

Office of Legislative Affairs and Communications Overview

Presenter: Lisa Marie Shekell

Presentation to: Board of Human Services

Date: October 19, 2011



Georgia Department of Human Services

Vision, Mission and Core Values

Vision

Stronger Families for a Stronger Georgia.

Mission

Strengthen Georgia by providing Individuals and Families access to services that promote self-sufficiency, independence, and protect Georgia's vulnerable children and adults.

Core Values

- **Provide access to resources that offer support and empower Georgians and their families.**
- **Deliver services professionally and treat all clients with dignity and respect. Manage business operations effectively and efficiently by aligning resources across the agency.**
- **Promote accountability, transparency and quality in all services we deliver and programs we administer.**
- **Develop our employees at all levels of the agency.**

The Program Leads

- Lisa Marie Shekell, Director of Legislative Affairs and Communications
- Ravae Graham, Deputy Director of Legislative Affairs and Communications
- Janice Alexander, Constituent Services Manager
- LeCretia Johnson, Call Center Operations Manager
- Katherine Cadena, LEP-SI Program Manager

The Functions

- The Office of Legislative Affairs and Communications performs the following functions:
 - Call Center Operations
 - Constituent Services
 - Communications, Media & Government Relations
 - Language English Proficiency & Sensory Impairment program (LEP-SI)

Communications, Media & Government Relations

- **Objective**

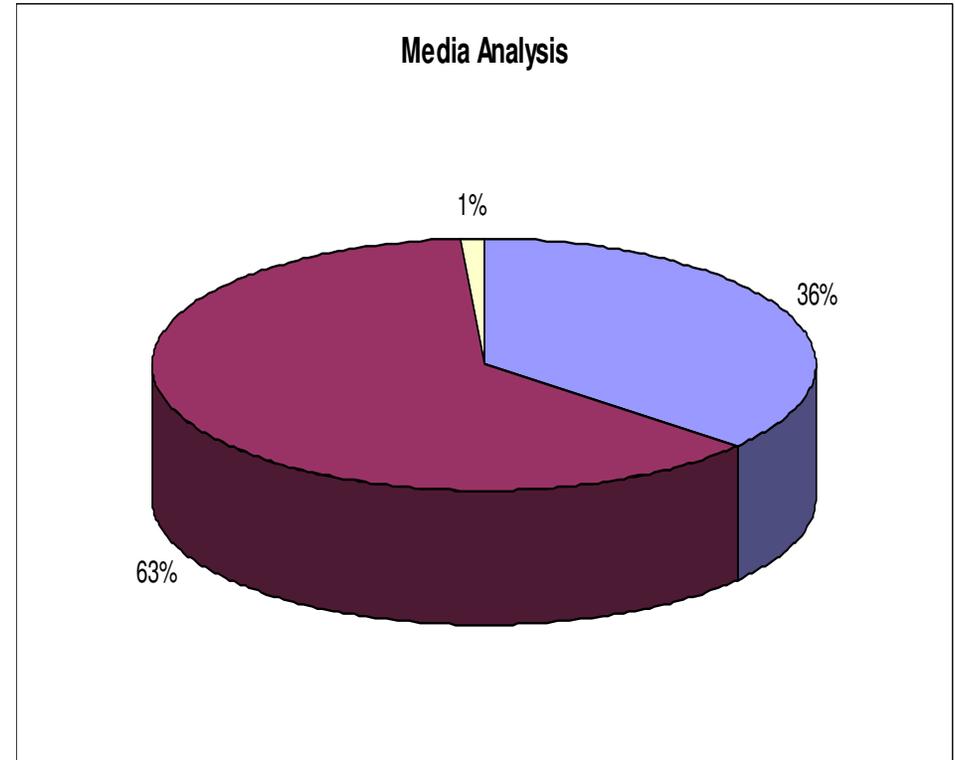
- Support the strategic priorities of the Department of Human Services' divisions and programs through the implementation of public relations and educational campaigns, and support of departmental legislation during the Legislative Session.

- **What We Do**

- Respond to all media requests on behalf of DHS
- Respond to all elected official's inquiries on behalf of DHS
- Respond to all DHS Board Members, state agency, lobbyist and advocate requests on behalf of DHS
- Create talking points and messaging
- Media train subject matter experts
- Create and execute public relations campaigns to educate the public about the Department's services and programs

Overview of Media Inquiries & News Coverage

- Average number of media inquiries/month – 70
- 254 pieces of coverage since May 2011
 - 36% - positive coverage
 - 63% - neutral coverage
 - 1% of negative coverage



Branding

- New DHS Logo Rollout
 - Stationary
 - PPT Template
 - Printed materials
 - Website



Internal Communications



- Intranet Revamp
- Employee e-newsletter

Questions?