

INDIANA DEPARTMENT OF CHILD SERVICES ADMINISTRATIVE POLICIES AND PROCEDURES		
Policy Number: EA-6	Effective Date: November 1, 2024	Version: 3.0
POLICY TITLE: EXTERNAL PUBLICATIONS		
<p>OVERVIEW: The Indiana Department of Child Services (DCS) recognizes the importance of developing professional publications that accurately reflect its vision, mission, and values, as well as allowing staff to contribute to industry publications that showcase their expertise and accomplishments. All materials intended for external distribution must be developed in a consistent manner to ensure DCS programs, priorities, and employee roles are depicted in a clear, concise, and accurate manner.</p>		

I. DEFINITIONS

- A. External Publications: External publications are materials intended to be distributed to or viewed by clients, the general public, legislators and/or other organizations that summarize or explain DCS programs, services, activities, or processes or represent DCS activities in the context of government initiatives. This includes, but is not limited to, agency annual reports, reports to the legislature, newsletters, brochures, pamphlets, flyers, state plans, press releases, videos, web pages, and articles written for outside professional or industry publications that reference the employee's work or relationship with DCS.
- B. Internal Publications: Internal publications are materials intended to be distributed to and/or viewed only by DCS staff.

II. REFERENCES

- A. [IC 5-14-6: Electronic Transmission of Reports to the General Assembly](#)
- B. [EA-7: Speaking Engagements, Guest Appearances, and Public Presentations](#)

III. STATEMENTS OF PURPOSE

- A. External publications must accurately reflect the mission, vision, and values of DCS.
- B. In accordance with [IC 5-14-6](#), any report required by the legislature is to be sent in electronic form only.
- C. The DCS Director has authority over all publications.
- D. The Director of Communications is responsible for any large-scale external publications (e.g., annual fatality report and annual staffing report).
- E. Any publication that uses the DCS name and/or logo in a manner that indicates DCS is sponsoring/endorsing an event or organization must follow DCS branding guidelines (see [Indiana DCS Branding Guide](#)) and reflect the mission, vision, and values of the agency.

Note: Use of the DCS logo on external publications must be approved by the Director of Communications or designee if being used outside of an already existing contractual relationship or job duty/expectation (e.g., the use of the DCS logo on an agenda).

- F. DCS will develop, in coordination with appropriate partners, all communications pieces that are produced with DCS funds.
- G. Any DCS employee who is approached to write or participate in an article for an external publication that references their work or role with DCS must obtain approval

from their division director, deputy director, and the Director of Communications prior to agreeing to participate.

- H. All articles or presentations submitted for external publication require approval of the Director of Communications or designee before submission for publication.
- I. Presentations or other publications prepared as part of public speaking engagements must receive appropriate approval as outlined in DCS policy [EA-7: Speaking Engagements, Guest Appearances, and Public Presentations](#) prior to being presented. Any documents shared for distribution following presentations should be shared as a Portable Document Format (PDF) file unless prior approval is granted by the Director of Communications.

IV. PROCEDURE

The Director of Communications will:

- A. Coordinate the development of all large-scale external publications;
- B. Collaborate with local offices on the development of publications that contain community-specific information if local management needs assistance;
- C. Obtain the required approvals from appropriate leadership for staff participation in external publications;
- D. Ensure the appropriate approval is obtained on publications prior to their release; and
- E. Ensure all DCS staff receive copies of external publications as appropriate.

V. FORMS AND TOOLS

[Indiana DCS Branding Guide](#)

DATE: October 10, 2024

Jennifer O'Malley, Director of Communications

Department of Child Services