

# Essentials for Effective Communication

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Government and Strategic  
Communications Division



Texas Department *of* Motor Vehicles

HELPING TEXANS GO. HELPING TEXAS GROW.

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Michelle Barnett

# **The Tax Assessor Collector Hub (TAC Hub)**



## The TAC Hub – Overview

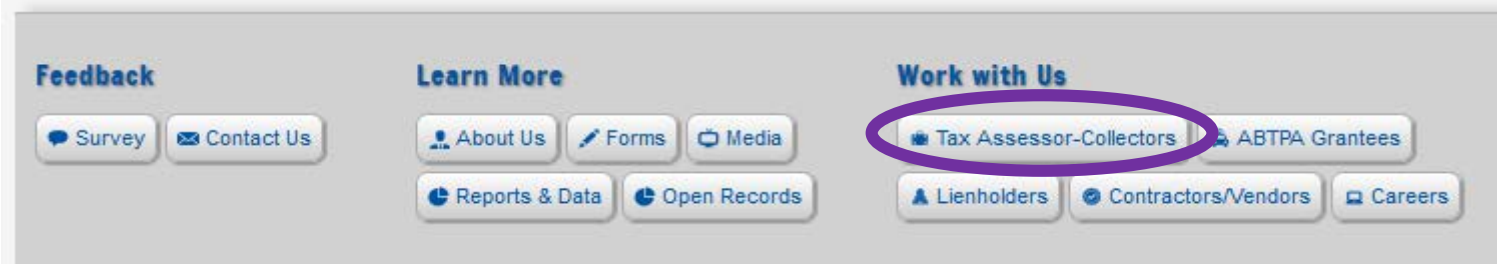
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- How to Access
- Available Information
- Benefits

# Accessing the TAC Hub

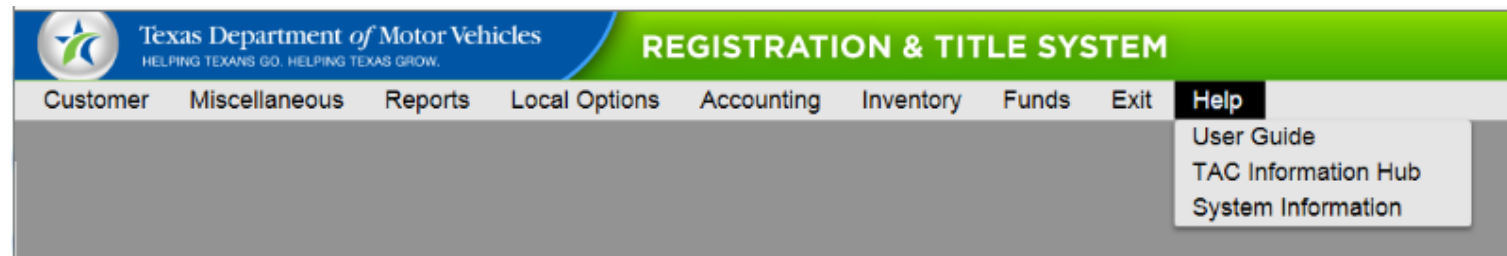
- There are three ways to access the TAC Hub

- [www.txdmv.gov](http://www.txdmv.gov)



- From a RTS workstation

- Help Menu

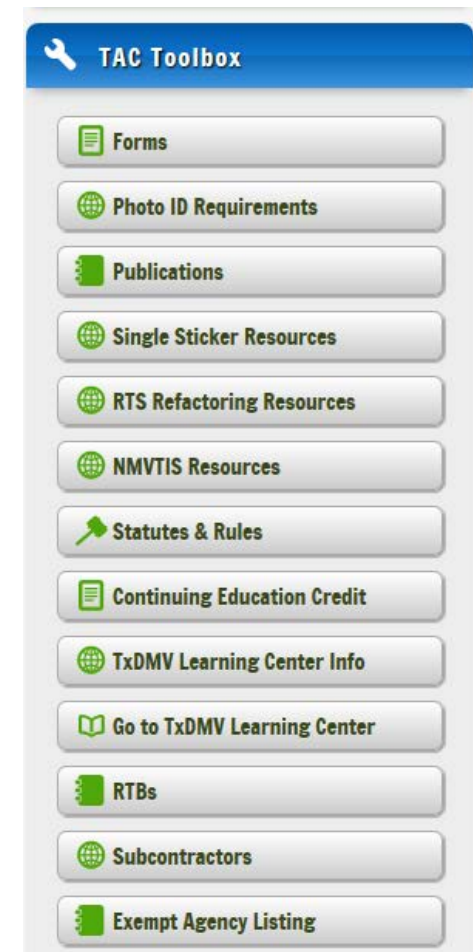


- RTS Desktop Icon 



## Available Information

- ❑ Continuing Education Credits
- ❑ Forms
- ❑ Ongoing Project Updates
- ❑ Previous Webinars/Presentation Materials
- ❑ Reference Documents
- ❑ Registration and Title Bulletins (RTBs)





## TAC Hub Benefits

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- ❑ Central location for important TAC information
- ❑ Information is accessible on demand
- ❑ Provides valuable information for TACs and their support staff

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Adam Shaivitz

**GovDelivery**





# GovDelivery – Why?

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- Digital subscription service implemented in 2014
- Keeps customers and stakeholders informed
- Replaced Listserv distributions
  - TxDMV had to manage lists
  - Lists not centralized
  - Listservs difficult to read
- Used by numerous government agencies in Texas and nationwide

Name: Motor Vehicle Registration Manual Book298.pdf  
Type: application/pdf  
Size: 1940210 bytes  
Desc: Motor Vehicle Registration Manual Book298.pdf  
URL: <<http://extlists.txdmv.gov/pipermail/vtr-tac/attachments/20140213/5f6a4ffa/attachment.pdf>>

From vtr-tac at extlists.txdmv.gov Thu Feb 13 16:57:29 2014  
From: vtr-tac at extlists.txdmv.gov (Electronic Distribution of VTR Information to Texas Counties)  
Date: Thu, 13 Feb 2014 22:57:29 +0000  
Subject: [Vtr-tac] Registration and Title System (RTS) Release 7.4.0  
Message-ID: <mailman.7419.1392332270.4016.vtr-tac@extlists.txdmv.gov>

This listserv was originally sent out on January 13, 2014. However, due to the size of the attachments, some of you may not have received it. Therefore we are resending this information. Please review and distribute as appropriate. We are preparing for the implementation of Registration and Title System (RTS) Release 7.4.0, which is expected in April. We hope the following information will allow you to adjust or update other programs or forms you use that may be affected.

Please note that the upgrade to your software containing the new fields as provided in the attached DTA Data Dictionary is mandatory for all software users immediately upon the release of RTS 7.4.0. DTA transactions processed after the release of RTS 7.4.0 using software that has not been updated to match the attached DTA Data Dictionary may be rejected.

County Tax Assessor-Collectors will be asked to be accommodating of any backlog in DTA transactions submitted to their offices prior to the RTS 7.4.0 release; however, transactions processed after this release not containing the information required of these new fields are subject to be rejected at the county tax assessor-collector office's discretion. Transactions processed through DTA will require the following fields to be entered:

\* Previous Title Information Fields 133, 134, and 135: These fields are required to be entered by the processing dealer or county tax assessor-collector's effective with the release of 7.4.0 (April 2014). This enhancement only affects those transactions with one of the effected Out-of-State Ownership Evidence types. The TxDMV has reached out to several County Tax Assessor-Collector offices, and they have all indicated their flexibility to enter the information required in Fields 133, 134, and 135 for a limited time to allow for processing of any backlog.

\* Owner Identification Fields 136, 137, and 138: These fields are required on all DTA transactions processed through RTS on or after July 1, 2014. These three fields are required of every title transaction; therefore, any DTA transactions that have not been processed by the county tax assessor-collector through RTS or do not contain the information required of Fields 136, 137, and 138 by July 1, 2014, will be rejected back to the dealer for collection of these three required fields.

We strongly encourage all DTA users to upgrade their software as soon as possible to avoid rejections of DTA transactions for missing information.

The RTS 7.4.0 release will include changes relating to the collection of previous title information and owner identification. The following 6 new fields have been added to the DTA Data Dictionary:

1. Previous Title Number: (Field 133)
2. Previous Title Jurisdiction: (Field 134)
3. Previous Title Issue Date: (Field 135)
4. Id No: (Field 136)
5. Id Type: (Field 137)
6. Id State/Country: (Field 138)

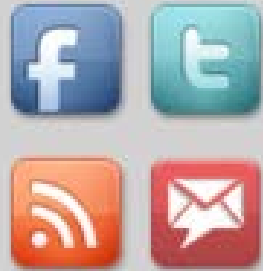
Attached are the revised DTA Data Dictionary and five (5) test transactions. Required testing with TxDMV is currently scheduled to occur February 10 through March 21, 2014.

Please have changes completed no later than March 14, 2014. Once coded changes have been made, please submit the five (5) test transactions for validation. The first four transactions can make use of a Vehicle Identification Number (VIN) of your choosing. The fifth transaction must use the VIN supplied with the test. Please send the transactions to VTR\_DTA-Vendors at [txdmv.gov](mailto:txdmv.gov)<[mailto:VTR\\_DTA-Vendors@txdmv.gov](mailto:VTR_DTA-Vendors@txdmv.gov)>. The transactions will be tested and notification sent back when validation is complete. If you have questions, please contact VTR\_DTA-Vendors at [txdmv.gov](mailto:txdmv.gov)<[mailto:VTR\\_DTA-Vendors@txdmv.gov](mailto:VTR_DTA-Vendors@txdmv.gov)>.

# GovDelivery – How to Subscribe

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Join the Conversation



# GovDelivery – How to Subscribe

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# GovDelivery – How to Subscribe

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- [TxDMV.gov/Subscribe](https://txdmv.gov/Subscribe)
- Add [TxDMV@public.govdelivery.com](mailto:TxDMV@public.govdelivery.com) to your safe list

# GovDelivery – How to Subscribe

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- Tax Assessor-Collectors**
  - Notices 
  - Form Updates 
  - Rules and Regulations 
  - Manual Updates 
  - Subcontractors 

# GovDelivery – Additional Lists

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- “Unlisted” Tax Assessor-Collector List
- Emergency Notifications
  - Weather Delays/Closures
  - Region-specific notifications

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Wendy Cook

# **Social Media**



# Defining Social Media

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- *Social Media* enable users to interact with entities and other users in or near real time
- Most effective when interactions are happening in or near real time

# Why Use Social Media?

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- Timely updates and reminders
- Provide forum for discussion
- Responsive customer relations
- Drive more users to online services
- Reach customers who lack access to traditional media
- Increase recognition among stakeholders

# Social Media Considerations

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- Strategy Development
  - Align your strategy with existing business goals
  - Determine your organization's social media goals and desired outcomes
- Policy Development
  - Where do you draw the line?
  - How do you prevent inadvertent misposts?
  - Who has the authority and ability to post on behalf of your organization?

# TxDMV Social Media

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- Facebook
- Twitter
- Periscope
- YouTube

# Join the Conversation!

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- Follow official accounts
- 'Like' posts
- Mention other users
- Share/Repost/Retweet



# **Social Media Success Stories?**

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Taurie Randermann

# Print Publications

# Print Publications

Over 100 print publications!

Ideas for print materials?

Email us at

[Publications@TxDMV.gov](mailto:Publications@TxDMV.gov)

