

<b>INDIANA DEPARTMENT OF CHILD SERVICES ADMINISTRATIVE POLICIES AND PROCEDURES</b>		
Policy Number: GA-22	Effective Date: March 1, 2022	Version: 1.0
<b>POLICY TITLE: COMMUNICATIONS ENGAGEMENT PROGRAM</b>		
<p><b>OVERVIEW:</b> The Indiana Department of Child Services (DCS) believes an engaged workforce and stakeholder base are an important part of furthering the agency’s mission, vision, and values. Therefore, DCS is implementing the Communications Engagement Program to engage employees and other stakeholders through interactive communications campaigns, which will further DCS’ efforts to build a psychologically safe workplace, improve productivity, reduce turnover, lower absenteeism, increase employee satisfaction, and improve engagement with stakeholders. This policy applies to any internal or external stakeholder invited to participate in DCS Communications campaigns or events.</p>		

**I. DEFINITIONS**

- A. Campaign: Intentional DCS Communications initiatives to engage DCS stakeholders in creative ways outside of their regular interactions with the agency for the purpose of building community.
- B. Stakeholders: Employees, resource families, older youth, provider partners, and others who interact with DCS.

**II. REFERENCES**

N/A

**III. STATEMENTS OF PURPOSE**

- A. The DCS Communications Division will utilize an annual lump sum, the amount of which shall be determined annually by DCS Administrative Services, to fund Communications campaigns that further the DCS Mission, Vision, and Values.
- B. The DCS Communications Division will announce each Communications campaign, its criteria (including the campaign rules), and the deadline to participate in the campaign.
- C. Participants in Communications campaigns may include internal and/or external stakeholders as outlined in the Communications campaign criteria.
- D. The participants will be subject to the following:
  - 1. Communications campaign participants must follow all campaign rules; and
  - 2. The DCS Communications Division may disqualify a participant found in violation of the rules or spirit of the campaign.

**IV. PROCEDURE**

- A. The DCS Communications Division may announce Communications campaign details via all-staff newsletters, email, text message, or other communications.
- B. Communications campaigns may be planned in conjunction with commemorative months celebrated by the agency (e.g., Child Abuse Prevention Month, Social Work Month, and National Adoption Month) or to increase awareness of agency initiatives.
- C. Campaign components may include, but are not limited to:
  - 1. Drawings;

2. Social media contests;
  3. Photo submissions; and/or
  4. Email.
- D. Winners will be announced by the DCS Communications Division within two (2) weeks of the campaign's conclusion.
- E. Prizes for winners will vary for each Communications campaign (prizes will not include cash).

**V. FORMS AND OTHER DOCUMENTS**

N/A

Date: February 8, 2022  
Noelle Russell, Director of Communications  
Department of Child Services