

## **Fundamentals (8.a & 8.b): Communicating Out Communicating Successes/Challenges/Progress and Web Site**

*8.a Provide the public with clear information, building trust in department decision-making and an understanding of how DTSC's work benefits the public and the environment.*

*8.b Make DTSC's web site and social media tools useful and accessible.*

**Goal:** Provide stakeholders and the public with useful and clear information, building trust in department decision-making and an understanding of how DTSC's work benefits the public and the environment.

DTSC's Public Participation Program must update its methods and guidance to take advantage of emerging communications technologies.

DTSC executive and program management in coordination with the Office of Communications must identify opportunities for communicating our beneficial impacts, and play a role in reaching out to the media and stakeholders.

DTSC's web site and social media must become a usable tool for stakeholders to gain quick access to DTSC information.

### **Timeline:**

#### **April – June 2013:**

- Begin producing a weekly "push" of news/success stories to stakeholders. Called the "DTSC News Feed", this weekly synopsis of our key work will be e-mailed directly to those who are most interested in our work.
- Launch a quarterly tracking report which will monitor media interest in the Office of Communications' outreach. The report will include pickups of story ideas we've sent to reporters, hits on Twitter and Facebook, feedback on the news feed, etc.
- Review and evaluate effectiveness of current web coordinator system, and hold meetings with Deputy Directors to discuss results and areas for improvement.
- With web coordinators, further develop and identify old documents and continue to standardize pages according to the GO's standards.
- Develop and distribute list of documents that are potentially outdated or inaccurate, and "orphan" documents/pages.
- Develop and distribute to programs schedule and metrics for revising or removing outdated or inaccurate documents.
- Complete development of a process to update public participation policy and guidance.

- Develop risk communication training.

### **July – September 2013:**

- Make decision on web site platform, if continuing to use Common Spot, complete upgrade plan.
- Develop a training program on media policy and train executive staff and assistant deputy directors.
- Develop a training program on risk communication and conduct one training session for approximately 20 staff members/management who work on site cleanup or permitting projects.
- Develop and train all web coordinators on web site standards for placement of materials on the site.
- Reduce outdated/incorrect materials on web site by 20 percent.
- Public Participation Program will complete first draft of revision of policy and guidance document.

### **October 2013 – March 2014:**

- Develop strategy to upgrade Common Spot if migration is not the selected option for dealing with the web site platform
- Train web coordinators on migration plan, if migration occurs. If not, ensure web coordinators have full knowledge of how upgraded Common Spot works
- Train all key program managers on media policy
- Conduct one additional risk communication training
- Complete public participation policy and guidance