Good morning, all!

As we start planning out our projects for Q1, and focus more on streamlining our workloads and processes, I want to remind everyone of a few updates and important things to remember as we cruise into next year. Please read these carefully, especially my team. Leadership is really counting on us to ensure that these enhancements are made – let’s make them proud!

1. **Brand Team Projects:**Even though the teams have merged back together, our intent is to maintain the SE and ATLG roles so that the SE team members can focus mainly on the reactive, sales support type of initiatives, and the ATLG individuals up to focus on more proactive, larger initiatives to enhance our brands and lead generation efforts. Please see attached for examples of the types of projects that should remain with the SE Specialists, the ones that should be funneled to Grant and Heather, and the ones that should go to the ATLG designers. If you are unsure about where a project should go, please just ask me! Lindsay and Elizabeth – the more that you can help flag requests that don’t seem to be going to to right place, the more help it will be to us.
2. **Holiday Emails:** Our one specific area that I will be working with the PM’s on today is holiday emails/FB images. Next year, we will most likely pull all Holiday emails and FB status images in January, upload them to Cosmos (2015 indicated Display names), pull all archived FB status images and forget about Holiday emails for the rest of the year. For this year, I will be discussing Thanksgiving emails with Beth today. Holiday emails will be done by Heather.
3. **eBrief Submission**: I don’t know that this is particularly an issue with our team, but we need to ensure that our eBriefs are 100% completed and thorough. This has been an ongoing concern of the PM’s and designers for some time. For both SE and ATLG projects that are submitting into AtTask, you MUST run these by me in a word doc prior to submitting. From the looks of the SE project list, it doesn’t look like a ton of projects are being submitted, so hopefully this is manageable.
4. **Project Organization:**I have communicated this to everyone previously, but it is VITAL that you all have a clear way to organize your individual projects and independently manage your workload. I don’t care what the method is, as long as there is one. To reiterate, all of my team members must bring either a printed task list, or send a link to one prior to every weekly 1:1. I will reschedule if you neglect to bring/send one. This is absolutely vital so that I have a better look into workload and forecasting with the PM’s.

All of these tweaks should be minor updates to the way our team operates, and will make a huge impact on our results and efficiency in 2015. My door is open if anyone would like to discuss any of these in greater details – I’m happy to chat!

Thank you all in advance!