



# Virginia Economic Development Partnership

Internal Audit Report – Marketing and Communications Division

April 15, 2021

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## Executive Summary

We have completed an internal audit of the controls over the Marketing & Communications (M&C) Division. Based on our procedures, we identified one recommendation for M&C to implement a consistent method for tracking their marketing projects.

Below is an explanation of the Finding Classifications associated with the finding identified during our audit. See detailed summary of the Findings, Recommendations, and Management’s Responses on page five.

Finding Classifications	Quantity
<b>Critical</b> —Matter is urgent and requires immediate action by the Board of Directors and Executive Management.	0
<b>High</b> —Matter is a high priority that requires Executive Management’s immediate attention and correction.	0
<b>Medium</b> —Matter is a priority that requires Executive Management’s attention and a commitment to correct in a reasonable timeframe.	0
<b>Low</b> —Corrective action is necessary. These items represent infrequent errors or opportunities to improve internal controls or processes.	1
<b>Best Practice</b> —These items represent observations where there may not be an error, but controls or processes could be improved to better align with best practices.	0

### *Audit Rating: Satisfactory*

A “Satisfactory” rating, as defined below, was assigned based on the results of this audit.

<b>Satisfactory</b>	Strong internal controls exist, and they are generally working as intended. No findings rated Critical, High or Medium were noted.
<b>Satisfactory with Exceptions</b>	Audit area does not contain any findings rated Critical or High. However, some Medium rated findings were noted that do require a commitment to correct by Management.
<b>Improvement Required</b>	Audit area contains findings rated High or Medium that, when aggregated, result in an elevated level of risk that require timely attention and correction by management.
<b>Unsatisfactory</b>	Significant internal control weaknesses exist. The overall number / extent of control weaknesses represents unacceptable exposure and risk.

## Overview of M&C

The M&C division at the Virginia Economic Development Partnership (VEDP) is responsible for marketing the Commonwealth for business including promoting VEDP and Virginia brands, holding economic development events and distributing external communications. Part of the external communications are routine social media posts about information relevant to VEDP stakeholders, and the quarterly Virginia Economic Review magazine. This magazine highlights the economic benefits that Virginia offers. M&C also works with the Governor of Virginia's administration to distribute press releases related to economic development in the Commonwealth.

## Objective and Scope

The objective of this audit was to assist VEDP in evaluating processes and controls over the M&C division, and to provide any recommendations for improvement. As part of the audit plan for Fiscal Year 2021, we performed testing of select internal controls over M&C business processes during the period of October 1, 2019 - December 30, 2020. We conducted meetings with management and process owners to understand the current processes and control activities in place. The following functional areas and activities were included within the scope of our testing procedures:

- Policies and Procedures: Policies and Procedures exist for the main M&C processes and are reviewed regularly to ensure they are current.
- Made in Virginia Showcase: M&C maintains an accurate inventory of items located in the Made in Virginia Showcase.
- Marketing Projects: M&C appropriately documents the initiation of marketing projects, the tracking of Marketing projects and reviews to ensure projects meet style and brand guidelines.
- M&C Events: M&C events are documented in Asana and stipends paid for speed networking events are properly approved and invoiced.
- Press Releases: Press releases are reviewed to ensure they meet style and brand guidelines. Press releases are supported by proper documentation and are tracked on the Weekly Press Release Event status form.
- Site Consultant FAM Tours: Site Consultant FAM tours are documented in Asana and the logistics are well planned.
- Social Media: Social Media posts are developed and scheduled in the Social Media Calendar for weekly posts. Posts are reviewed to ensure they meet style and brand guidelines.
- VEDP Magazine: The VEDP Magazine "Virginia Economic Review" is produced quarterly with relevant content and is reviewed to ensure it meets style and brand guidelines.
- Website Analytics: On a monthly basis, VEDP tracks analytics of web traffic to www.vedp.org. This information is used by VEDP management to determine website content.

## Findings, Recommendations, and Management's Responses

LOW RATED FINDINGS				
NUMBER	FINDING	RECOMMENDATION	MANAGEMENT'S RESPONSE	EXPECTED REMEDIATION DATE
L-1	<p>During FY21, M&amp;C was piloting a few processes to track their marketing projects, one of which included a software tool, Asana. Of the 98 marketing projects included in the Asana tracking report, 75 did not have a start date listed, 39 did not have a due date listed, three did not have a division listed, and one did not have an updated status. As a result, there was inconsistency in how M&amp;C was tracking projects and the amount of detail documented across projects varied as they were testing these various methods.</p> <p>However, within Asana each project had a tracking stage, and for the ones indicated as being "In Progress" there was evidence that projects were being monitored throughout the life cycle to ensure timely completion of the project. DHG found no evidence that project deadlines were not being met.</p> <p>It should be noted that M&amp;C has decided to discontinue using Asana as a tool to track marketing projects since it was not deemed effective or efficient.</p>	<p>We recommend that VEDP determine the best processes to track their marketing projects and ensure these are used consistently across the M&amp;C Division.</p>	<p>VEDP concurs with this finding. M&amp;C will periodically assess the best project tracking tool(s) for each M&amp;C function (e.g., announcements, events, marketing collateral) and will ensure each selected tool/platform is utilized in a consistent manner.</p>	<p>June 30, 2021</p>