



Website Integration: Recite Me

Marketing and Communications

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MarComm Overview

- Organizational Structure

- **Year 1** – Establish a Foundation for Short and Long-Term Success (Build Momentum)
- **Year 2** – Progress the Denton Brand, Improve Stakeholder Engagement and Serve as a Trusted Source of Information (Reputation Enhancement)
- **Year 3** - Consistent, Strategic, Impactful Marketing and Communications Outputs (Industry Leader)

- FY23-24 Objectives

- Advisors to CMO and departments
- Develop MarComm team
- Build a recognized and reputable brand
- Implement clear processes that benefit all stakeholders
- Design quality control touchpoints to identify efficiencies
- Diversify communications outputs for all of community
- Ambassadors of Denton now and in the future

Technology Investments

- Recite Me | disability and accessibility website integration
- Click Up | project management tool
- Muck Rack | media database and news monitoring
- Sprout Social | social media management
- Rep'd | video messaging and engagement platform
- Zencity | community survey and trust/sentiment measurement
- Subtext | SMS marketing and text messaging



Recite Me

Accessibility Solutions

Digital Inclusivity

Features and capabilities

- Customized text size and font
- Color contrasts
- Reading aids
- Multi-language translation
- Screen readers
- Assistive toolbar

- Website demo

