and working with division representatives to coordinate media buys and placements for all marketing initiatives.
- Serves as central repository of all advertising activities and expenditures

- Maintains a master calendar (registry) of advertising activities in order to manage activities and identify opportunities for leveraging media buys and capture data and display marketing plans by:
  - Types of events
  - Media Buys/Media Vendors
  - Target Audiences/Markets
  - Ad Placements and Schedules
  - Media & Press Release Schedules
  - Added-value Opportunities and Approaches
- Manages a solicitation for Strategic Marketing, Advertising and Public Relations services to establish a pre-approved pool of vendors for agency marketing and advertising initiatives.
- Oversees the selection and offers recommendations for use of the pool of advertising vendors for use by DDRO
- Creates and supports the development of the agency's Strategic Marketing, Advertising and Communications Plan
- Broadens the understanding of TxDOT programs with the integration of unified campaign messages to agency stakeholders and target audiences
- Enhances the skills of program administrators and promotes the exchange of marketing-related information and techniques throughout the agency
- Reviews and approves initial marketing concepts for major statewide campaigns and reviews at key milestones
- Assists, as needed, responsible DDRO program managers with determining budget allocations and selection of advertising vendor(s) for major campaigns
- Contracts for independent assessment of best advertising and marketing practices to assist in guiding agency campaigns and establish benchmarks for evaluating efforts
- Contracts for independent survey assessments of marketing results at the conclusion of a campaign through nationally recognized research institutions.
- Reports status of activities to the Administration periodically