



Video Transcript

Transforming HII: Branding and Digital Media at Ingalls

Video Transcript

Kimberly Nastasi

Director of Communications, Ingalls Shipbuilding

Branding and digital media is transformative to Ingalls because it really is about educating our workforce. It's about creating public awareness and it's about ensuring that the messages we have that define who we are, our mission and our purpose are reaching the stakeholders that it needs to.

We're utilizing tools that we use every day in our lives. Whether that be opt-in texting that people can get messages automatically when great things happen, like a contract, or if there's times that they need to be reminded of their benefits or safety when it comes to a storm prep.

We also have an app so people can get news on the go, just like they are. You have the ability right then and there to really learn about the company while they're there surfing and looking at all the great opportunities and the news articles and the benefits that are out there just in the app itself.

So it's education but it's also creating a sense of pride and we want people to be proud to work at Ingalls. In addition to just having that awareness and education, we also believe it helps with recruitment and retention. Our workforce is priority, so we want to make sure that they know all the great things that are going on, not just in Ingalls, but the entire corporation and we believe these tools are transformative for those purposes.