

**INDIANA DEPARTMENT OF CHILD SERVICES
ADMINISTRATIVE POLICIES AND PROCEDURES**

Policy Number: EA-6

Effective Date: July 1, 2005

Version: 1.0

POLICY TITLE: EXTERNAL PUBLICATIONS

OVERVIEW: DCS recognizes the importance of developing professional publications that accurately reflect its vision, mission and values. All materials intended for external distribution must be developed in a consistent manner to ensure the delivery of a clear, concise and accurate message. As such, all external publications will be developed by DCS Central Office in collaboration with the appropriate local or program work units.

I. DEFINITIONS

- A. External Publications: Materials intended to be distributed to or viewed by clients, the general public, legislators and/or other organizations, which summarize or explain DCS programs, services, activities or processes. This includes, but is not limited to agency annual reports, reports to the Legislature, newsletters, brochures, pamphlets, flyers, state plans, press releases, videos, and web pages.
- B. Internal Publications: Materials that will be distributed to and/or viewed only by DCS staff.

II. REFERENCES

[IC 5-14-6: Electronic Transmission of Reports to the General Assembly](#)

III. STATEMENTS OF PURPOSE

- A. All External Publications must accurately reflect the vision, mission 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 external publications.
- D. The Communications Director is the point person for all external publications. This includes external publications developed for all DCS divisions, programs and local offices. As such, he/she must coordinate the development of all external publications.
- E. All external publications containing statistical data must be reviewed by a DCS data coordinator. This will be coordinated through the Communications Director.
- F. DCS must review and approve all publications that use the DCS name and/or logo in a manner that indicates DCS is sponsoring/endorsing an event or organization.
- G. DCS will develop, in coordination with appropriate partners, all communications pieces that are produced with DCS funds.

IV. PROCEDURE

- A. The Communications Director will coordinate the development of all external publications.
- B. The Communications Director will collaborate with local offices on the development of publications that contain community-specific information.
- C. The Communications Director will ensure that the appropriate approval is obtained on all publications prior to their release.
- D. The Communications Director will ensure that all DCS staff receive copies of external publications as appropriate.

DATE: 06/08/05
James W. Payne, Director
Department of Child Services

A signed copy is on file.