



Division of Adult Correction

Prevent, Protect, Prepare.

Prison Strategy Communication Workgroup

Goal 1		Objective	Initiative	Performance Measure	Completion	Timeline
1	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	Create an opportunity for employees to hear from leadership through WebEx "virtual town hall" meetings.	<ul style="list-style-type: none"> Track participation and engagement levels at the different time frame and regions. 	In Progress 60%	9/30/2019
2	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Communications Office will work with DPS-IT to set up dedicated Prisons email account to facilitate internal communications.	<ul style="list-style-type: none"> Track feedback from employees and Prisons leadership response 	In Progress 100%	7/30/2019
3	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Communications Office will work with DPS-Prisons on weekly messages from Prisons leadership to facilitate communication plans targeting employee morale, DPS messages and events, change management, among others.	<ul style="list-style-type: none"> Topical weekly messages from Prisons leadership to employees. Printable version available to employees without access to email accounts. 	In Progress 100%	8/9/2019
4	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Communications will implement mass email communication software to improve email messaging efficiency.	<ul style="list-style-type: none"> Compare to industry standard open and click rates – revise to improve. Track access – open and click rates. 	In Progress 100%	1/31/2019

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5	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Communications will implement news service "Discover DPS" - another opportunity to improve messaging efficiency.	<ul style="list-style-type: none"> Track engagement levels through analytics and feedback from facilities 	In Progress 80%	10/1/2019
6	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Communications will work with DPS-HR and DPS-IT to create an Intranet to promote internal communications.	<ul style="list-style-type: none"> Track employee satisfaction, frequency of consistent/accurate information, login numbers and usage time as well as engagement and clicks. 	In Progress 90%	9/30/2019
7	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS IT will implement hardware/software solutions at all 55 correctional facilities that will enable DPS Communications office to push information and messaging to screens located in facilities.	<ul style="list-style-type: none"> Track feedback from facilities 	In Progress 30%	1/6/2020
8	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS IT will provide email accounts to all correctional officers.	<ul style="list-style-type: none"> Track feedback and frequency of use. 	In Progress 40%	6/1/2020
9	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Prisons will actively promote facility leadership interaction with frontline staff.	<ul style="list-style-type: none"> Encourage feedback - test employee engagement Informal tally of positive steps implemented by wardens/asst. superintendents. 	In Progress 60%	10/1/2019

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10	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS Prisons will work with the Communications Office to reinforce training for facility heads, OICs as well as other identified staff – to facilitate internal/external communications.	<ul style="list-style-type: none"> Consistency in the use of OIC bullet points Media relations Training - Number of training courses developed. 	In Progress 100%	7/30/2019
11	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	DPS will implement an Open House/Employee Appreciation Program/events	<ul style="list-style-type: none"> Track employee participation, satisfaction and buy-in from facilities. 	In Progress 100%	7/30/2018
12	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.1 - Improve Communication With Internal Stakeholders	Hiring of an additional Communications Officer to facilitate communication plans targeting employee morale, DPS messages and events, change management, among others.	<ul style="list-style-type: none"> Evaluate participation and response to message/events. 	In Progress 100%	12/1/2018
13	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.2 - Improve Communication With External Stakeholders	Additional Prison communication staffing	<ul style="list-style-type: none"> Track external interaction – response to media requests update of website, etc.. 	In Progress 100%	12/8/2018
14	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.2 - Improve Communication With External Stakeholders	DPS Communications will implement a public records request information management system upgrade.	<ul style="list-style-type: none"> Track number of citizen requests. Track number of requests completed. 	Completed 100%	8/12/2019
15	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.2 - Improve Communication With External Stakeholders	DPS Communications will maintain a website regarding prison reform initiatives.	<ul style="list-style-type: none"> Track interaction – use of analytics. 	Completed 100%	8/31/2018

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16	Goal 5 - Improve Ability to Communicate Information to Stakeholders	Objective 5.2 - Improve Communication With External Stakeholders	DPS will provide regular updates to external stakeholders regarding prison reform initiatives.	<ul style="list-style-type: none"> Track interactions – use of analytics. 	In Progress 100%	3/29/2019