

Strategic Planning: A Clear Path Toward Transformation

The Colorado Department of Revenue (CO DOR) Division of Motor Vehicles (DMV) provides Colorado residents with identification, driver, and vehicle services at state and county offices. The DMV also licenses and provides oversight of private businesses and government organizations that offer driver and emission testing services.

The DMV's goal is to be a place where employees thrive and customers receive excellent service. To that end, all DMV sections and programs have goals and objectives that support a common vision of the future and help us monitor our progress to include:

- Customer service
- Employee satisfaction
- Public confidence
- Compliance with all laws, guidelines, and responsibilities.



USE CASES

Creative Concepting, Content Design, Poll Development and Administration, Plain Language, Technical Writing, Strategic Planning, Project Management



TECHNOLOGIES

Google Workspace, Google Forms, Microsoft Word, Adobe InDesign



Outlining a clear path forward to transform the DMV

The goal of the DMV Strategic Plan was to outline a clear, positive path forward to successfully transform the DMV into an innovative, customer-focused, business enterprise. This transformation will continue to address the business processes used within the division as well as the information technology systems used to accomplish all business transactions.

The current four-year plan was in development, internally. But with other priorities and commitments vying for attention, this development lost a bit of steam. The DMV sought additional technical writing and document layout support to ensure the plan was completed successfully.

Contentiful's technical writing team developed and designed Phase 1 elements of the DMV Strategic Plan, focused on three initial strategic policy initiatives: **Improving the Customer Experience, Influencing Public Safety, and Improving the Employee Experience.**

Architecting and managing from start to finish

Contentiful managed the collaboration, coordination, and communication of the entire project and implemented the following phases to ensure complete content architecture from start to finish.

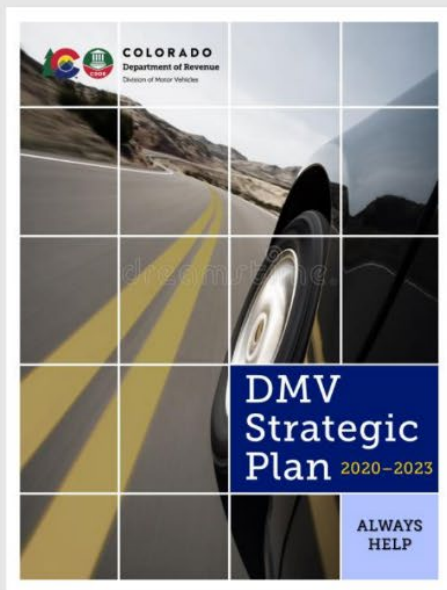
- **Outlining** from the existing 2013–2017 plan, collaborating with DMV to identify and incorporate new sections and topics, finalizing outline with DMV approval.
- **Content Development** procured from the existing plan, filling in the gaps identified in the outline, scheduling and conducting interviews with section/topic SMEs, and creating a clean initial plan to use as the team's working document.
- **Editorial Review** cycle in collaboration with DMV to review and resolve edits and comments from the DMV team and create a clean version of the Plan after each review cycle.



- **Content Design** of mockups for the plan’s format and layout; also formatted the laid out the DMV-branded plan, including graphics.
- **Final Delivery and Closeout** of the DMV Strategic Plan (2020–2023) including delivery to the DMV team.

Contentiful delivered a comprehensive, professionally designed, and branded internal strategic plan addressing the DMV’s three initial strategic policy initiatives. Phase 2 activities were canceled because of COVID-19 and organizational restructuring.

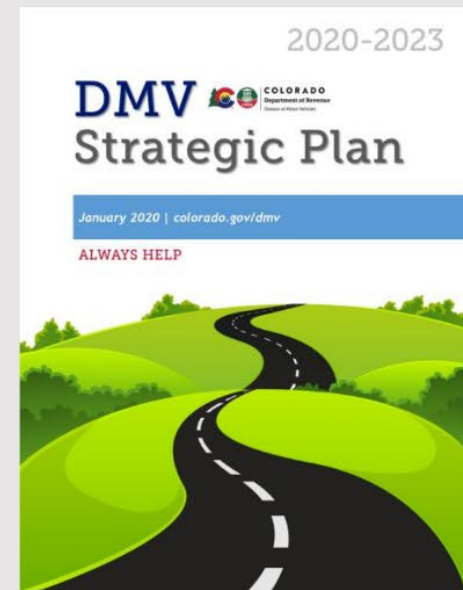
Creative concepting for strategic plan covers



Tic Tac Toe



Origami



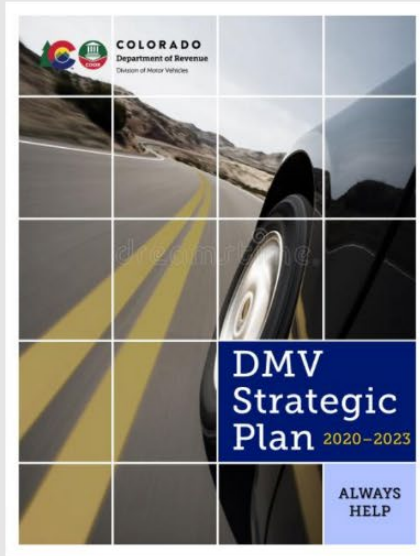
Lego Inspired



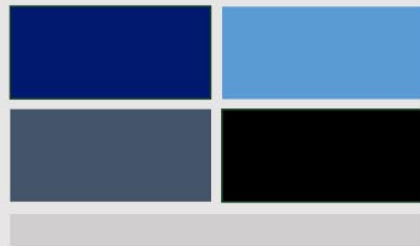
Creative conceiving for strategic plan interior layout



Tic Tac Toe



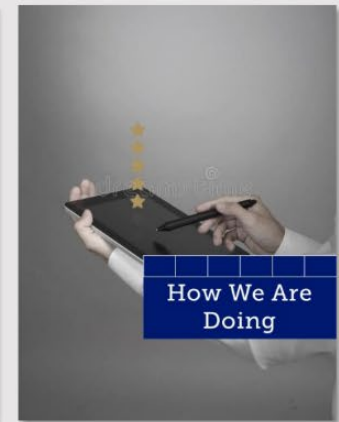
Color Palette



Typography

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Museo Slab 500

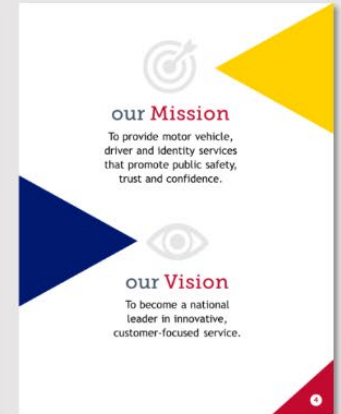
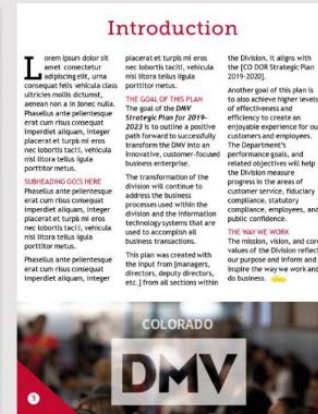
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Trebuchet MS



Creative conceiving for strategic plan interior layout (cont'd)



Origami



Color Palette



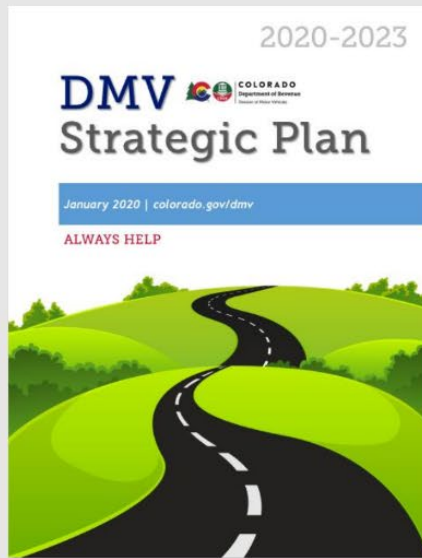
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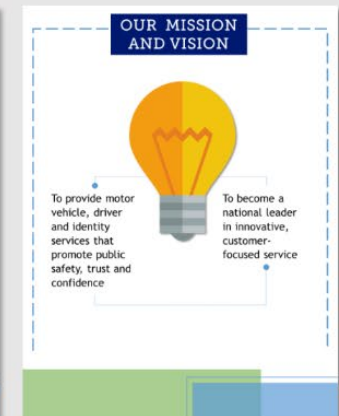
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Trebuchet MS



Creative conceiving for strategic plan interior layout (cont'd)



Lego Inspired



Color Palette



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