

UNDER REVISION:Place Holder
DRAFT COMMUNICATIONS PROTOCOL
GUIDELINES FOR MANAGERS & STAFF
March 5, 2008

INTRODUCTION

In our efforts to improve communications throughout the Department, especially as we experience numerous and rapid organizational changes, please observe the following guidelines, which are effective immediately:

MEDIA

- ☐ All media enquiries are to be forwarded immediately either via telephone to 558-6250 (Bill's Desk), or 415/850-9816 (Bill's Cell), or via e-mail to the Communications Office (William.strawn@sfgov.org) for any departmental response. Please provide the name, media organization, contact information, date the query was received and a brief description of what the reporter wants. Note that media calls are often highly time-sensitive, making it essential that you convey these details as quickly as possible to the Communications Office.

PROPOSED/IMPLEMENTED OPERATIONAL CHANGES

- ☐ As Division Managers and the Director propose or make changes to any existing DBI procedure, the responsible Division Manager is to draft a description of the change and send it to the Communications Office (William.strawn@sfgov.org) for initial review and editing. Alternatively, call Bill and brief him on the proposed change so that he can draft accurate language, and provide your timeline for review and approval by members of the Executive Team and by Isam, as well as any proposed implementation date.
- ☐ Once language accurately describing the change is approved, and a "pilot" or "Quality Check" test has been completed to ensure the change benefits customers and staff and will, in fact, be implemented, a staff update on this matter will be distributed (including to appropriate union leadership, who also will inform members through the union's communications channels).
- ☐ Bill will work with Patty Herrera to ensure the change is posted by date of implementation in a "What's New"/ "What's Happening"/"New Changes at DBI" area of the DBI web site, as well as to ensure the same information is updated on any other part of the web site where such information may be posted.
- ☐ Division Managers will announce the approved changes, and their implementation dates, at the next scheduled Division Staff Meeting; and the Director also will include the item in his next bi-weekly "All-DBI Updates" distribution, as well as include it as an announcement at the next All-DBI Staff Meeting. The Communications Office also will announce the change and implementation date in an Advisory in the online DBI Press Kit, under "Recent Press Releases."

- ☐ If the change will affect a specific group of DBI customers, for example, our largest or most frequent plumbing or electrical contractors, the Division Manager will work with Bill and MIS to produce an appropriately targeted mailing list. Bill will work with the Division Manager to finalize notification language, and the new or changed procedure will be mailed to the targeted list.
- ☐ A flyer announcing the change also will be produced and placed at all appropriate public counters so that customers also will have yet another opportunity to be fully informed about the approved change.

General Guidelines

- ☐ No communications, letters, memoranda, articles for trade/professional organizations, leaflets, employee newsletter, web site postings, or other documents are to be released to the staff or the public until the Communications Office, responsible Division Managers and the Director, have reviewed and approved submitted drafts. This will enable us to communicate clearly, accurately and in a timely way all important information and changes affecting the staff, and it will improve customer understanding of our process by establishing and using a consistent, clearly defined communications protocol.
- ☐ To ensure effective management of any requests for staff and public distribution, requests must be dated and rated (Urgent/Immediate Attention; Time-sensitive material, with deadlines; and "Evergreen," or not time-sensitive). These will be addressed by date and ranking, unless determined to be expedited per senior management review and recommendation.
- ☐ If any Division Manager has information they believe should be distributed to all staff, please draft the announcement and send it to the Communications Office for review, editing and final distribution, following the Director's approval.
- ☐ All Division Managers are to review immediately existing policies, guidelines, procedures, instructions to customers, etc. -- online and in print -- and revise these documents immediately in the order of priority they deem appropriate so that we can bring them up-to-date for in an orderly and methodical way during the first quarter of 2008. Please forward the revisions/corrections to the Communications Office for review, editing and final approval by the Director prior to any reprinting or public postings.
- ☐ A new, professionally prepared, Directory of Services will be created to direct customers to the locations of these services and to identify the responsible Manager, as well as provide a brief summary description of DBI's professional services. Once completed, this Directory will be posted at the public counter areas in 1660 Mission Street, and at the walls across from all elevators from the Garage Entry through the Sixth Floor.

Language for the **Communications Office** should read: "Responsible for keeping employees and the public fully apprised of the Department's mission and its professional services, as well as for articulating any initiatives under taken to improve the delivery of DBI services through a variety of pro-active and responsive marketing and public outreach programs."



Notices to customers posted on all standing signs on the first, second, third, fourth and sixth floors – identifying clearly the services to be found on those floors, with easy-to-understand directional arrows guiding the customer – are to be standardized in terms of size, font, etc., on DBI letterhead, and produced as professional graphics from the City's Creative Services/Reproduction Department. To ensure the accuracy of such signage, all managers are to send immediately a brief description of their services and locations to the Communications Office for review, editing and finalization.

Areas covered by the above Communications Protocol include:

- Operations, procedures, and process
- Location/relocation of staff services (building, floor, work spaces)
- Hours of operation (field, office, counter, end-of-business day submittals)
- Trainings/Meetings
- Personnel Matters (reassignments, new hires, letters of appreciation, official leave/time-off, retirement, etc.)
- Public Presentations (Brown Bags; Guest Speaker Opportunities; etc.)

If you have any questions, or suggestions, about internal and external communications' procedures, please contact Bill at 415/558-6250, Cell 415/850-9816, or via email, William.strawn@sfgov.org.

Thank you for your attention to these important communications' procedures. Working together, we will clarify and improve staff and public understanding of the department's professional services – and take effective steps forward in strengthening public perceptions about DBI, while building confidence and trust in the quality and expertise of our talented staff.