

# InCommon®

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## The importance (power) of comms in times of change

Meredith Lovelace & Romy Bolton, Internet2  
TNC25 SIG-MARCOMMS Lightning Talk  
June 2025



# The Big Ones

## InCommon 5 Year Goals/Futures2 – Romy

### Outcomes in 5 Years

- Quadruple the number of colleges and universities using InCommon Federation to 2,000
- Quadruple the number services offered to 24,000
- 10+ Federal Agencies are anchor tenants
- Promote engagement of a community of 10,000 individuals



# Where We Are

June 2025

## Futures2:

- Address our Branding and Messaging to reflect InCommon 5 year goals.

## Current State

- Selected Gravity Global to design a new site
- This is not a design refresh. It is changing in fundamental ways to reflect new messaging.

## Today

- Deep focus on the “ten priority pages”
- Full requirements workshop for each
- Engage staff in the workshops to support the build out of those pages

## PROMOTING DIGITAL COLLABORATION

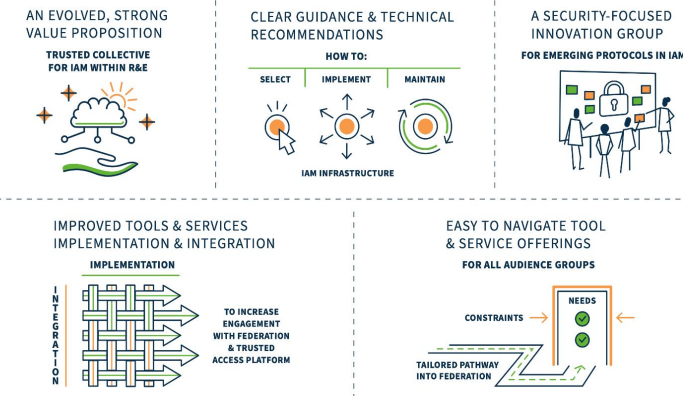
### Executive Summary

Over the next five years, InCommon leads as the collective authority in devising creative, sustainable IAM best practices for research & education.

Through a four-step, repeatable process, InCommon will effectively engage the community to achieve its strategic objectives.



### STRATEGIC OBJECTIVES



### ADDRESSING AN EVOLVING IAM LANDSCAPE



# How do we talk about change?

## Strong Branding, New Website

June 2025 Update – Meredith Lovelace

**Priority Areas of Focus:** New or radically different than today and need full creative treatment. We are focusing on the newly imagined pages/content that speak to our 70% audience of new folks. Our mantra in team calls: 70/30.

- Home page – very dynamic, featured news, new manifesto video
- Organizations – build a jump off page (new application built externally) for people to find what they need
- Identity – focus on the core IAM functions, this is our bread and butter. New took Sketch tool here. IAM 101, FAQs, etc.
- Academy – new immersive onboarding / experiential / media snippets / training
- Compliance and federal agencies (Higher ed and agency partners) and MORE...

# Branding Consistency (the fun & important stuff)

- Templates created (i.e. Case Study, White Paper, Powerpoint, Product One Pager, Playcard, etc.).
- New messaging/content voice and tone in the creation of the top 10 pages for the website and woven throughout the new site.
- Trusted Advisor/Coach
- Manifesto Video





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# Presentation Template: Cover 2

Presentation Subtitle and/or Other Key Information

4/16/25



# One Column + Content\_Light

**Change background to change  
callout color**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus molestie mauris molestie, vestibulum mauris vitae, faucibus augue. Praesent ipsum quam, tincidunt a lacinia vel, gravida sit amet neque. Nunc sed dui gravida, condimentum nisl vel, imperdiet ligula. Morbi odio tellus, molestie ac eros nec, pellentesque dignissim nisl.



# Section/Divider Slide\_Dark

Use Navy, Orange, Green, or Red for Background Color



# Section/Divider Slide\_Dark

Use Navy, Orange, Green, or Red for Background Color

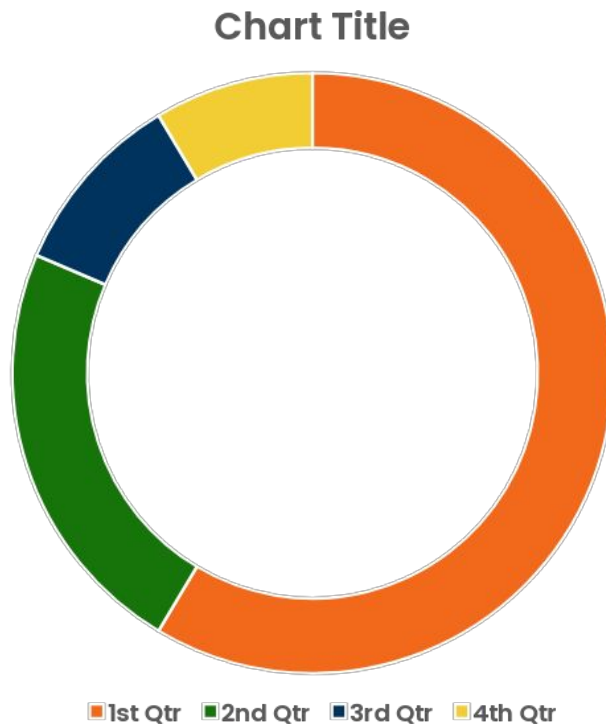
# Two Column Content Slide

## Slide subtitle or callout

You can add a title

And maybe add some body copy. Make it as long as you need, or maybe make a bulleted list:

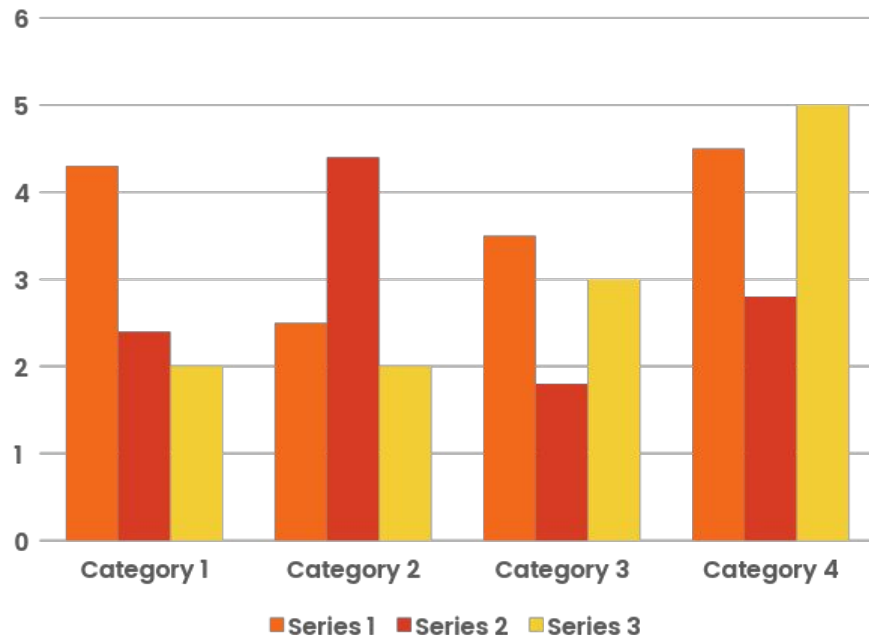
- Bullet one
  - One inside
- Bullet two
- Bullet three



# Two Column Content Slide

## Slide subtitle or callout

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# Section/Divider Slide\_Dark

Use Navy, Orange, Green, or Red for Background Color

# Three Column with Icons

Slide subtitle or callout



## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information



## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information



## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information



# Five Column with Icons

Slide subtitle or callout



## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information



## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information



## Main Topic

- Bullet information
- Bullet information
- Bullet information
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## Main Topic

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## Main Topic

- Bullet information
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# Section/Divider Slide\_Dark

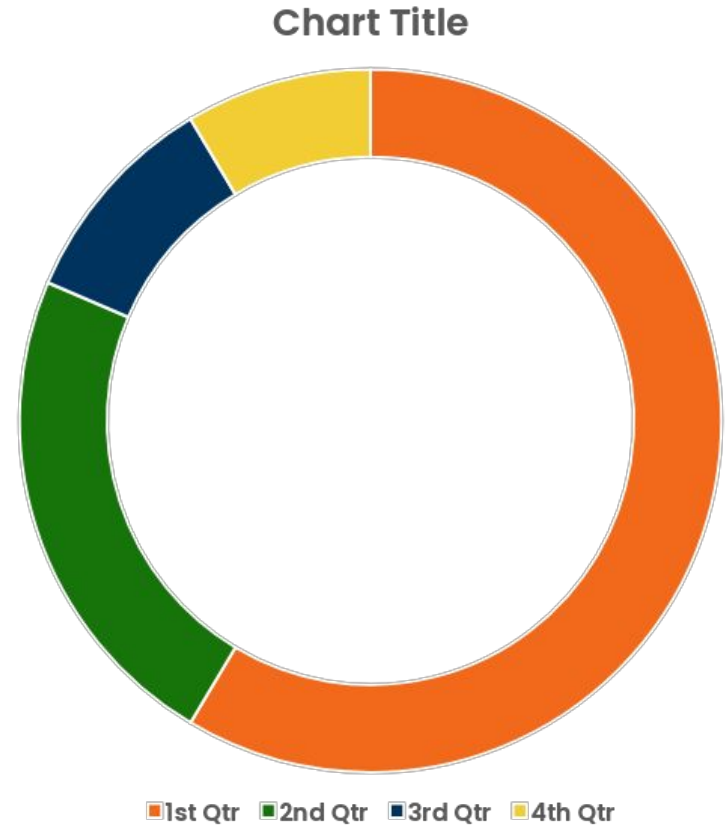
Use Navy, Orange, Green, or Red for Background Color

# One Column + Content

Slide subtitle or callout

## Main Topic

- Bullet information
- Bullet information
- Bullet information
- Bullet information
- Bullet information
- Bullet information
- Bullet information



# Title Slide to the Left

Slide subtitle or callout

## Main Topic

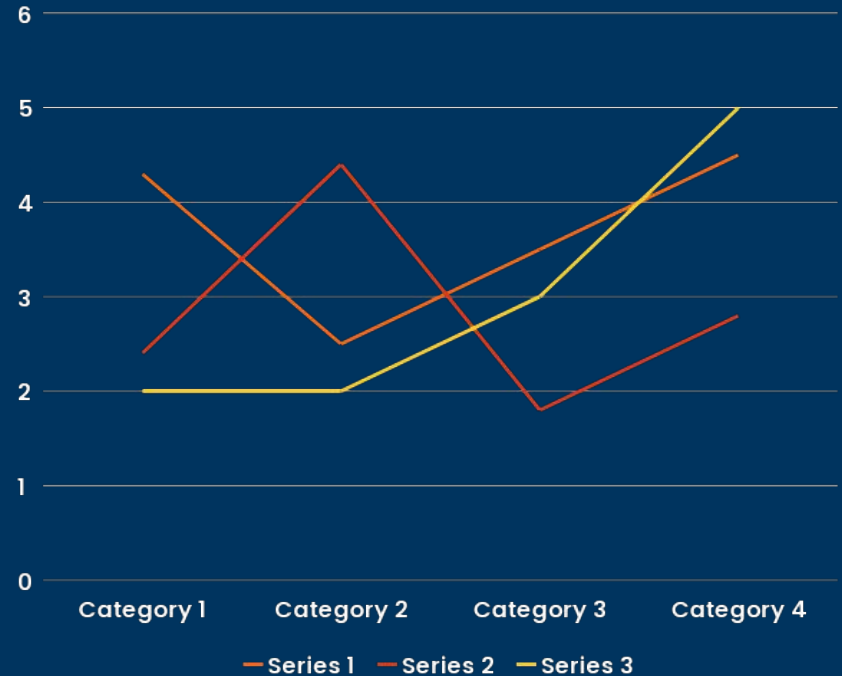
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# One Column + Content\_Dark

**Change background to change callout color**

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# Section/Divider Slide \_ Light

Slide subtitle or additional information

# Content Slide with Callouts

**Slide subtitle or additional information**

## **Title**

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THANK YOU

**Thank you!**

For more information, please reach out to  
**[info@incommon.org](mailto:info@incommon.org)**