



Communications & Business Services

Alyssa Clemsen-Roberts

Vice President, Communications & Business Services

Communications & Marketing

Month-long campaign aimed to
promote **Power of Change** program

Power of Change Heart to Heart Pledge Drive

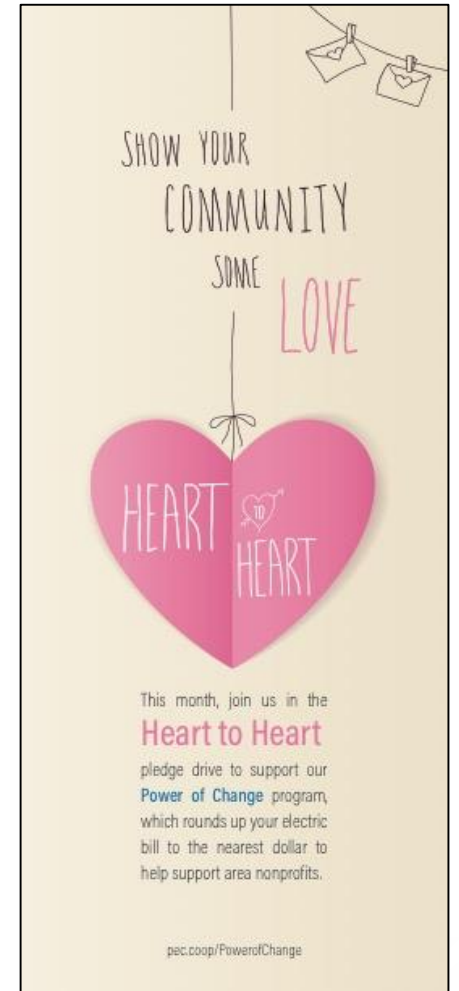
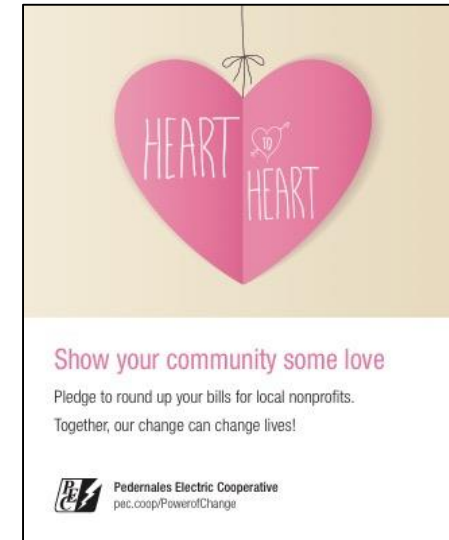
Texas Co-op Power

Bill Insert

Social Media

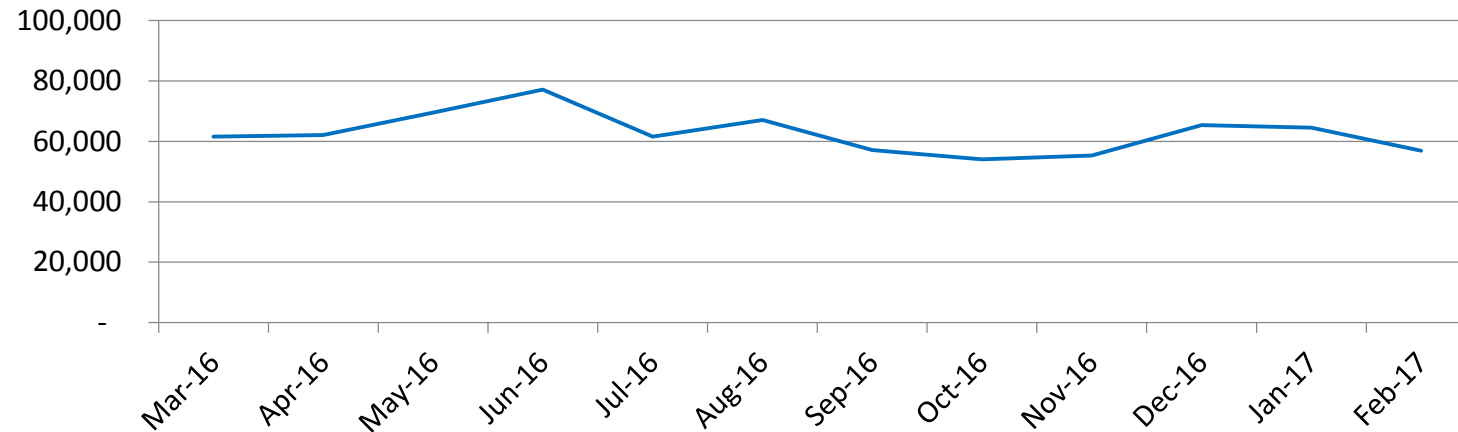
Website

In-office Collateral



Digital Metrics | Website

Unique Visitors



Pageviews

124,415

Most-visited Pages

[Contact Us](#)

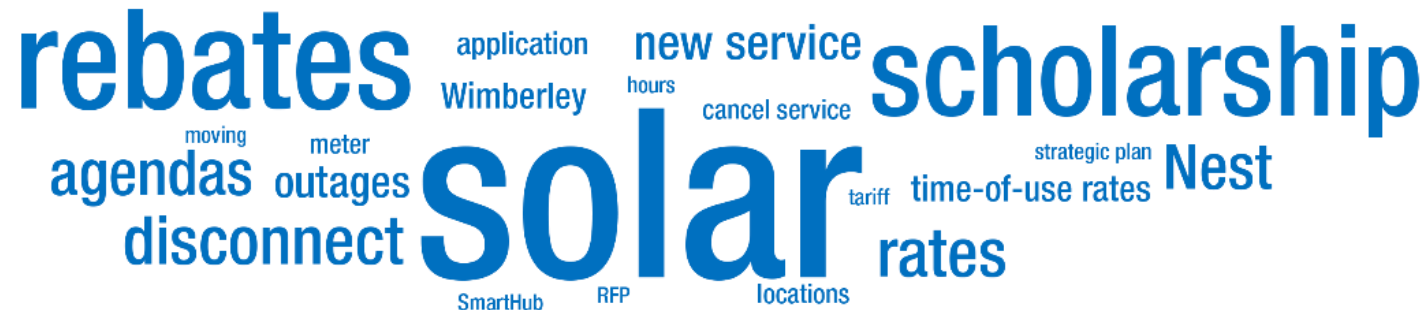
[Power Outage Center](#)

[Residential Members](#)

[“A reminder for heat pump owners” \(blog post\)](#)

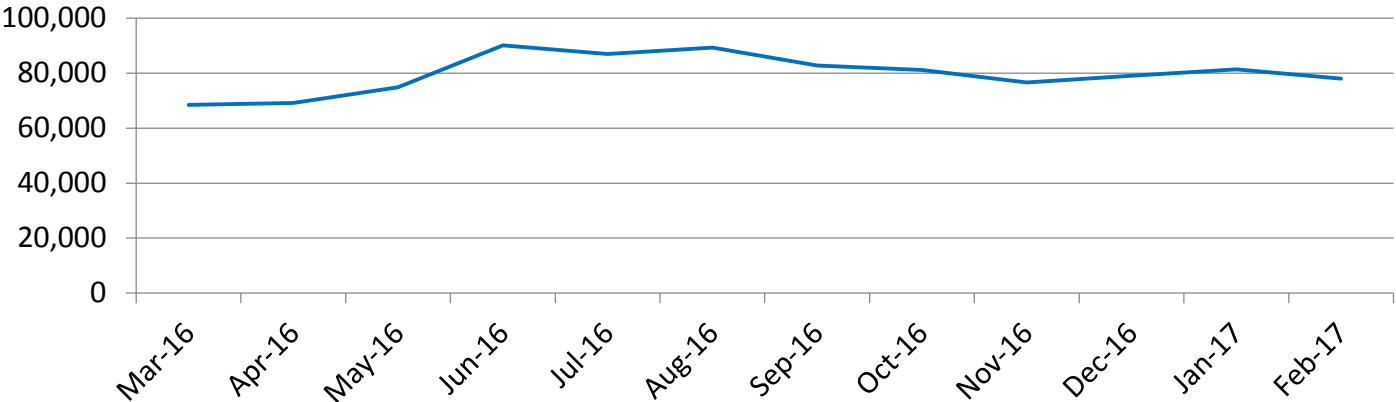
[Connect Service](#)

Most Frequent Searches



Digital Metrics | SmartHub

Unique Visitors



Mobile App Sessions

February



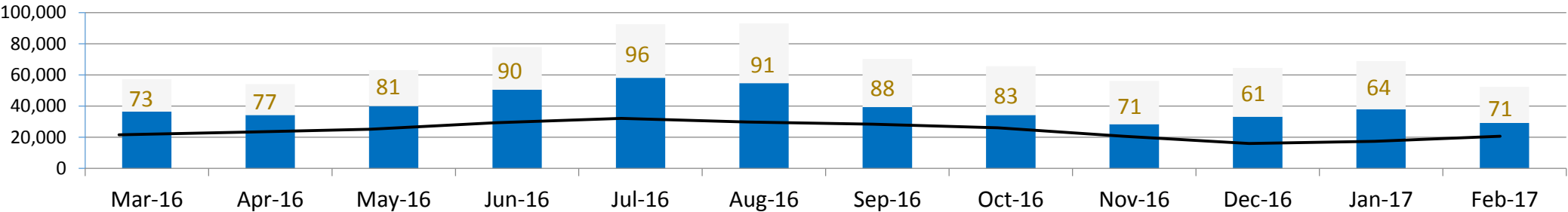
28,209
(-5,786)



8,962
(-1,656)

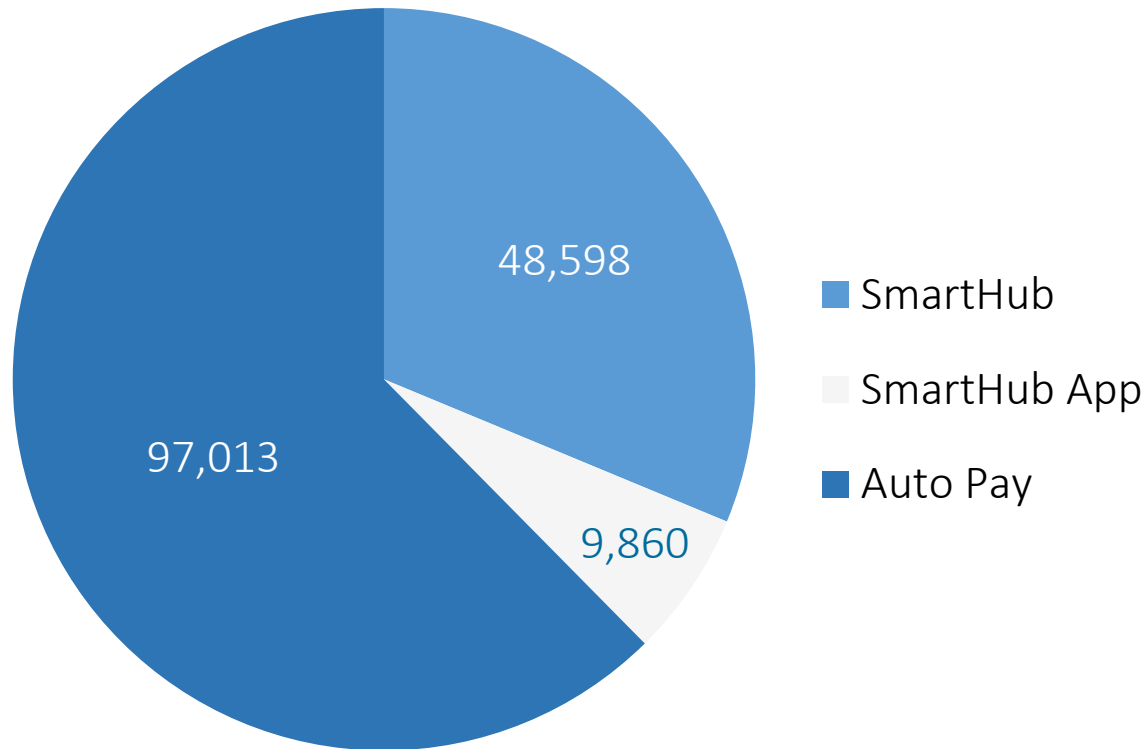
My Usage Sessions

My Usage - App My Usage - Web Avg. High Temp.



Digital Metrics | Payments and Social Media

Payments



February 2017

Social Media



5,734 (+84) Likes



4,344 (+31) Followers



103 (+15) Followers

Connections & Community Engagement

Community Engagement

Strategic Relationships/Interactions (Feb.)

- 20 area Chamber meetings/events
- 5 community partner meetings/presentations
- 10 economic development organization meetings
- 13 youth presentations

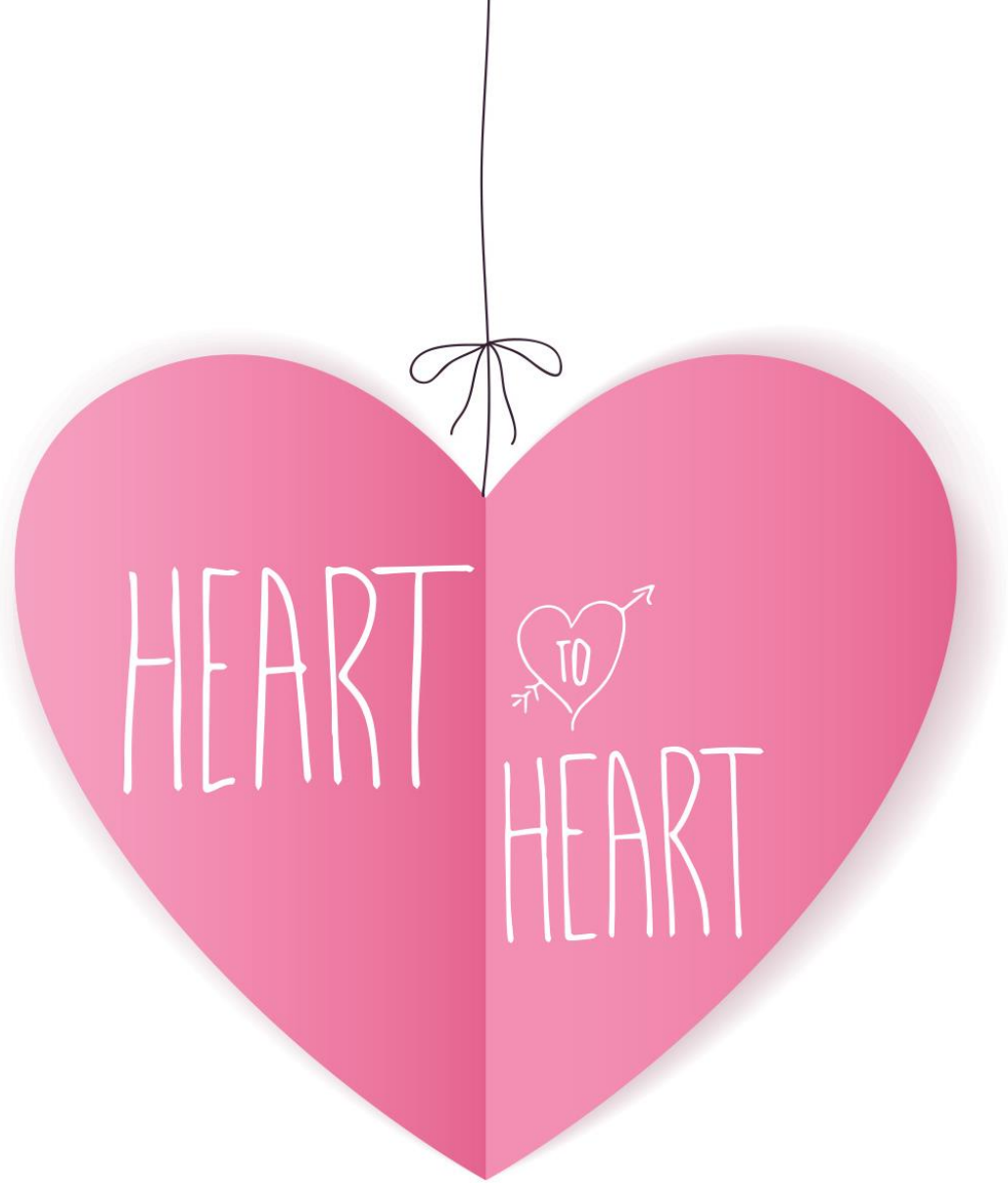
Key Public Outreach – Local Events

Feb. 10: Wimberley Senior Expo

Feb. 23: Hwy 32-Wimberley Open House

Feb. 24: Leander Community Expo





Power of Change

As of March 1, **7,024** members are participating, an increase of **197** over Feb. 1

Heart to Heart Campaign

Feb. 2017 pledge drive supporting
Power of Change program

Member Services Agents enrolling the greatest number members in Feb.

- Criselda Hernandez (Kyle office) - 77
- Dolores Bustillos-Tracy (Oak Hill office) - 45
- Clarissa Ruedas (Kyle office) - 14

PEC Scholarship Opportunities

PEC Scholarship Program

- Application period: Feb. 1 – March 24
- \$100,000 in scholarships will be awarded in April
- Scholarships range from \$2,500 to \$10,000
- May be used to pay expenses at any accredited university, college, junior college, technical school or trade school
- Scholarship recipients must be at the 12th grade level through public, private or home-schooled education, and their parent or legal guardian must be a PEC member

PEC Lineman Rodeo Team Scholarship

- Application period: Feb. 1 – March 24
- The first- and third-place wins by PEC lineman teams at the 2016 Texas Lineman's Rodeo earned us a full-tuition and tools scholarship to the Northwest Lineman College
- \$15,750 value



Save the Date!

Day of Service

- For the third consecutive year, PEC will hold a day of service in conjunction with the LCRA's Steps Forward program
- Three projects will be undertaken March 31 in the Blanco, Johnson City and Woodcreek areas
- Bad weather make-up day is April 7



Key Account Management & Business Growth

February Review

- Meetings with Key Accounts such as CFAN, Leander ISD, Texas Lehigh, UTC Aerospace, Walmart, H-E-B, Huber, Buda Woodworks & Dripping Springs ISD
- Assessments for Small & Large Power Time-of-Use Rate Pilot Participants

March Preview

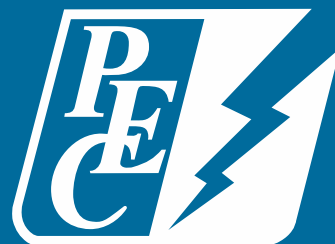
- Salesforce.com Customer Relationship Management (CRM) Implementation
- Updated Key Account List
- Mission Statement
- Time-of-Use Rate Pilot Participant Survey
- Meetings with Time-of-Use Rate Pilot Participants prior to April 1st permanent rate implementation



- Native of Schertz, Texas
- University of Texas at San Antonio
- Guadalupe Valley Electric Cooperative (GVEC) Employee from May of 2005 to January 2017
- Most recent position at GVEC – Commercial & Industrial Representative

Welcome
Dawn Southwell,
Key Account
Manager





pec.coop