Communication and Subscription Improvements

As of September 17, 2019
<table>
<thead>
<tr>
<th>Action Required</th>
<th>Deadline</th>
<th>Who May Be Affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitelist IP address, <strong>13.111.63.217</strong>, to ensure communications from PJM are</td>
<td><strong>September 23</strong></td>
<td>All users subscribed to a PJM communication list (i.e. TechNotify, MC, PC, etc.)</td>
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<td>received in your organization.</td>
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<tr>
<td>Allow communications from <strong>@lists.pjm.com</strong>.</td>
<td><strong>September 23</strong></td>
<td>All users subscribed to a PJM communication list (i.e. TechNotify, MC, PC, etc.)</td>
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• 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

<table>
<thead>
<tr>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</thead>
<tbody>
<tr>
<td><strong>Communication Pilot</strong></td>
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<td>Pilot: July 29</td>
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<td>Feedback due: Aug. 30</td>
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<td><strong>Subscription Pilot</strong></td>
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<td>Pilot: TBD</td>
<td>Feedback due: TBD</td>
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<td><strong>Production Implementation</strong></td>
<td></td>
<td>Go-live:</td>
<td>Sept. 23</td>
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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**.
  - Communication pilot completed successfully.

- 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.
• New look and feel to communications
• Whitelist IP address, \texttt{13.111.63.217}, to ensure communications from PJM are received in your organization
• Users should also “allow” emails from \texttt{@lists.pjm.com}
• Updates to the My Email Lists page on pjm.com
• Removal of PJM Tools from My Email Lists page
  – Users with access to PJM Tools will automatically be added to communication list for tool
  – Users without access should subscribe to TechNotify