Communication and Subscription Improvements

As of June 19, 2019
• Received feedback on current subscription tool and communications
• Plan for 2019:
  – Improve communication templates for consistent messaging
  – Replace subscription tool
  – Update to My Email Lists page on pjm.com
## Communication/Subscription Roadmap for 2019

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**Legend**
- Start Date
- End Date
Communication and Subscription Efforts

Communication
- Template improvements
- Consistent messaging
- Compatible with multiple devices

Subscription
- Updates to My Email List page on pjm.com
Communication and Subscription Pilots

• The communication pilot will send standard communications to a small group of stakeholders to seek feedback on delivery, messaging and accessibility.

• The subscription pilot will request the same group of stakeholders to log onto pjm.com and verify they are able to successfully subscribe and unsubscribe from test lists on the pilot page.

PJM is seeking stakeholder support for the pilot. Interested stakeholders should contact TechChangeForum@pjm.com.
Stakeholder Impacts

- New look and feel to communications
- Updates to the My Email Lists page on pjm.com
- Whitelisting of new email addresses from PJM