Communication and Subscription Improvements

Monica Burkett
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<table>
<thead>
<tr>
<th>Action Required</th>
<th>Deadline</th>
<th>Who May Be Affected</th>
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<tbody>
<tr>
<td>Whitelist IP address, 13.111.63.217, to ensure communications from PJM are received in your organization.</td>
<td>September 23</td>
<td>All users subscribed to a PJM communication list (i.e. TechNotify, MC, PC, etc.)</td>
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<tr>
<td>Allow communications from “@lists.pjm.com”.</td>
<td>September 23</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>
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<tr>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td><strong>Communication Pilot</strong></td>
<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: Nov. 20</td>
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<td>Feedback due: Dec. 4</td>
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<td><strong>Production Implementation</strong></td>
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<td>Go-live: 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.
Stakeholder Impacts

• New look and feel to communications
• Whitelist IP address, **13.111.63.217**, to ensure communications from PJM are received in your organization
• Users should also “allow” emails from **@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
New Look and Feel