



THE INTEGRITY'S DIGEST

FEBRUARY 16, 2023



**TEAM SPOTLIGHT:
CORPORATE COMMUNICATIONS**



CLARENCE CARTER, JR.



SARAH CARTER



STEVE FOX



JIM LYON



VANESSA VALDEZ



LAURA VILLARREAL

CORPORATE COMMUNICATIONS TEAM

Greetings, IntegrITS Family! This month, we are shining a spotlight on The IntegrITS Corporate Communications Team. They not only oversee the planning, creation, and distribution of *The IntegrITS Digest*, but they also work together to keep our Company connected via a diverse set of communication tools and approaches. We asked Sarah Carter, Senior Communications Analyst, to answer a few questions about the Team and their work.



The IntegrITS Corporate Communications Team

Team Members:

- Clarence Carter, Chief Executive Officer [Executive Sponsor]
- Sarah Carter, Senior Communication Analyst
- Steve Fox, Chief Operations Officer
- Jim Lyon, Chief Information Officer
- Vanessa Valdez, Chief Human Resources Officer
- Laura Villarreal, Human Resources Coordinator

Locations:

San Diego, CA (HQ)
Raleigh, NC

How would you describe the work your team does?

For us, corporate communications is a collaborative effort to effectively communicate and connect with the IntegrITS Team and our external stakeholders. Our most recognizable function is the planning, execution, and review of *The IntegrITS Digest*. However, our Team has worked together on projects like the redesign of the IntegrITS website and establishing a unified IntegrITS brand. We are working together to ensure our communication with the IntegrITS Team isn't one-way—we prioritize also hearing from you. As a part of this priority, our Team procured the help of Insperity to facilitate the 2022 IntegrITS Climate Pulse Survey. We also understand that corporate communication does not only lie within our Team. The entire IntegrITS Family is constantly communicating with one another and our customers. This is why another key part of our work involves giving you access to tools that allow you to communicate and collaborate with ease and with a unified “voice” that reflects the IntegrITS brand and mission. We'll share more about that as we discuss initiatives on the horizon in 2023.



The IntegrITS Corporate Communications Team (cont.)

Tell us about an accomplishment that makes your team proud.

At the end of 2021, Mr. Carter called a meeting to discuss his desire to expand our corporate communication. We were coming off of nearly two years where most of the communication was COVID-19 related, and it also felt like 2022 would be an opportunity to establish a “new normal” after the chaos and challenges of a pandemic. Mr. Carter was emphatic that he wanted this “new normal” to open up the lines of communication between all of our IntegrITS locations. He wanted us to take steps toward helping the entire IntegrITS Family feel connected through a shared understanding of the Company Mission, the diverse work being done across the Company, and the resources available to them as IntegrITS Team Members. Our Corporate Communications Team took Mr. Carter’s instructions and developed *The IntegrITS Weekly Digest*. Here we are a little over a year later, and we are proud that we were able to successfully launch the Digest. **In 2022, 48 Digests were planned, written, edited, reviewed, and distributed.**

What is something you wish the whole Company knew about your Team?

We want all of IntegrITS to know that our work is truly a Team effort. Even beyond our immediate Team, in instances like *The IntegrITS Digest*, we rely on the contributions of so many across the Company. Many of you have taken time out of your busy schedules to submit content or to sit through interviews with Sarah. We want all of you to know that we value your input, feedback, and ideas. Please reach out to us if there is a Team or individual achievement you’d like to share, if you come across a helpful tip that the whole Team might benefit from, or if you have any other idea(s) you’d like us to consider including in a newsletter. Just send us an email at news@integrits.com.



The IntegrITS Corporate Communications Team (cont.)

Tell us about any developments on the horizon in your team's area of work.

Our Team is very excited about new developments on the horizon in 2023. While we plan to continue providing *The IntegrITS Digest* on 1st, 3rd, and 5th Thursdays, we have a few other areas that we'd like to expand this year:

- Collaborative Technology –In the fall of last year, we began introducing tools to a small group of HQ Team members as a “soft launch” of resources we hope to provide to the entire Company. These tools will allow us to more easily store, edit, and share documents. They will also help us streamline form submissions, projects, task tracking, approval processes, and much more. We are excited to share more in the coming months.
- Unified “Voice” – We plan to provide more resources to the IntegrITS Team that will help us have a unified “voice” as we communicate both internally and externally. Most significantly, we are working on a suite of templates that the Team can use for presentations, handouts, etc.
- Supporting Recruitment Efforts – As IntegrITS continues to grow, our recruitment of high-quality prospective Team members must also expand. In the coming year, we are working closely with the Human Resources Team to support their recruitment efforts through various marketing tools, including expanding IntegrITS’ digital footprint.
- The Corporate Communications Team will be expanding our digital footprint in 2023 through a more purposeful approach with our corporate LinkedIn page and other social media platforms. We’ll also focus on presenting our unified IntegrITS “voice” within industry, military, and government associations.



Did You Know?

For those of you who are enrolled in the UnitedHealthcare health plan, Insperity recently highlighted AbleTo—a virtual behavioral coaching program available through UnitedHealthcare.

AbleTo virtual behavioral coaching is here to help

Gaining control of worries. Facing tough challenges head-on. Releasing tension. AbleTo is ready to help you move forward with a tailored-to-you 8-week coaching program, including:

- A dedicated mental health coach for 1-on-1 support that's focused on your needs and goals
- Digital activities for practice and progress between sessions
- Confidential, convenient weekly meetings with a coach via phone or video chat—plus in-app messaging between sessions
- 24/7 unlimited access to resources and tools—like breathing exercises and meditations—on your smartphone, tablet or computer



A way to feel less stress at no additional cost

AbleTo virtual behavioral coaching is included in your health plan at \$0 cost-share.



Get started

Visit ableto.com/explore-more or scan the code with your smartphone

United
Healthcare



You can find a brochure that gives a brief overview of the program by [clicking here](#).

Tip of the Week

If you're in the market for a new mattress, we noticed that [Serta](#) and [Beautyrest](#) are featured new discounts on the Insperity MarketPlace. 25% off mattresses and accessories, plus 2X WOWPoints!



COMING SOON

We'll be back with The CEO's Corner on Thursday, March 2.

COMMENTS/QUESTIONS

If you have any comments or questions about this week's newsletter, email us at news@integrits.com.

We have also created a website where we are storing the archives of all our newsletters to date:

<https://integrits.com/digest-archives/>.

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