Certified Public Manager 2024

Enhancing the Self-Service Platform and Training for Communications Resources Request Submissions

Elizabeth Childers
South Carolina Department of Health and Environmental Control

Table of Contents

Background

The South Carolina Department of Health and Environmental Control (DHEC) and its staff are committed to improving the quality of life for all South Carolinians by protecting and promoting the health of the public and the environment. In addition to recently receiving national accreditation by the Public Health Accreditation Board, DHEC commemorated 50 years of service to South Carolinians on July 1, 2023.

With more than 3,400 employees working in approximately 100 locations across the state, DHEC instills a people-first approach to all that we do. This includes working with our partners, communities, and others to help every South Carolinian have the access, resources, and information they need to improve the environment in which they live, make decisions that enhance their health, and have access to the highest quality healthcare.

This work is implemented by our talented and dedicated team of employees who serve within DHEC's four core divisions:

- **Environmental Affairs** protects, promotes and preserves the environment so that South Carolinians have clean air, land and water; and enhanced coastal resources.
- **Healthcare Quality** enhances patient safety and the quality of care by leading efforts to make health care in South Carolina safer, more accessible, affordable, equitable and of higher quality.
- **Health Promotion and Services** (previously Public Health) promotes community health and well-being by protecting people from disease, illness and injury, as well as providing access to quality care.
- **Support Services** provides our agency's program areas and teams with the necessary support to ensure the successful accomplishment of our mission and vision.

DHEC is geographically located across all 46 counties and represented by four different regions within each core deputy area. The agency has centralized its support services functions, such as IT,

human resources, and communications, to more effectively and efficiently serve all bureaus, divisions and program areas. Public Outreach is one of three teams within the Communications and Public Affairs office that is located within Support Services. The Public Outreach team works with agency program staff to plan and implement strategic marketing, communications, and engagement initiatives. We create, review, and provide final approval of all educational and outreach materials intended for distribution to the public or other identified, segmented audiences. These services consist of providing strategy and design services for a wide range of educational and outreach materials in digital (social media and web) and print (brochure, poster, booklet, etc.) mediums, as well as logo creation, signage, video production and more. The centralization of the function of the Public Outreach team also ensures that the management of all materials and source files are secure and saved in an internal database for agency staff to retrieve.

Public Outreach also supports the agency with communications planning and strategy for its numerous programs and topics. The agency is a large organization with many responsibilities focused on a considerable number of subjects within the core deputy areas of health promotion and services, environmental affairs, and healthcare quality (regulation).

Problem Statement

The large size of the agency presents challenges for the Public Outreach team since the topic areas are too vast for each team member to be proficient in and retain.

Eight years ago, a new system was developed to streamline requests submitted by program staff to Public Outreach, while also ensuring that projects are vetted and approved by division/program leadership. This system is called the Outreach Request Portal[1] (ORP) and was developed on a SharePoint

[1] Appendix A – Outreach Request Portal (ORP)

site with automated workflows to move project requests from submission to approval to production. The ORP consists of submission forms for the following categories:

1. Develop/Update educational and outreach materials
2. Materials Review: review, co-brand or distribute materials developed by DHEC programs or external partners
3. Social media posts
4. Video and audio production services
5. Purchase advertising and promotional items
6. Other Publishing (research publishing or critical or sensitive correspondence)

Additionally, the ORP provides guidance[2] and overviews for program staff to review to provide a clear understanding of the full process from request submission to production completion. This guidance is intended to help support staff as they are submitting requests, but often requests are submitted without all relevant information for the Public Outreach team to execute the requested project without additional time spent in discovery for the request.

As surveys detailed later in this report will show, the ORP process works well once staff have received a thorough training and explanation of the platform and workflows. Unfortunately, not all program staff have the excess time to thoroughly understand the system and process or do not utilize the system frequently enough that it becomes a process that is learned and retained. The absence of this retention leaves opportunities for misunderstandings about what the ORP is and why it is critical to follow the process in its entirety. As we process hundreds of requests each quarter, several of these requests are incomplete and require our team to stop production to review, research and provide additional support to program staff before a project can resume production to completion.

[2] Appendix B – Outreach Request Portal (ORP) Guidance

Additionally, the requests submitted through the ORP exist at any stage in the process in no less than five different electronic systems, making thorough electronic project tracking, for anyone other than the Public Outreach Director, impossible for program staff and the Public Outreach team. Requests are initiated on a SharePoint site, which delivers the request via email to an Outlook inbox. From the inbox, the request is emailed to an online project management software, Trello (of which only the Public Outreach team has access), where the Public Outreach team member assigned to the project retrieves the details and begins production. The project proofs are communicated via email until final approval is granted and then the finalized files are saved on an internal server for Public Outreach to securely manage and then uploaded to an intranet database for staff to retrieve as needed.

It is critical that we engage strategic enhancements to the ORP and training resources to improve the quality of request submissions, reduce lost time for program and Public Outreach staff, and establish transparency in request progress along project initiation/production timeline ultimately resulting in increased productivity for program staff and the Public Outreach team.

Data Collection

The goals for data collection were to gather sentiments from current staff on the usability of the ORP and their satisfaction level with their past experiences with the Communications and Public Outreach teams and processes. The goal is to use this data to create a more streamlined and seamless customer experience for program staff and the Public Outreach team.

In June 2022, a customer service survey[3] was sent to 228 recipients who were identified by having submitted requests to Communications teams within the past three months. This survey was developed with the goal of utilizing customer feedback and findings to build on identified strengths and assist in pinpointing and addressing areas for improvement within Communications as a whole.

[3] Appendix C – Communications customer service survey

Survey questions included:

- "What type(s) of services did you request?"
- "What did you like best about working with the Communications team?"
- "What did you like least about working with the Communications team?"
- "Was there a Communications team member(s) that was particularly helpful to you?"
- "If you could change one thing about working with the Communications team, what would that be?"
- "What else would you like us to know?"

In 2023, a customer feedback survey[4] focused on the Public Outreach team was sent to 37 recipients who were identified as repeat ORP request submitters within the past 12 months. This survey focused solely on the ORP and helped to further identify the critical areas of focus for implementing solutions to the issues detected with the ORP.

Survey questions included:

- "On a scale of 1 to 5, how satisfied are you with the Outreach Request Portal (SharePoint site, submission forms, questions, process)? (1 being very dissatisfied, 5 being very satisfied)"
- "On a scale of 1 to 5, how would you rate the user-friendliness of the Outreach Request Portal? (1 being not user-friendly, 5 being very user-friendly)"
- "How often do you submit requests through the Outreach Request Portal?"
    - Weekly
    - Monthly
    - Quarterly
    - Yearly
- "What features do you find most helpful in the Outreach Request Portal? What works well?"

[4] Appendix E – Public Outreach customer feedback survey

- "Are there any specific challenges or issues you have encountered while using the Outreach Request Portal? What doesn't work well?"
- "Is it clear what is needed to submit a successful request?"
    - Yes
    - No. If no, explain.
- "What additional features or functionalities would you like to see in the Outreach Request Portal? Is there anything else you would like to share with us?"
- "What aspects of the current Outreach Process do you think are working well?"
- "What aspects of the current Outreach Process do you think need improvement? Are there any specific changes you would like to recommend to enhance the Outreach Process? Is there anything else you would like to share with us?"

And finally, in 2022, I gathered feedback from my team during an unstructured brainstorming session on the issues that we ourselves were experiencing with the ORP, incomplete program requests, and system issues that needed correction.

Data Analysis

Out of the 228 recipients who received the customer service survey sent in June 2022, 80 responded and provided critical quantitative and qualitative feedback[5]. This survey generated 15 responses that helped to identify issues within the ORP that initiated further research, surveys, and data collection to implement solutions.

While we did receive numerous responses that reflected positively on the team's structure, functions and performance, we received constructive feedback that has help identify contributing factors to gaps and issues that need to be addressed to maximize the effectiveness of the ORP and team performance.

[5] Appendix D – Communications customer service survey responses

Survey results to the question of "What did you like least about working with the Communications team?" included:

- "I wish there was a better way to track my materials through the outreach portal."
- "Sometimes the guidance is not completely up to date on SharePoint."
- "The outreach request process can be slow and cumbersome."
- "Long and complicate process sometimes."
- "The outreach process takes a long time."
- "Sometimes the long processes."
- "The process was disorganized, from communication with the team, to getting the materials updated and available in Central Supply."

Survey results to the question of "If you could change one thing about working with the Communications team, what would it be?" included:

- "Better tracking system."
- "If I could change one thing, it would be the turnaround process when needing updated material or a response from the Communications team."
- "Less processes, and greater in-person/virtual communications."
- "I think knowing what services they offer would be helpful, plus streamlining outreach requests and external communications."
- "It would be great to see an overview of how Communications can help us achieve program goals."

Out of the 37 recipients who received the Public Outreach focused customer service survey sent in 2023, 8 responded[6]. Results from this survey referred several times to the helpfulness of more

[6] Appendix E – Public Outreach customer feedback survey responses

tracking abilities for programs to see where their projects are in the process. Program staff would also like to be notified as projects progress. Another survey response indicated that a prompting decision tree would be helpful to guide them through the submission process.

The unstructured brainstorming feedback[7] I gathered from my team on the issues that we were experiencing with the ORP corroborated the key findings from the first two surveys, indicating that while the systems we have in place are valuable and useful, they are disconnected and burdensome to the execution of our duties.

The result of each of these surveys and information gathering is that a simpler, more streamlined system accompanied by quick training materials and resources could help improve the quality of project request submissions, reduce lost time for program and Public Outreach staff, and increase productivity for the Public Outreach team. Research provides that submission systems and self-service platforms that are not thoroughly thought out and designed with the end user's needs in mind have a low percentage of return on investment (Besnard, 2021). Forcing staff to use a system that is not efficient wastes valuable resources and disengages users from following set processes in the future. Creating a new system that enhances the request submission process in turns creates a win-win scenario where staff members receive a better return on their time invested in the submission process and the Outreach team receives an increase in time to dedicate to working on more complex issues and projects.

Implementation Plan

The first step of the implementation plan is to conduct a thorough needs assessment of the system in question and identify the key stakeholders who will be using the system. This was completed by the initiation of the customer service surveys to gather the feedback necessary to understand their needs, pain points, and preferences for a new request system. Through this feedback, we can better define the

[7] Appendix G – Public Outreach unstructured brainstorming feedback

system requirements, such as ease of use, prompted guidance, and tracking capabilities, that will help us create and build a more satisfactory request system.

The next step requires researching the appropriate options that are available for a new system creation, either hiring an external vendor or working with an internal IT team to build the system on existing platforms available to the agency. Project management and tracking systems are very prevalent now, with many options for external vendors to choose from. Key features to a new system should include team collaboration, task management, time tracking/reporting, online proofing/review, automated workflows, and integration with existing systems such as Outlook and SharePoint. Additionally, guests will need access to view project progress and provide feedback on proofs that are ready for review.

Currently the agency uses an online external vendor, Trello, to manage the project requests once they are assigned to the Public Outreach team member responsible for its completion. Unfortunately, Trello does not offer the remaining features that we need for a new, all-in-one system. Other external vendors include Monday and Lytho, platforms that promote themselves as key resources for organization, collaboration, customization, and automation for projects, but each vendor lacks the ability for additional staff to follow their project's progress. Monday allows guests to access the platform and view progress, but their platform stipulates that a "guest" must have a different domain in their email than the domain used to register the account. This eliminates Monday as a viable option since our clients are program staff within the same agency, thus using the same domain. Additionally, hiring an external vendor will potentially be cost prohibitive to the agency, with most systems ranging from several hundred to thousands of dollars per user/"seat" per year.

The alternative is to work with our internal IT team to create a new request system within the newly updated SharePoint site platform. Our existing system was built on a legacy SharePoint site and can be replicated onto a newer version of the platform, while incorporating features such as Power Apps and

Power Automate to build in the automated workflows we need while adding the visibility program staff needs. Additionally, SharePoint is already integrated with other Microsoft 365 products, like Outlook and OneDrive, and connected to all of our agency email/user accounts without any additional user/"seat" fees to be incurred.

The next step will be to develop a new system prototype, incorporating the key features identified during the needs assessment. This process will require the Public Outreach team to be hands on with our IT department during the development phase and provide support with creating new guidance materials to assist users with navigating the new system. Once the system is ready for user testing, we will invite a select group of program staff that are repeat submitters to interact with the system and provide feedback on usability, functionality, and user experience. That feedback will be incorporated to refine and improve the system through iterative development until we are ready to launch the new request system for the full agency to utilize.

Power Automate will grant the new system the ability to automatically deliver information to a user as they are navigating through the submission process. This can be accomplished by introducing a new structure for the submission forms as a prompting decision tree. A new structure such as a prompting decision tree would not only shorten the submission form process but also would allow the opportunity to provide additional information, guidance, and examples to inform the user of important information at each step of the process. These opportunities would be triggered depending on selection of options in the automated workflow and could consist of explaining the difference between formats of materials to select the best format for the project; displaying templates of materials to inform on appropriate word counts; providing options for printing by explaining paper weights and finishing options; etc. This improvement would help to eliminate the uncertainty that program staff have when submitting requests because the information would be automatically delivered to them based on their selections during the

submission, thus resulting in the Public Outreach team receiving more accurate and complete information to begin production without incurring delays due to gathering additional information.

This automated delivery of information would require the Public Outreach team to thoroughly review each step of the process and create the instructional guides and information based on the most common submission errors and questions that the team receives and mitigates. The Public Outreach team would also be responsible for developing guidance materials to help program staff understand how to use the new system effectively by segmenting the information into bite-size learning opportunities via how-to videos, step-by-step guides, and in-person/recorded trainings.

The final required feature of the new SharePoint submission feature of providing adequate notification as projects progress, would also be accomplished using Power Automate. As a project is moved forward through the submission and production processes, an automated email will be sent to the program staff that submitted the request, keeping them in sync with their request's progress.

The timeline for this project would require two months for additional discovery, two to four months for the development and build of the prototype system, one month for initial user testing and feedback, and three to five months for the official new system launch which simultaneously beginning a tiered training program for program staff.

The most immediate obstacles to this project are the time burden that creating this new system would expend on the Public Outreach/IT staff and existing agency priorities, including the imminent split into two separate agencies. The upcoming split has increased the responsibilities of all support services teams, not leaving much time or opportunity for elective projects. To overcome these barriers, this project can be put on hold until the agency split is completed, and staff return to normal working capacity. In that interim, additional research on resources and solutions can continue.

Evaluation Method

The evaluation of the new request system entails a comprehensive approach combining quantitative and qualitative measures to assess its effectiveness, usability, and impact on workflow. The first step would be to utilize user satisfaction surveys to gather feedback on overall satisfaction with the system, ease of use, clarity of instruction, and helpfulness of the guidance prompts. Next is to analyze usage by reviewing metrics such as the number of requests submitted, turnaround time to process requests, and the frequency of errors or inaccuracies in request submissions that required additional support. This analysis of patterns can help to identify any bottlenecks or areas where users may be experiencing difficulties, thus allowing for continued improvement of the system by remedying these issues.

By employing a multifaceted evaluation approach encompassing these methods, the Public Outreach team can gain a comprehensive understanding of the new request system's effectiveness and identify opportunities for refinement and optimization to better meet the needs of users and stakeholders.

Summary and Recommendations

In summary, the Public Outreach team within DHEC faces difficulties in efficiently processing requests submitted by program staff through their Outreach Request Portal (ORP). Despite efforts to streamline the process with an automated system, challenges persist, including incomplete submissions and a lack of clarity in the request process. Strategic enhancements to the ORP and improved training resources are necessary to enhance request submissions, reduce lost time, and establish transparency in the request process.

To address these challenges, my recommendation is to implement a plan focused on creating a simpler, more streamlined request system. The plan involves conducting a needs assessment, researching appropriate options, and developing a new system prototype with automated workflows and user-friendly features. Power Automate is suggested to automate information delivery and project

notifications, while training materials will be developed to assist program staff in using the new system effectively. The timeline for the project includes additional discovery, system development, user testing, and a phased launch with tiered training programs.

In conclusion, the final plan will require an evaluation method outlining a comprehensive approach to assess the effectiveness, usability, and impact of the new request system. This includes user satisfaction surveys, analysis of usage metrics, and feedback collection to identify areas for refinement and optimization. By employing a multifaceted evaluation approach, the Public Outreach team aims to gain a comprehensive understanding of the new system's strengths and weaknesses, ultimately enhancing user satisfaction, efficiency, and productivity.

References

Besnard, L. (2021, January 19). How To Improve Your Self Service Portal. *EASYVISTA*.

https://www.easyvista.com/blog/how-to-improve-your-self-service-portal

Appendix A

Outreach Request Portal (ORP)

Outreach Requests

Outreach Request

Submit a Request

First-time request?

Please review our **Outreach Process guidance** before you submit a request. This will set you up for success.

Need help or guidance?

We can help by meeting to discuss ideas up-front, providing additional guidance about drafting text or submitting a request. Please email us at outreach@dhec.sc.gov to setup a meeting.

Outreach must create or review and approve all materials created for public audiences.

Outreach Submission Categories

1. Develop/Update educational and outreach materials
2. Materials Review: review, co-brand or distribute materials developed by DHEC programs or external partners
3. Social media posts
4. Video and audio production services
5. Purchase advertising and promotional items
6. Other Publishing:
   6.A - Research publishing (print or online)
   6.B - Critical or sensitive correspondence, presentations and trainings (for external audiences ONLY)

1. Develop or update educational and outreach materials

(artwork/graphics, brochures, cards, displays, flyers, infographics, posters, toolkits, translation of existing materials, etc.)

PROOF TURNAROUND TIMES:
Small/Minor projects *(E.g., cards, brochures, flyers, etc.)* – Proofs are sent to you 2-3 weeks from the date the project assignment is made.
Large/Complex projects *(E.g., booklets, manuals, displays, etc.)* – Proofs are sent to you 4-6 weeks from the date the project assignment is made.
**Account for time for Public Outreach to provide review and editing, and additional time for printing, if needed.*

For minor updates to existing materials *(contact info, years, stats, etc.)*:
SUBMIT your request directly to Public Outreach at outreach@dhec.sc.gov. Clearly identify the edits that you need made. Review our **E-Proofs Made Easy Guide**.
ATTACH a Request for Printing **only if** you need printed copies of the final item.

For new materials or major content updates to existing materials:
SUBMIT Outreach Approval Form
ATTACH a copy of the final, approved content. For content updates, clearly identify the edits that you need made. Review our **E-Proofs Made Easy Guide**.
ATTACH a Request for Printing **only if** you need printed copies of the final item.

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director > Deputy Director (for EA requests) > Outreach Director

2. Materials Review: review, co-brand or distribute materials developed by DHEC programs or external partners

(adding DHEC logo to educational materials, presenting DHEC as a partner in a multi-partner initiative, etc.)

LEAD TIME: 2 weeks prior to required in-hand date.

SUBMIT **Materials Review Request Form**
ATTACH a copy of the proposed material, if available.

Approval Workflow: Requester **>** Bureau Chief/Director or Regional Health Director > Outreach Director

3. Social media posts

(Facebook, Twitter, Instagram, LinkedIn and blog content)

LEAD TIME: 2 weeks prior to intended posting date.

SUBMIT **Outreach Approval Form**
ATTACH a copy of the proposed content.

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director > Outreach Director

4. Video and audio production services

(Creation of videos, TV, or radio commercials, recording or streaming of events, etc.)

LEAD TIMES:
Creation and production of scripted video and audio projects – lead times vary widely depending on how complex the project is, current workload, and staff capacity. If your request is approved, Public Outreach will work with you to develop a timeline with roles and responsibilities and finalize a script.
Recording and streaming services – at least 3 weeks prior to event date. Approval depends on staffing availability.

SUBMIT **Request for Video and Audio Production Services**
ATTACH a sample script and/or content ideas or
ATTACH a copy of the final, approved PowerPoint slides, presenter info, and script

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director> Outreach Director

5. Purchase advertising and promotional items

(newspaper, radio, and TV ads; awards/plaques; bags, cups, t-shirts, etc.)

LEAD TIMES:
Advertising – 8-12 weeks prior to intended campaign start date.
Promotional items – allow 1 week for Outreach approval ***plus*** time needed for procurement and delivery. If you need imprint artwork (graphics and text), please factor in an additional 1-2 weeks. A proof will be provided to you 1-2 weeks from the date the project assignment is made.

SUBMIT **Outreach Approval Form**
ATTACH a copy of the ad(s), final, approved script(s) or item description.

PLEASE NOTE:

- Outreach approval is **required** to initiate any promotional or advertising purchase. Please follow the Approved Promotional Purchasing Process.
- Outreach **must approve all artwork/proofs** before a purchase is completed.
- Program staff are responsible for procurement submissions for all promo items.

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director > Executive Manager > Outreach Director

6. Other Publishing:

6.A - Research publishing *(print or online)*

(fact sheets, reports, research documents and research articles)

LEAD TIME:

2 weeks prior to publishing deadline, if ***no design support*** from Creative Services is required.
6-8 weeks prior to publishing deadline if ***graphic design support is needed*** from Creative Services.
**Account for additional time for printing, if needed.*

SUBMIT Outreach Approval Form
ATTACH a copy of the final, approved content.
ATTACH a Request for Printing **only if** you need printed copies of the final item.

PLEASE NOTE: As appropriate, the Director of Public Outreach may forward certain projects to the agency's Office of Legislative Affairs and/or Office of General Counsel for review and guidance. Projects may be delayed if extensive review is required.

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director > Executive Manager > Outreach Director

6.B - Critical or sensitive correspondence, presentations and trainings (for external audiences ONLY)

(emails, letters, PowerPoint Slides, abstracts/posters for presenting at professional conferences, training handouts and training manuals)

Outreach ONLY provides review and approval in this category when one or more of the following conditions apply:

-There's previous, existing, or pending litigation regarding the subject matter.
-The subject matter is politically controversial or being considered for future legislation.
-The correspondence is likely to be shared with the media.
-The correspondence is part of a coordinated outreach or media campaign.
-This is the first communication of its kind and will be used as a template for future communications for mass distribution.

If NONE of the special conditions listed above apply:
Contact your Bureau Chief/Director, Regional Health Director, Deputy Director or Director of Environmental Affairs. They may review and distribute as deemed appropriate.

If this is an URGENT request (emergency response, outbreak materials, etc.):
Please have the Deputy Director or Director of Environmental Affairs contact Elizabeth Childers directly at childeek@dhec.sc.gov or (803) 898-1096 or (803) 542-1361 (cell) for immediate assistance.

For non-urgent requests:
SUBMIT Outreach Approval Form
ATTACH a copy of the proposed correspondence.
ATTACH a Request for Printing **only if** you need printed copies of the final item.

Approval Workflow: Requester > Bureau Chief/Director or Regional Health Director > Outreach Director
Following review and approval by Outreach, communications materials will be returned to both the Bureau Chief and Executive Manager for final approval and distribution.

LEAD TIME

***Printing of an abstract/poster for a professional conference* –** at least 2 weeks prior to your departure date.

SUBMIT your request directly to Public Outreach at outreach@dhec.sc.gov. The abstract/poster you submit must be final and approved by your bureau. We will only print what you provide.
ATTACH a Request for Printing with your final abstract/poster.

Are you presenting a presentation at the national level? Make sure to enter your presentation on the **National Presentation Tracker**.

Appendix B

Outreach Request Portal (ORP) Guidance

Requests

Outreach Request Process Guidance

The Communications' Public Outreach team works with agency program staff to plan and implement strategic marketing, public relations, and external campagin initiatives.

Public Outreach reviews items intended for **external audiences (**non-DHEC employees), and provides feedback for **final approval** or produces the final communication tools for the agency.

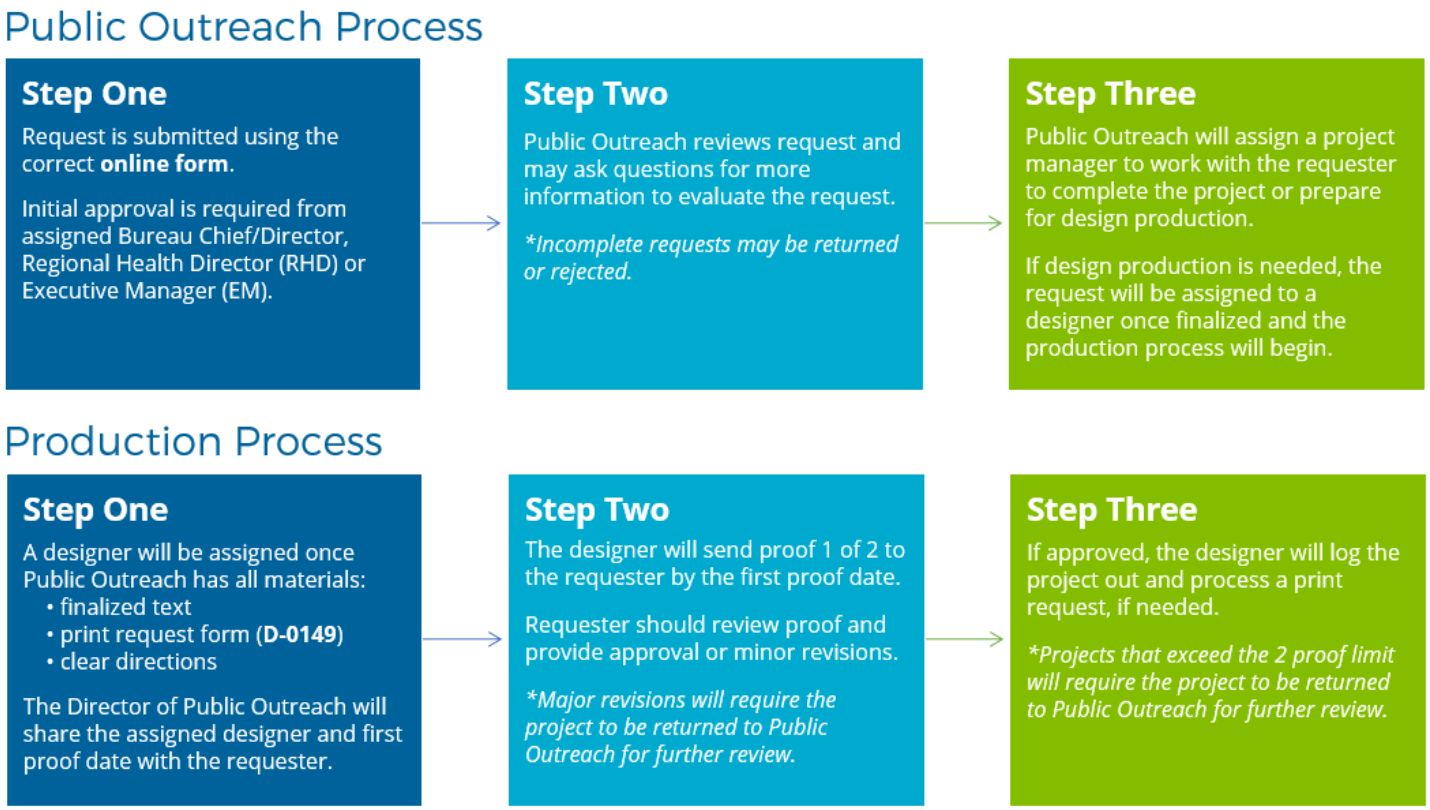
Need help?

We can discuss ideas and help guide you **before** you draft text, choose a tactic, and/or submit your request. Email outreach@dhec.sc.gov for help.

How can I update the approval workflow for my area?

Talk with your Bureau Chief/Director, Regional Director, or Executive Leadership Team (ELT) member about potential changes to your approver. If approved, your leadership will notify outreach@dhec.sc.gov to request updates.

Outreach Request Process Overview



***Note**: Only 2 proofs are issued per project. It is important to finalize text before a project is assigned to a designer. Only minor revisions will be made once proofs are issued.*

Expectations

We want you to be successful as you navigate the Outreach process, so we've outlined expectations below.

Program staff

- Your requests must be: grant, state or federally required; contained in your annual Communications plan; priorities that support the agency's mission, vision, values, and strategies; authorized funding-wise; well-justified (the need for the request is clear and makes sense); written in plain language and on the right reading level for the intended audience; innovative and effective; and submitted with enough lead time to complete.
- Complete the correct request form as thoroughly as you can.
- Know that not every request will be approved. You'll receive feedback if your request needs more work and resubmission or if your request is denied.
- Track the progress of your request by clicking "**View the status of this workflow**" at the bottom of the email notification. If your request has been with an approver for a length of time, please nudge them to review the request. Public Outreach can only begin review once the approvers in the workflow have completed their review.
- Read and act on the "next steps" (provided in red text) at the top of the final approval email.

Bureau Chief/Director, Regional Director, and Executive Leadership Team (ELT) member

- Review, provide feedback and/or approve requests in a timely manner.
- When needed, send updates to your workflow to outreach@dhec.sc.gov.
- Review the request completely—form and attachments. Know that when you approve a request, you're approving that the text and attachments as final documents ready for production/distribution. If a request isn't clear to you or the attachments need work, please have program staff rework it.

- Provide feedback to program staff if you deny a request.

Communications' Public Outreach team

- Approval of requests that are: grant, state or federally required; contained in your annual Communications plan; priorities that support the agency's mission, vision, values, and strategies; authorized funding-wise; well-justified (the need for the request is clear and makes sense); written in plain language and on the right reading level for the intended audience; innovative and effective; and submitted with enough lead time to complete.
- Timely review of requests.
- Honest feedback, respectful dialogue, and clearly defined next steps.
- Ongoing education and listening sessions with bureaus and RHDs so we can continually improve the process and develop much-needed resources.

Plan for Future Requests: Create a Communications Plan for Your Program

We've provided a Communications Plan Template.docx (Updated 10/01/2021) to help you plan for upcoming projects. Your plan should include audience and message themes, and communication goals and tactics for both internal and external audiences. The tactics become your program's Outreach Requests throughout the year. When you have the draft plan finalized, seek input and approval from your Bureau Chief/Director or Regional Director. Once approved, submit the finalized plan to outreach@dhec.sc.gov.

Appendix C

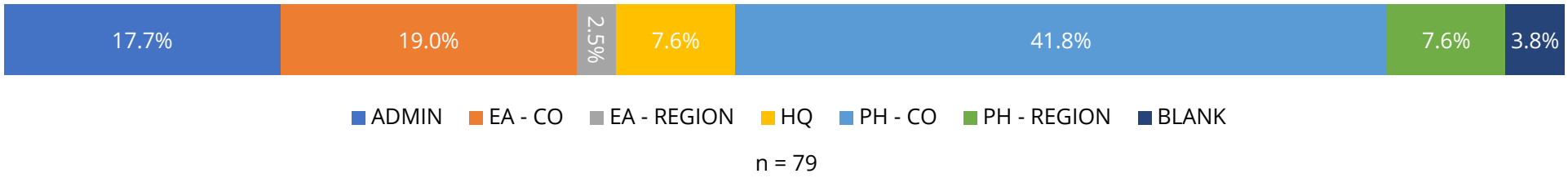
Communications Customer Service Survey

2022
COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

QUANTITATIVE DATA

COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

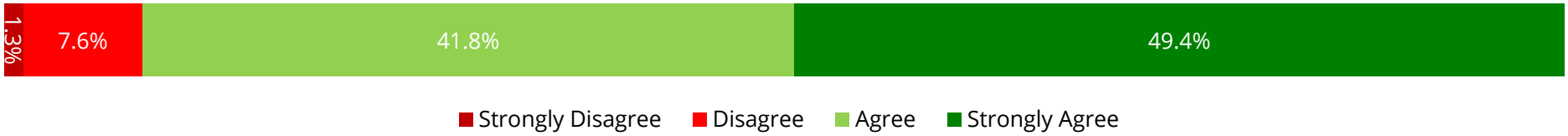
DEMOGRAPHICS



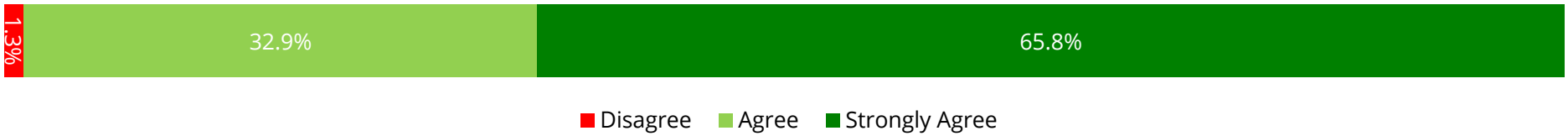
n = 79

1. THE COMMUNICATIONS TEAM ASSISTS WITH MY QUESTIONS AND REQUESTS IN A TIMELY MANNER.

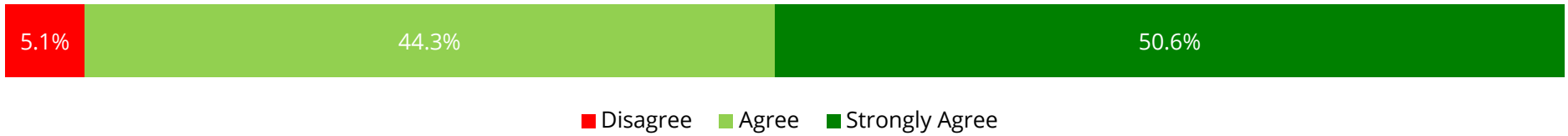
2. THE COMMUNICATIONS TEAM HELPS ME FIND SOLUTIONS TO ISSUES AND CHALLENGES.



3. THE COMMUNICATIONS TEAM IS RESPECTFUL AND PROFESSIONAL.

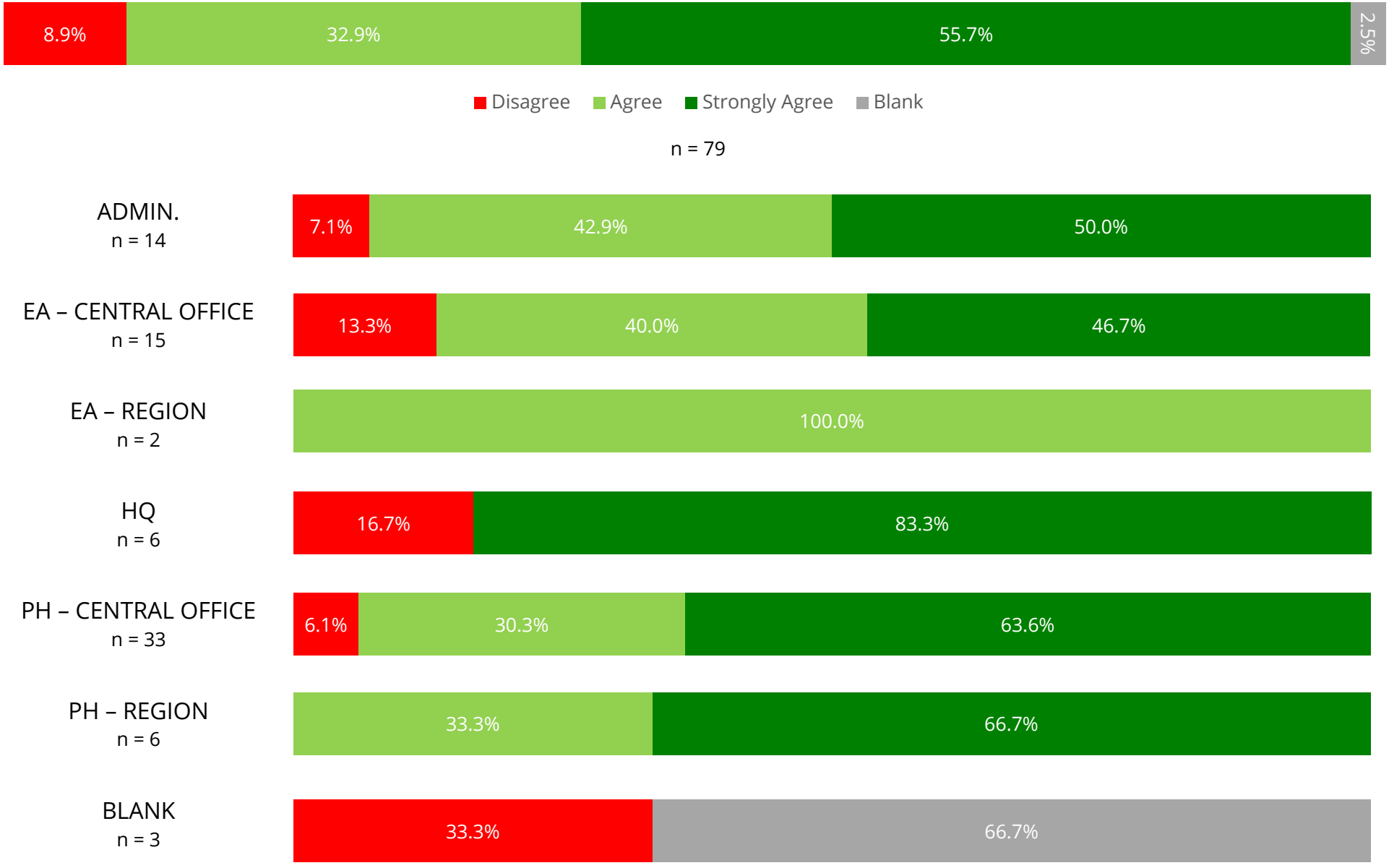


4. THE COMMUNICATIONS TEAM DEVELOPS PRODUCTS THAT EXCEED MY EXPECTATIONS.



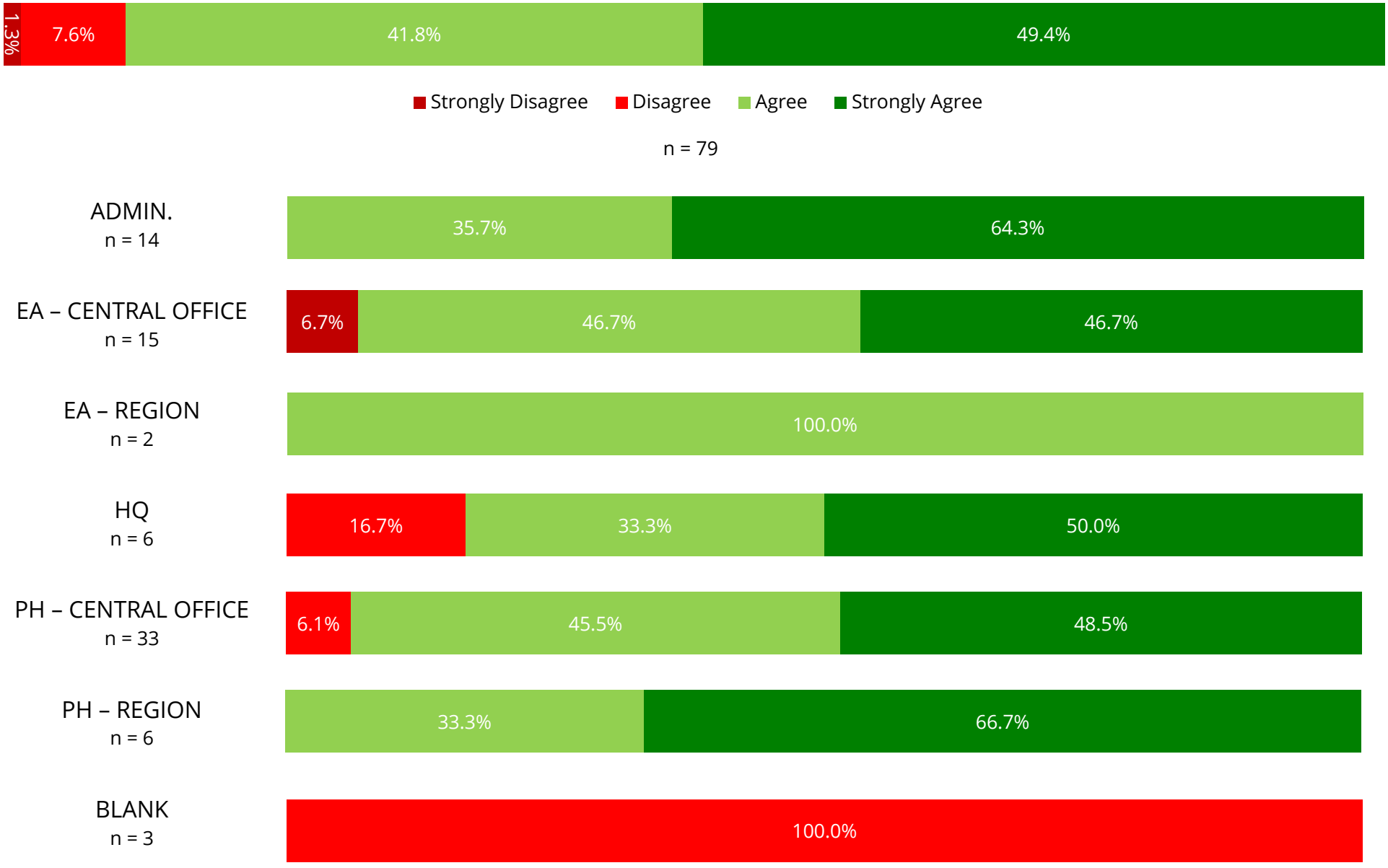
COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

1. The Communications team assists with my questions and requests in a timely manner.



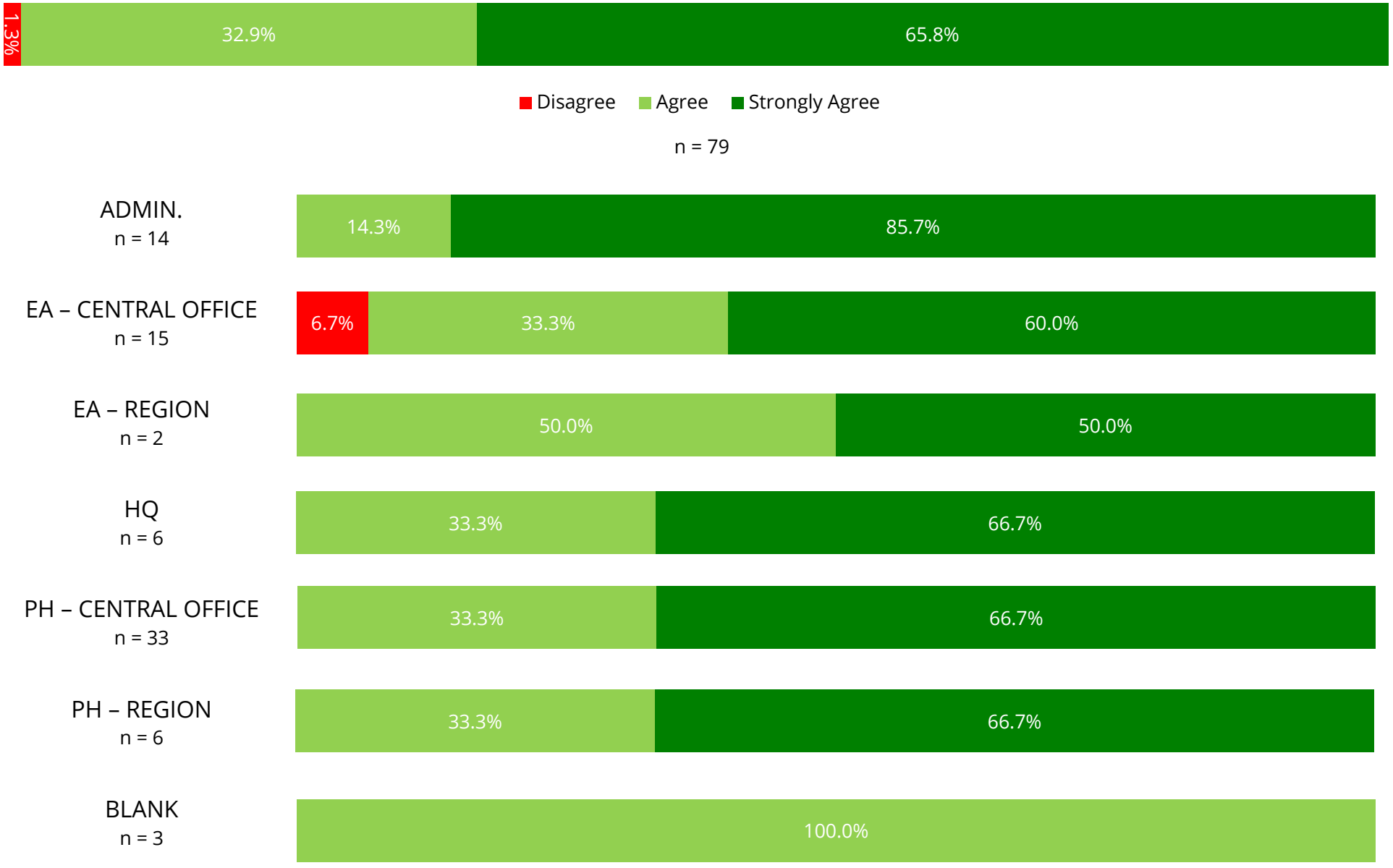
COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

2. The Communications team helps me find solutions to issues and challenges.



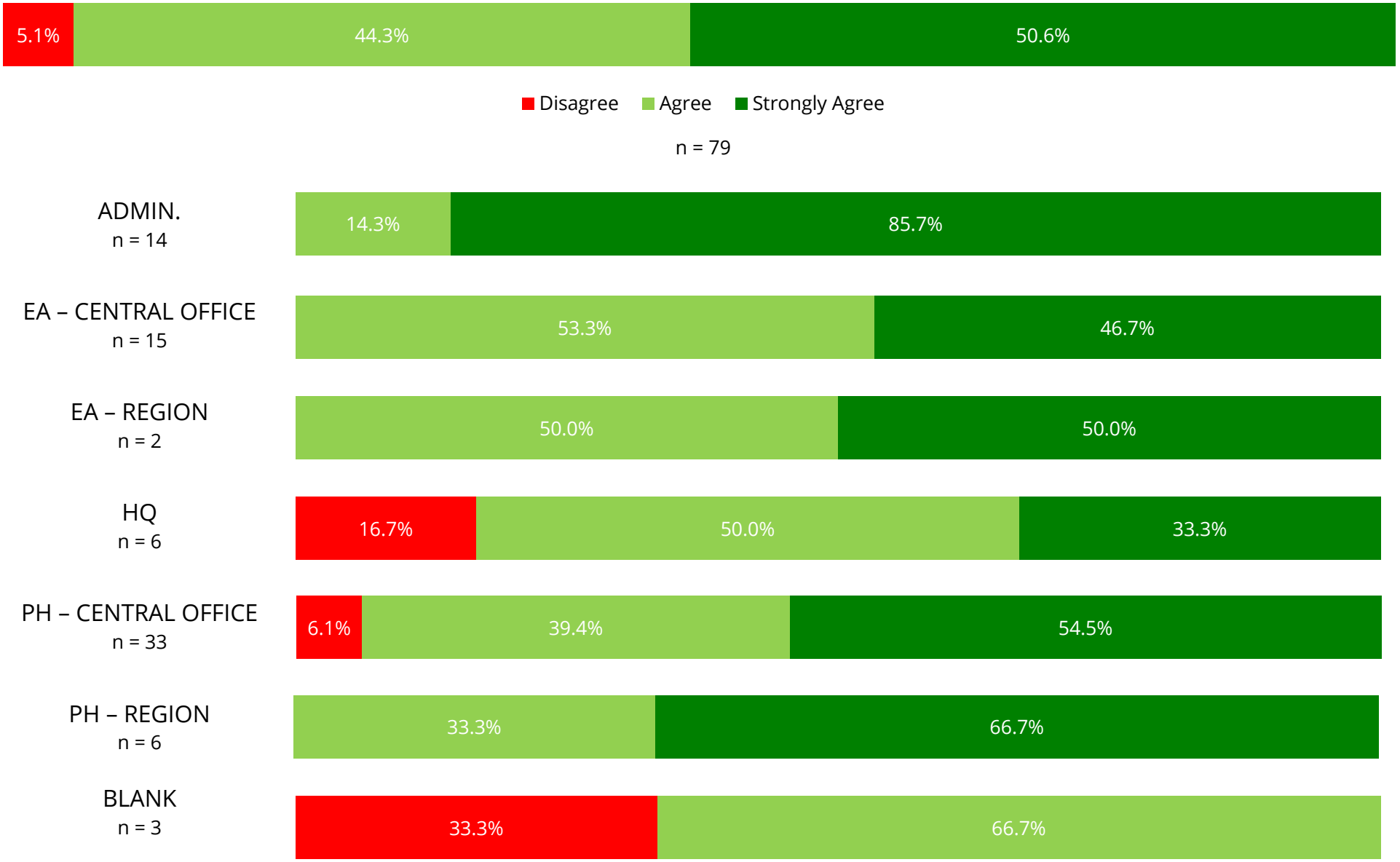
COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

3. The Communications team is respectful and professional.



COMMUNICATIONS CUSTOMER FEEDBACK SURVEY

4. The Communications team develops products that exceed my expectations.



QUALITATIVE DATA

COMMUNICATIONS CUSTOMER FEEDBACK SURVEY
SWOT ANALYSIS

STREGNTHS What do you like best about working with the Communications team?	WEAKNESSES What did you like least about working with the Communications team?
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×
✓	×

COMMUNICATIONS CUSTOMER FEEDBACK SURVEY
SWOT ANALYSIS

OPPORTUNITIES
If you could change one thing about working with the Communications team, what would it be?

- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ
- Δ

THREATS
What else would you like us to know?

- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪
- ▪

Appendix D

Public Outreach Customer Feedback Survey

Outreach Request Portal & Process Customer Survey

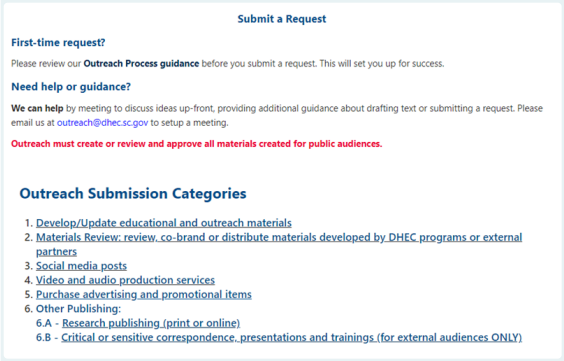
Survey closes December 1

The Outreach team is in the process of evaluating improvements to the Outreach Request Portal and our Outreach Process. We would greatly appreciate your support by providing valuable feedback through this survey.

* This form will record your name, please fill your name.

Outreach Request Portal

For this section, please consider the SharePoint site and submission forms.



Submit a Request

First-time request?

Please review our **Outreach Process guidance** before you submit a request. This will set you up for success.

Need help or guidance?

We can help by meeting to discuss ideas up-front, providing additional guidance about drafting text or submitting a request. Please email us at outreach@dhec.sc.gov to setup a meeting.

Outreach must create or review and approve all materials created for public audiences.

Outreach Submission Categories

1. Develop/Update educational and outreach materials
2. Materials Review: review, co-brand or distribute materials developed by DHEC programs or external partners
3. Social media posts
4. Video and audio production services
5. Purchase advertising and promotional items
6. Other Publishing:
   - 6.A - Research publishing (print or online)
   - 6.B - Critical or sensitive correspondence, presentations and trainings (for external audiences ONLY)

1

On a scale of 1 to 5, how satisfied are you with the Outreach Request Portal (SharePoint site, submission forms, questions)?
(1 being very dissatisfied, 5 being very satisfied)

1	2	3	4	5

2

On a scale of 1 to 5, how would you rate the user-friendliness of the Outreach Request Portal?
(1 being not user-friendly, 5 being very user-friendly)

1	2	3	4	5

3

How often do you submit requests through the Outreach Request Portal?

- ◯ Weekly
- ◯ Monthly
- ◯ Quarterly
- ◯ Yearly

4

What features do you find most helpful in the Outreach Request Portal? What works well?

5

Are there any specific challenges or issues you have encountered while using the Outreach Request Portal? What doesn't work well?

6

Is it clear what is needed to submit a successful request?

- ◯ Yes
- ◯ No

7

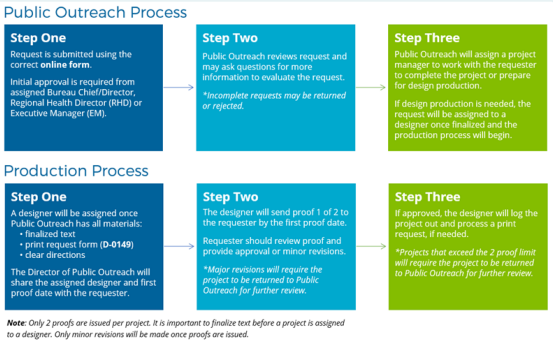
If no, please explain:

8

What additional features or functionalities would you like to see in the Outreach Request Portal? Is there anything else you would like to share with us?

Outreach & Production Processes

For this section, please consider the steps after submitting a request through project completion.



9

What aspects of the current Outreach Process do you think work well?

10

What aspects of the current Outreach Process do you think need improvement? Are there any specific changes you would like to recommend to enhance the Outreach Process?

Appendix E

Communications Customer Service Survey Responses

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Respond to a constituent inquiry ;	direct, brief communication	n/a	I responded to an info info request from Cristi Moore	n/a	n/a
Create or revise a form ;	Quick response	Can't think of anything	Shelby Rogers-Ellison	I can't think of anything	Would like some training on creating forms so we can get more of it done before sending it for edits.
Review materials created by partners or a DHEC program for external distribution ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Concise information and helpful	Timing but understandably not their fault	The entire team is great	Timing of certain media requests	Happy to have a Great communication team.
Respond to a constituent inquiry ;Dashboard posting;	Fast response to all emails I submitted. Very easy to understand what was needed.	N/A	I work mainly with Jade Reynolds. She is always helpful and has great customer service.	N/A Everyone is great and is always a pleasure to work with.	Great job team!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Review materials created by partners or a DHEC program for external distribution ;Respond to a constituent inquiry ;	Prompt responses, flexibility when designs don't meet my vision, always super customer-oriented, friendly and engaging, and professional final products.	I wish there was a better way to track my materials through the outreach portal. Once I submit them they do not appear under my tasks. I need to go back to the email and find the submission number to search for them.	Elizabeth, Laura Caskey, Josh, and Gabe are always very helpful when developing WICs numerous materials. They help me stay organized by having quick return times on revisions and are understanding if on the final proof I missed a grammatical error or two, fixing the problem without making the project go through the portal again!	better tracking system.	Great job thanks for all you do!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;	Quick response time	N/A	I've only worked with Josh Laney and Elizabeth Childers. Both are great to work with. I work more with Josh so I can say he's very quick to respond to emails and I know when Josh creates/edits documents they will be correct.	Nothing, they are a great team to work with.	N/A
Create a video or radio, web, TV public service announcement ;Respond to a constituent inquiry ;	Dedication and professionalism	Competing priorities often contributed to delays but that is totally understandable	Anthony, Lesley and Elizabeth were most helpful	I would like to see the team have more resources to be more productive	Thank you all for a job well done.
Respond to a media inquiry ;	In some cases, the Communications team would give ample time to research and provide a response.	On a recent media query from March, I provided the best response I was allowed to share based on the nature of the event. It was an event that also involved a federal agency, and I could only provide responses that were approved by that agency. However, I felt like I was being pressured into providing a more detailed response, but I couldn't do so without prior approval. In the end, I think my colleagues and agency representatives saw me as "uncooperative".	Laura Renwick	If I provide a response, especially if I'm working with a federal agency, accept that response. Or contact that agency directly for a response.	Overall, I think the Communications team is great and they have to do what's necessary to respond to media inquiries. But please respect the requirements of other outside agencies we may work with and accept the responses that are considered acceptable by that agency's standards.
Create or revise a form ;	Nothing stands out.	Response time can be slow (this does seem to have improved recently). Emails back from Forms don't always list the staff member who is dealing with your project. When submitting a new form, Forms issues the form number, emails it to me, and then I have to revise my draft and resubmit; it would be a lot easier if the Forms group handled the form number and revision dates on all forms to reduce the back and forth. Historically, it has been difficult to find the current procedures and we have received rather snarky emails about us needing to respond within 2 days when it took them weeks to respond to us. I once had a project that Forms misplaced and therefore took forever to get completed. Again, this seems to have improved recently.	Unknown	Reduce the back and forth over little things that could be handled by them (ie form numbers).	....

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Prepare for an upcoming interview (e.g., media training) ;Respond to a media inquiry ;Respond to a constituent inquiry ;	The Communications TEAM always provide outstanding customer service and are willing to assist.	Nothing, working with the Communications TEAM is always a pleasant experience. I understand that the communications TEAM supports the entire agency and must prioritize request at times.	Cristi, Anthony, Derrek, Laura, Jade, Ron the entire TEAM rocks!	Nothing, possibly more staff to meet the many demands on this small high performing TEAM.	The entire CNS TEAM appreciates your continued support and all that you do!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Place an advertising buy ;	The people!	Having to get prior approval at the Bureau level before requesting services, which then come back to the bureau level for approval (Not an issue with Communications)	Anthony Doyle (many projects, many years), Elizabeth Childers, Laura Caskey, Josh Laney, and Gabe Crawford	I'm tired of recording things on Teams. I think it would be nice if we could go back to the studio to record presentations.	I think DHEC has the best of the best in Communications!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;Respond to a media inquiry ;Respond to a constituent inquiry ;	I like that they are supportive and for the most part, quick to respond.	This link https://dhec.sharepoint.com/sites/Intranet-Communications. I would suggest a training on all the information on this website. Especially, for individuals in new roles that will be required to use this process.	E. Childers, Laura Caskey, Laura Renwick, Cristi Moore, and Josh Laney! Always super helpful!	Collaborate with each program to develop a schedule together as noted on this link. I think this is a great tool that may not be utilize in the ways it is intended. It would help provide clarification and keep everyone on track. https://dhec.sharepoint.com/sites/Communications/Requests/Shared%20Documents/Communications%20Plan%20-%20Blank.docx	I think you do a great job and appreciate your dedication to all program team members!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Respond to a media inquiry ;Respond to a constituent inquiry ;Develop materials for the web pages;	Good ideas on formatting	Sometimes there is confusion that not all materials developed are for the general public & that some topics are higher level using terms only the industry understands	These are the folks I deal with most often and they are all helpful Anthony Doyle, Josh Laney, and Gabe Crawford (Public Outreach); Ron Aiken, Laura Renwick, and Derrek Asberry (Media Relations); Cristi Moore (Chief Communications Officer)Elizabeth Childers, Laura Caskey,	Less layers	I appreciate the service you provide
Develop a news release or press event ;Respond to a media inquiry ;Create or revise a form ;	Very easy to work with and does a great job.	The team is wonderful to work with but the process for editing forms is way too much hassle and difficult especially if multiple forms needs revising.	Laura Renwick, Elizabeth Childers, Josh Laney, Cristi Moore	Simply the process for editing/revising forms.	You all do a terrific job and I always enjoy working with each of you!
Other;Forms and Procurement;	I love working closely with a great bunch of staff. I have learned so much by doing the procurement for them that I would not have otherwise been able to. They are very understanding and helpful when I need more information or changes made for shopping carts or to purchase items for them. They all understand that I do have FOI requests that I work on as well. I have learned how to balance my work in order to make sure Communications procurement is done in a timely manner to meet all deadlines.	I do not have anything I could say about this because I love doing what I do for them.	I work very closely with Anthony, Elizabeth, Josh, Ron and Cristi. Everyone within the team has all been helpful in any way they can for what I might need. I appreciate them all.	To be able to continue to do the procurement for Communications. I have learned so much by working on certain type of shopping carts, Ordering supplies etc. I have a great rapport with staff along with their vendors. I know once or if I stop doing their procurement, what all I have learned will be lost because FOI does not do the types of procurement that Communication does.	Please let me continue to do work this great team.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Great design, was blown away. It was done timely and with kindness.	Not applicable.	Josh Laney, Gabe Crawford, Anthony Doyle	Nothing.	I'd encourage people to let our creative talent use their abilities to their fullest versus prescribing too much how you may think something should look...they are the professional designers and enjoy getting the opportunity to be creative.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	they really try to wok as fast as possible on my requests	sometimes, the guidance is not completely up-to-date on sharepoint	Josh Laney and Gabe Crawford	no suggestion	give Josh and Gabe a raise

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create a video or radio, web, TV public service announcement ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Place an advertising buy ;	Some members of the team, are very easy to work with and helpful. I believe it was the video director who was also very knowledgeable and helpful.	Often some members did not provide guidance or feedback for us to move forward with a project, in an area we have no knowledge of. We had the communication team create a flyer and the spacing was off. The public outreach team has been unprofessional and condescending.	Lesley Jones	Be more positive and professional, talking less negatively about other agencies or staff members.	That often there is a negative attitude from some members of the team.
Respond to a media inquiry ;	In most situations, the team allows ample time to research and provide a response.	With a recent media query, I was asked repeatedly for a response on an ongoing event. The event in question was coordinated by a federal agency, and the response I provided was on behalf of that agency. I couldn't provide anything more than what that agency approved, but me and another colleague were repeatedly asked for more information. In the end, I felt like my colleagues here saw me as "uncooperative".	Laura Renwick	If working with an outside agency (especially federal), to accept the response that was approved/provided by that agency.	Overall, the Communications team is very professional and courteous. I just had that one negative experience in March.
Develop a news release or press event ;Respond to a media inquiry ;Review materials created by partners or a DHEC program for external distribution ;Respond to a constituent inquiry ;	Their energy and responsiveness - their understanding of competing priorities unrelated to the task at hand.	No problems with my working relationship	Elizabeth Childers, Laura Renwick, and Cristi Moore	Expand the range of Comms coverage to include stakeholders other than the public and media - government community, legal community, medical community	N/A
Create or revise a form ;	Easy Process	I wish instructions were not needed for all forms, since ours are all internal, and we don't print the instructions. It seems like an unnecessary part of a form (for internal lab forms). But, that's the requirement, so we do it:-) Thanks for listening.	I generally get a quick response with form creation and revisions. I thank you for making the process as easy and quick as it is.	.	.
Create or revise a form ;	I work with Shelby Rogers-Ellison when creating/revising a form, and they always make the process so easy! They are always very prompt with replying to emails, and they turnaround work very quickly. They answer any questions I may have, and are always kind in their responses. Shelby does a great job!	no complaints	Shelby Rogers-Ellison	nothing	I appreciate what y'all do!
Create or revise a form ;	Friendly, courteous, efficient and timely.	Nothing. I can see improvements from the first time I had an interaction with the Communications team.	My most recent interaction was with Shelby, and she didn't mind making a correction which was my fault. Her attitude was to make sure the form was corrected and understandable for the agency.	n/a	n/a
Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;	Quick responsiveness, help with delicate wording, support and reminders	I cannot think of anything I did not like	I worked the most with Laura Renwick and Derrek Asberry	I never did get a chance to schedule media training	You all have been GREAT during a challenging time!

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Prepare for an upcoming interview (e.g., media training) ;Respond to a media inquiry ;Other;Create a video or radio, web, TV public service announcement ;Develop digital material (e.g., blog post, social media content) ;	The team is very positive and helpful. They are more concerned about what we want our projects and products to look like rather than changing our messaging to match DHEC's specific voice - they understand and appreciate that our campaign has a less formal voice that our customers respond to. They help us maintain professionalism while still keeping our "fun" tone. They're super-knowledgeable and go above and beyond to help with things. Working with them is a dream.	It's not specific to working with this team - it's most organizational structures within DHEC - it's never clear who the point of contact is for individual items, so often we have to take a shot in the dark as to who we should be reaching out to. This is difficult for folks like me who don't want to bother people/don't love inefficiency.	Laura Caskey helped shape social media posts, videos and outreach material for weeks leading up to our week-long initiative. Laura Renwick made composing media outreach simple and straightforward (which isn't always the case), then was the most supportive coach to our program lead on doing on-camera interviews, when the time came. Anthony Doyle took the reigns on documenting an in-person event we put on, relieving the stress of what we could possibly want for posterity. Josh Laney kept the drive-through window open in the weeks leading up to our initiative to approve all of the (many, many) pieces of material we produced for our initiative - always kind, constructive and speedy. And Cristi Moore sent swift feedback and approvals for all items that we needed to send through her. The team was responsive, constructive and supportive. We're thrilled to work with such amazing folks.	It's just the same thing I said before, and it's all of DHEC, not just Comms. I'd like to have responsibilities spelled out very clearly so I know who to reach out to for, and when.	The Communications team is incredible. In previous iterations/eras, folks on the Comms team have been darn-near impossible to work with, and this group is such a picnic. If they ever decide to grow and open a copywriting position, I'll be applying ASAP.
None;	n/a	n/a	n/a	n/a	n/a
Create or revise a form ;Respond to a media inquiry ;	Excellent knowledge and support.	Nothing. It was a wonderful experience.	Josh Laney	Nothing	Keep up the good work.
Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	Ability to work with others.	Ability to work with others.	Flonasia, Cristi, and Laura.	More meetings, with more snacks.	Great work, please keep it up!
Create or revise a form ;	Ease of communication via the auto email replies.	n/a	I was not aware that the email change and we no longer send to forms@dhec, but Shelby let me know that we should email request to copycenter@dhec	n/a	n/a
Develop a news release or press event ;Develop digital material (e.g., blog post, social media content) ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	What I like best about working with the Communications team is that they provide beneficial feedback.	What I least like about working with the Communications team is that they sometimes take too long to respond or provide assistance.	Really can't pinpoint one that was particularly helpful because everyone I needed assistance from was helpful!	If I could change one thing, it would be the turnaround process when needing updated material or a response from the Communications team.	N/A
Respond to a media inquiry ;Review materials created by partners or a DHEC program for external distribution ;	Fast response time and great with teamwork.	Thier need for fast review time. While working other areas it is sometimes difficult.	Ron Aiken, Laura Renwick, Derreck Asberry and Cristi Moore have always been helpful.	N/A	N/A
Respond to a media inquiry ;Respond to a constituent inquiry ;	Supportive, patient, and helpful.	The experience was positive, overall.	Laura Renwick, Derrek Asberry, Ron Aiken were all helpful. I've mostly worked with Laura and she's great.	They may could improve their understanding of our Bureau's in EA and know who to contact.	Overall my experience has been positive and the media group has been a pleasure to work with. You all do a great job and are customer service oriented with dealing with myself and my staff on technical responses to journalist inquiries.
Review materials created by partners or a DHEC program for external distribution ;	quick response	quick reponse	Laura Caskey	na	na

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;Place an advertising buy ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	The Comms team is easy to work with, very friendly and patient, and treated me like a content expert for my program area.	The only thing I dislike is when working with Creative Services to design materials, there is a 2 proof limit. I understand why the limit exists and I am aware of the volume of work processed by this team, but trying to design something new while working as the middle person between a program manager and a graphic designer requires a more hands on approach. If time and workload could allow for it, it would be great to be able to have access to a designer and meet in person and work together until the project is done without worrying about a proof limit. Some projects are easy and 2 proofs via email is fine, but some projects need more back and forth about style, tone, colors, formatting, copy, icons, etc.....in order to produce a result that will be effective for reaching specific audiences and increasing education, awareness, and behavior change.	Elizabeth Childers, Laura Caskey, Anthony Doyle, Josh Laney, Gabe Crawford, Laura Renwick, Ron Aiken, and Derrek Asberry. Thank you ALL for your help and support!	The 2 proof limit	I would like you to know how much I appreciate being treated as a knowledgeable content expert. I also am just so appreciative of the work you do (because I know how busy you all are!) and how much help and support I have received (I'm a frequent flyer, so...).
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop a news release or press event ;	Prompt response to my needs and developed an outstanding product!	N/A	Josh Laney; Elizabeth Childers; Ron Aiken	Nothing comes to mind	This team is always a pleasure to work with & brings wonderful ideas to the conversation.
Create or revise a form ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Very easy to work with!	I think the most difficult thing I have found is learning the process for review and approval. I frequently review the Sharepoint sight, however, there has been difficulty in finding the needed resources or process for certain requests.	Shelby Rogers-Ellison and Gabe Crawford are great to work with!! Both are very quick to respond and very efficient.	N/A	N/A
Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	Enjoy working with all staff, as they are pleasant, professional.	Often times misidentify public health regions.	EC, LR, CM	At this moment, I would change nothing.	Keep up the good work. Highlighting in media releases the work done by public health within respective regions would be helpful in communicating the work done by the region PH offices/staff.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Place an advertising buy ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;Other;	The people are great to work with; very professional and knowledgeable.	Nothing	Laura Renwick, Derrek Crawford, Anthony Doyle.	Provide more direct support to Regional and local offices.	Great team that develops great products and is a pleasure to work with - thank you!
Create a video or radio, web, TV public service announcement ;Respond to a media inquiry ;	Good final work product for videos.	The team seems to have alot on their plates, which means the timeline for getting final products is long.	Anthony Doyle has been very helpful on videos. Laura Renwick has been helpful on media responses.	More staff to support video products.	None.
Other;Internal and External department logo;Develop digital material (e.g., blog post, social media content) ;	What I liked best about working with the Communications team was the professional and timely approach that each employee maintained when working with us. They were very knowledgeable in the areas in which we were looking for services in.	During our time working together I didn't have anything that I didn't like about working with the Communications team.	Jade Reynolds and Gabe Crawford were absolutely a joy to work with.	N/A	Working with Gabe and Jade was a great experience. Each person was very helpful in ensuring our needs were met and delivered the product in a timely manner and they consistently followed up to make sure we all were on the same page.
Develop a news release or press event ;Create a video or radio, web, TV public service announcement ;Review materials created by partners or a DHEC program for external distribution ;	The DHEC Communications team is kind, creative, and professional.	While the team puts out great products, I don't always feel like the entire Communications team is listening to the needs of their clients. This includes working more hands-on with individuals and teams to help inspire new ideas and facilitate a better understanding of the overall message and/or priority of messaging.	Elizabeth, Anthony, Josh, Gabe, Ron, Laura, Derrek, Cristi	Less processes, and greater in-person/ virtual communications.	n/a. Overall you all are doing a great job with a small # of staff and overwhelming amount of work and pressure.
Develop a news release or press event ;	That were patience and creative	No problems very helpful	All were helpful	Nothing	Nothing

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create or revise a form ;Develop a news release or press event ;Respond to a media inquiry ;Respond to a constituent inquiry ;Develop digital material (e.g., blog post, social media content) ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Communications is very flexible and easy to work with. You also get a quick response to questions or requests.	The outreach request process can be slow and cumbersome.	I primarily work with Elizabeth and her team. Laura is very responsive to social media requests. I've worked with Gabe on two separate projects. He's very responsive and produces great work.	no suggestions	Thanks for all that you do!
Develop digital material (e.g., blog post, social media content) ;Other;	The quality of the product was great.	The approval process was too many steps and then once it was approved it took several months to assign the work to someone on the communications team.	Josh	Response time	NA
Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Prepare for an upcoming interview (e.g., media training) ;Respond to a media inquiry ;Respond to a constituent inquiry ;Other;Small press conference;	I feel all comms and outreach staff are incredibly competent, respectful, professional, approachable and timely. They assist our division probably at least once a week, we are thankful for you all! I started in the Templeton reign and the culture of distributing educational information to the public and responding to media requests seems to be a total 180 degrees.	Website	Elizabeth Childers, Laura Caskey, Lesley Jones, Ron Aiken, Laura Renwick, Cristi Moore	Train folks on website standards and let us make appropriate changes after approval from leadership. The website is a little bit of a black hole, I think I have all our pages and get contacted about some page I've never seen before. I wish there was a way for the website to be more streamlined.	Is there a plan to train more folks to make updates to the website?
Develop digital material (e.g., blog post, social media content) ;	They were willing to help us brainstorm ideas for the best/ most effective way of presenting information to the public and were efficient in putting together a draft.	I haven't had many negative experiences working with the Comms team, but it seems like there are a lot of social media posts related to the health side of DHEC and not as many related to EA. In the future, maybe there can be a better balance established for information being given to the public about both sides of DHEC.	Laura Caskey and Anthony Doyle were the only ones with whom I've interacted in the past three months, and it was a positive experience.	Since Comms is having to deal with both EA and Health material at the same time, if this isn't already the case, maybe you could have specific people assigned to dealing with EA info and another set of people devoted to Health info. Having a specific EA representative could help create a better balance of having EA social media posts/videos available.	N/A
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	Great Team... Easy group to work with...	Nothing to comment here	Cristi Moore, Laura Renwick, Flonasia Neals, Elizabeth Childers, Laura Caskey, Ron Aiken, and Derrek Asberry	An awesome group to work with...	Thank you for all you do to support DHEC and the DHEC Regions
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Develop a news release or press event ;	Quick and pleasant response. Clear process.	Some requests involving the creation of a new resource take more time to go through the approval chain.	Josh is always helpful and willing to go the extra mile. Ron was very helpful with some recent media needs and Elizabeth Childers guided us through the process as well and reviewed our outreach items quickly.	A list of who to go to for different types of requests. There may be one...	Appreciate how your area has streamlined the process and made it easy to navigate.
Develop digital material (e.g., blog post, social media content) ;Create or revise a form ;Create a video or radio, web, TV public service announcement ;	Creativity, willingness to discuss/help	Long and complicated processes sometimes	Laura Caskey, Anthony Doyle, Gabe Crawford, Media team, & Cristi Moore	Expand in graphics and vidoegraphy so turnaround times could improve	Thanks for all your amazing team does!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Fast, friendly service. Josh was very helpful and assisted me in printing over 3,000 post cards for registrants.	n/a	Josh Laney	na	na
Develop digital material (e.g., blog post, social media content) ;	final product was well developed	we waited unnecessarily for the final product and were asked for an update that had already been submitted to the communications portal	Lesley Jones	ensure submission to SharePoint portal are reviewed in a timely manner	N/A

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	Shelby is a HUGE addition to your team. She has come in and made the forms process exponentially more efficient!	We allow media to drive the narrative. "DHEC failed to comment," seems to be a bigger fear than misinformation being distributed. Just because the media can think of a question to ask, no matter how far outside of our authority or realm of expertise, we feel the need to answer. If media requests a document or record, they bypass other citizens who may have been in the queue for weeks --- all in the name of selling a headline. The same staff that are issuing permits, responding to complaints, and acting as the front line staff for our agency, get pulled away from doing the actual mission of our agency to fill slanted and demanding media inquires. We simply allow the media and social media eat our time and resources and it's failing us.	Frankly- the team is a good and talented team. Many of the names listed above have been and are MORE than helpful and are valuable partners. -Shelby stands out as a new face and name who has REALLY overhauled a terrible process -Elizabeth is available at all hours of the day and is willing to work hard to help meet the program's needs -Caskey has patiently worked hard to help us understand the voice of social media -Josh can take our junk and make it beautiful -Renwick understands who we are and what we need to be doing and has ALWAYS been a joy to work with -Flo is a quiet, steady powerhouse who is open to change and process improvement.	Besides allowing the media to drive our story? Proofs edits would NOT be on PDFs. It's nearly impossible for our management to review and approve changes and as much as we value your time "2 Proof Limit" or the project will have to start over always feels like a joke. We are going to let something with errors go out just because of a proof limit. And yes, I know it's irritating and a huge time commitment to go back and forth over text but we often edit for weeks before submitting to y'all and there are ALWAYS things we catch after the fact. It's just a fact of life and a "2 Proof Limit" feels like an empty threat to be ignored.	Everyone feels like your org structure is a secret and hidden for some unknown reason. Also, your media team reallllllly needs to stick to their SOP and allow for comment on the process from the program staff who handle queries. Tim K started down that path....and it seemed like a good idea. We've also offered to onboard your team with "who we are and what we do" but very few have taken us up on it. It seems wasteful for new comms team members to have to guess or assume at things rather than building relationships with the programs.
Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;	Very cooperative and responsive, especially under urgent circumstances, which is almost always!	The lack of sufficient time for expected replies, which may be necessitated by external forces.	Ron, Elizabeth, Christi . . . the entire team!	Increase the number of staff	Keep it up!
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	Generally very courteous and knowledgeable.	Sometimes the process could go quicker, but that's just how it is sometimes as workloads and complexity vary. It's important to be thorough so you have a good product and they're good with suggestions and overall are satisfactory.	Lesley and Josh are folks I've worked with over the past years and they're always great. Elizabeth is always helpful too.	At least from my perspective, I think it would be helpful to have a little more interaction once a draft has been submitted and before a proof is developed to make sure we're on the same page.	Thankful for the service as it definitely assists in our programs mission success and folks have always been helpful and courteous.
Respond to a media inquiry ;	The staff are friendly and easy to work with.	The outreach process takes a long time. Also, I think external communications should be streamlined and more proactive.	Cristi and Laura are always helpful.	I think knowing what services they offer would be helpful, plus streamlining outreach requests and external communications. Also, I think news releases need to be streamlined with external and internal communications and coordinated with program areas.	The responses in Section II are reflective of outreach and external communication requests and not the whole communications team.
I have not requested anything from them. They send me voe's and other things I do not handle. So I have to transfer them to the right person.;	na	That I get voe, state services and various other forms, as some of them I do not complete. Ones I do complete most of the time the contacts just send to the constitiute without making a call/LVM. I have other duties and I have a turn around time of 24-48 hours to handle the verifications. If they would reach out to me either email, fax or LVM if no answer they would be handled in a timely manner without involving others. Sometimes I know that they just go to the constitute, or either say they made contact when in reality I have not received. Their are others that do help complete as well.	na	na	I do not work with the communtications team. So I can not answer the questions honestly. But I am sure they are very professional in their jobs and roles that they handle

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Review materials created by partners or a DHEC program for external distribution ;Also, posting campaign media on DHEC YouTube and Facebook;	Responsive, efficient, and very pleasant to work with.	Nothing.	Elizabeth Childers - was so wonderful to work with. Cathy Warner, Tobacco Division's outreach coordinator backed out in the middle of developing our statewide Quitline Mini Quit Challenge SC which launched on May 30, 2022. I had to take the reigns for everything in getting Public Outreach approvals for our entire campaign's media and social products that were designed by our Quitline vendor and their partners. Elizabeth was so kind and understanding and quickly answered my questions (since this is not my area at all). She even worked collaboratively with the design company in providing DHEC Facebook access and with me in uploading the MQC videos to DHEC's YouTube page, - and everything else in between. Elizabeth was a joy to work with!! Katy Wynne, Quitline Manager, Tobacco Division	Can't think of anything.	Thanks for your support to our program areas!
Create or revise a form ;Respond to a media inquiry ;	Kindness and patience with those of us who may need extra help :)	Sometimes the long processes	Elizabeth, Josh, and Ron	Clarity on processes	You all have done an amazing job with creating materials and supporting our work during the COVID response. Thanks
Respond to a constituent inquiry ;Respond to a media inquiry ;Prepare for an upcoming interview (e.g., media training) ;	They stay on top of things and don't let anything slip through the cracks.	When it comes to constituent inquiries, I receive ones not applicable to my area and others receive the ones that below to my area.	I have worked with Ron, Laura , Derrek and Cristi. All have been very pleasant and had a great experience.	I wouldn't change anything that I can think of but would probably suggest having an org chart for healthcare quality. I know a lot of our facility types may get confusing.	no
Respond to a media inquiry ;Respond to a constituent inquiry ;	Usually quick to respond	n/a- there has been improvement in the last year about contacting the correct staff for inquiries	n/a	n/a	n/a
Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Prepare for an upcoming interview (e.g., media training) ;Respond to a media inquiry ;	All the Comms team members are readily available and all the members keep us well prepared for our needed responses. Feedback from the programs is accepted readily, but we also get very professional feedback about how to refine our messaging and outreach. They assure that we get background information from the media so that we are well prepared for interviews.	There is nothing I can think of that I did not like or think needs improvement from the communications team now.	Those that I have worked most closely with are Anthony Doyle, Ron Aiken, Laura Renwick, Derrek Asberry and Cristi Moore and all have been outstanding in all their work, responsiveness and assistance.	I'm not as familiar with Outreach Communications, but I think it would be helpful if there was a greater focus from that area on community engagement in addition to the production of communication products.	I believe my team is really well supported by the Comms team. Thank you for all you do.
Review materials created by partners or a DHEC program for external distribution ;	The request form was easy to use.	Outreach's approval of the request form was always the longest step. For each request I had to send an email, sometimes multiple, to the outreach email box to get it approved.	N/A.	Monitor requests and the outreach email gropu.	N/A
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;	The project was eventually completed.	The process was disorganized, from communication with the team, to getting the materials updated and available in Central Supply.	No	More organized communication	Please communicate with the Copy Center and Central Supply when materials are updated, so that printed materials will be available for staff to order. Staff members who request revisions are unaware of when the printing and shipping processes are complete, so it should not be our responsibility to communicate with the Copy Center or Central Supply.
Create or revise a form ;Develop digital material (e.g., blog post, social media content) ;	Very responsive and helpful	The process for updating forms needs DRAMATIC reform. The need to have instructions for every step of each form doesn't make sense for every form. The process is far too long and complicated for what it needs to be. Please reform this. It is so complicated and rigid as it is right now.	Flonasia Neals, Laura Renwick, Derrek Asberry, Cristi Moore, Anthony Doyle	FORMS process. It's so complicated right now	Please please please redo the forms process to not be so rigid and complicated.

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Respond to a constituent inquiry ;Respond to a media inquiry ;	The communication team does a great job of vetting what should come to our area.	I don't have a complaint. They have been responsive and helpful when I needed them.	Flonasia Neals, Ron Aiken, Laura Renwick, Derrek Asberry, and Cristi Moore have been helpful and responsive in making sure my area gets the correct data out and responses to constituents.	It would be nice to meet the team members and build a rapport so we can work together more cohesively.	The media training was very helpful in getting to learn more about the Communications team.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create a video or radio, web, TV public service announcement ;Review materials created by partners or a DHEC program for external distribution ;Prepare for an upcoming interview (e.g., media training) ;Respond to a constituent inquiry ;	They seem knowledgeable.	Confusing processes. Not sure where to find out who to contact or what we can ask for?	Anthony, Ron and Joshua Laney have been helpful and easy to work with.	I don't fully understand what we can ask for help on or what the lead times for projects are.	It would be great to see an overview of how Communications can help us achieve program goals.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Respond to a media inquiry ;Printing and mounting of data walk materials, media training;	We utilize the printing and mounting services for all data walk materials. The month of May we had three data walks in a matter of two weeks. They were able to accommodate the large request and all of the materials looked great. The team was very responsive in keeping us updated throughout the printing process. Dealing with media requests is sometimes stressful, but the team always keeps us in the loop as to what the need is and any timelines.	-	Josh Laney and Gabe Crawford have gone above and beyond to accommodate all of the data walk printing. The success of the data walks would not be possible without their continued work with these. Ron Aiken put on a great media training session that was not only captivating but very informative. He has also been great to deal with during media requests that get sent my way.	-	-
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;Review materials created by partners or a DHEC program for external distribution ;	Feedback is clear and timely	n/a	Elizabeth Childers, Laura Caskey, Josh Laney, Jade Reynolds	Better understanding of what they can provide	I believe Cristi's leadership has really helped to make the communications team an exceptional team that is committed to our agency values of teamwork and service - this has not been the case in the past and it is much appreciated that the culture within communications seems to be positive and service-oriented.
Develop digital material (e.g., blog post, social media content) ;Create a video or radio, web, TV public service announcement ;Develop a news release or press event ;Review materials created by partners or a DHEC program for external distribution ;Prepare for an upcoming interview (e.g., media training) ;Respond to a media inquiry ;Respond to a constituent inquiry ;	Their availability and responsiveness and excellent collaborative spirit.	I feel bad at times asking them for things because they have so much already on their plate!	Elizabeth Childers, Anthony Doyle, Ron Aiken, Laura Renwick, Derrek Asberry, and Cristi Moore are all people I work with frequently who are phenomenal!	I can't think of anything except I know they work so hard that I support them having more staff if they wanted it!	The Communications team is one of the best groups in the agency!
Respond to a media inquiry ;Respond to a constituent inquiry ;	communication staff are very responsive to the inquiries	confusion between media inquiry and constituent inquiry	Laura Renwick and Derrek Asberry	nothing more	not sure
Develop a news release or press event ;Create a video or radio, web, TV public service announcement ;Develop digital material (e.g., blog post, social media content) ;Respond to a media inquiry ;Respond to a constituent inquiry ;Prepare for an upcoming interview (e.g., media training) ;Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Review materials created by partners or a DHEC program for external distribution ;	Able to easily translate the team's vision into tangible/intangible documents.	Timeliness from time to time can be an issue.	Laura, Crisiti, Anthony, and Ron	I encourage the Comms team to take training on language. For public health, the language is changing and do not think the team is savvy on the most politically correct public health terminology.	Nothing at this time.
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Create or revise a form ;	The structure of having a formal process for materials.	No feedback for my most recent experience...during my first experiences, I have felt that the process and requirements were confusing.	Yes, Elizabeth Childers...she provided a detailed response on the process and where to access the instructions on the SharePoint site.	No suggestions at this time.	No questions.
Respond to a media inquiry ;	Past media response are included with the new inquiries.	Deadlines set by reporters.	Laura Renwick is always great to work with and all interactions with Anthony Doyle has been extremely positive.	Would like to revisit the "SOP" of how we respond to media inquiries.	Thank you for asking for feedback.

What type(s) of services did you request? Please select all that apply.	What did you like best about working with the Communications team?	What did you like least about working with the Communications team?	Was there a Communications team member(s) that was particularly helpful to you?	If you could change one thing about working with the Communications team, what would it be?	What else would you like us to know?
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;Develop digital material (e.g., blog post, social media content) ;	Quick completion of final material.	N/A	Josh Laney	N/A	N/A
Create a video or radio, web, TV public service announcement ;	The Communication team was accessible and supportive of meeting the project's goals. The team was in constant communication with us via email or Teams. Communication was key in ensuring the team understood our needs and that deadlines were kept for the project to be successful. Thank you to the Communication Team for a job well done!!	N/A	Elizabeth Childers, Laura Caskey, Josh Laney, and Anthony Doyle.	N/A	It was a pleasure working with the team!!
Respond to a constituent inquiry ;Other;Posting information on Dashboard ;	Quick responses, excellent customer service	N/A	Jade Reynolds is always helpful and provides excellent customer service.	Nothing - I have always had great experiences when reaching out to the communications team.	N/A
Create or revise a CR/ML numbered material (e.g., ad, brochure, fact sheet, poster) ;	easy and efficient	nothing	Josh Laney	n/a	n/a
Create or revise a form ;Develop digital material (e.g., blog post, social media content) ;Review materials created by partners or a DHEC program for external distribution ;Respond to a media inquiry ;Respond to a constituent inquiry ;	A wonderful and convivial team that works well under pressure. They are willing to pitch in and help which is great.	The team can make more of their own edits on the website. When time permits more training will be provided to fix this issue.	Laura Caskey & Cristi Moore. Thank you so much!	I have no changes to suggest at this time. I;m sure I will have some in the future.	Keep up the good work and always keep learning.
Develop a news release or press event ;	the prompt response	N/A	I have found all of the team members very helpful.	N/A	I enjoy working with the team.

Appendix F

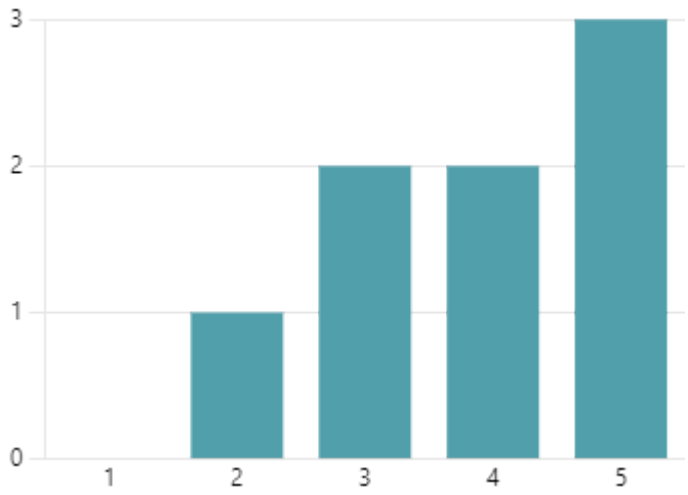
Public Outreach Customer Feedback Survey Responses

Outreach Request Portal & Process Customer Survey

8	17:47	Closed
Responses	Average time to complete	Status

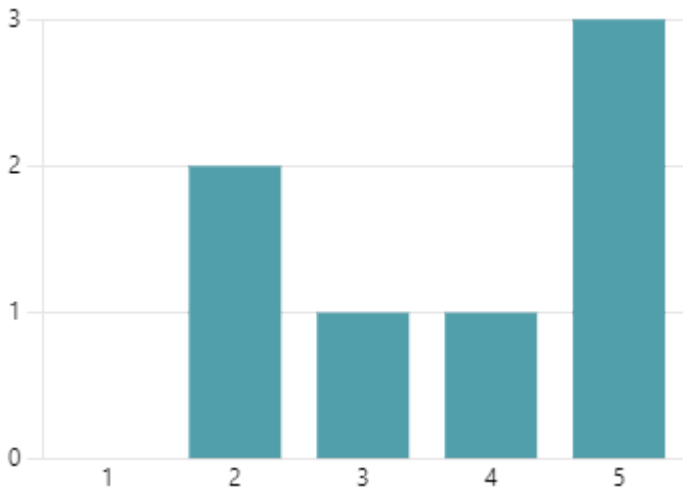
1. On a scale of 1 to 5, how satisfied are you with the Outreach Request Portal (SharePoint site, submission forms, questions)?
   (1 being very dissatisfied, 5 being very satisfied)

3.88
Average Rating



2. On a scale of 1 to 5, how would you rate the user-friendliness of the Outreach Request Portal?
(1 being not user-friendly, 5 being very user-friendly)

3.71
Average Rating



3. How often do you submit requests through the Outreach Request Portal?

Weekly	0
Monthly	2
Quarterly	3
Yearly	3

4. What features do you find most helpful in the Outreach Request Portal? What works well?

7
Responses

Latest Responses

"It's easy to use and navigate in my opinion. "

"1) The ability to click on the link to the category I need and be ...

"I don't use it enough to answer this but I think having a portal ...

5. Are there any specific challenges or issues you have encountered while using the Outreach Request Portal? What doesn't work well?

8
Responses

Latest Responses

"none"

"I think the note explaining what is included under "materials r...

"In the past, I have sometimes not known what specific categor...

6. Is it clear what is needed to submit a successful request?

Yes	5
No	3

7. If no, please explain:

3
Responses

Latest Responses

"I'm not sure but it may be because I do not submit requests ve...

8. What additional features or functionalities would you like to see in the Outreach Request Portal? Is there anything else you would like to share with us?

8
Responses

Latest Responses

"no thanks. "

"Place a link to the form in parentheses next to the category so ...

"This is from the rare user perspective but a prompting decision...

9. What aspects of the current Outreach Process do you think work well?

8
Responses

Latest Responses

"*When I first started, the outreach team walked me through eve...*

"*I think the process in general works well. One thing I'd point o...*

"*I think a lot of great material has been produced as a result. "*

10. What aspects of the current Outreach Process do you think need improvement? Are there any specific changes you would like to recommend to enhance the Outreach Process?

8
Responses

Latest Responses

"*none*"

"*Nothing outside of what has already been provided.*"

"*This may already exist but there needs to be a set timeframe f...*

On a scale of 1 to 5, how satisfied are you with the Outreach Request Portal (SharePoint site, submission forms, questions)? (1 being very dissatisfied, 5 being very satisfied)	On a scale of 1 to 5, how would you rate the user-friendliness of the Outreach Request Portal? (1 being not user-friendly, 5 being very user-friendly)	How often do you submit requests through the Outreach Request Portal?	What features do you find most helpful in the Outreach Request Portal? What works well?	Are there any specific challenges or issues you have encountered while using the Outreach Request Portal? What doesn't work well?	Is it clear what is needed to submit a successful request?	If no, please explain:	What additional features or functionalities would you like to see in the Outreach Request Portal? Is there anything else you would like to share with us?	What aspects of the current Outreach Process do you think work well?	What aspects of the current Outreach Process do you think need improvement? Are there any specific changes you would like to recommend to enhance the Outreach Process?
5	5	Quarterly	being able to see where it is in the approval process; it works well because you have laid out what is expected and we don't have to guess	no	Yes		n/a	that it is defined	if there are changes to the process, the website needs to reflect this - we have had two separate occasions this year where we believed we were following the process but then others got involved (i.e. PH Leadership and Legal) and these were not issues we anticipated that delayed the process significantly
4		Monthly	I like that the portal sends automatic emails when something is successfully submitted and when it's approved by Outreach. It would be helpful if there was an email when it is approved at the level before it gets to Outreach.	I think the request types are well defined and it's easy to determine which request is needed.	No	Sometimes the required fields aren't totally needed for a request.	It would be nice if users had a way to easily filter or see what they have submitted and what's approved in one place. At the moment, I have to go through my emails and search to check a status.	I think the steps are really clear. I like that someone from the Outreach team is always willing to meet if needed to discuss any questions or concerns with a project.	I think the process works well as-is. I typically have more issues from the programs/divisions and explaining that sometimes the requests they are making must go through Communications before moving forward.
5	5	Monthly	Streamlined and straightforward. I have not had any problems working with the online portal.	Sometimes I am not clear on needing to attach a D-0149 for printing. If it is a new item being requested, I don't know all of the details required to fill the form out completely. Should we attach a blank form so that the designer can fill it out and send it back along with the artwork?	Yes		I'm afraid I can't really make recommendations for improving this system. In my experience, and I have been using the portal extensively for many years now, it works fine and meets my needs.	Approvals and assignment happen quickly.	Two things: Collaboration is needed between design staff and program staff. That way, the first proof is more likely to only need a couple of adjustments, instead of designers drafting something from the online portal description and attachments without program staff input - this is when my program managers request changes (because Proof 1 is not what they had in mind at all). Sometimes I withdraw/cancel the request because I know that Proof 1 cannot be fixed to my program managers' liking by Proof 2. And just so you know, I realize it's a two-way street. I always try to help my program managers understand this process and to be more reasonable in their creative requests. Second, it is hard to finalize text for an item if you don't know the final dimensions of the item, whether there will be images on the page (where they will be or how big they will be), or how the page will be laid out (1/3, 1/2, horizontal, vertical). These are all things that could be discussed collaboratively prior to drafting the first proof. Or maybe flyers and brochures could have a standard format showing word count in text boxes and image placeholders that are the same for all program areas across the agency?
2	3	Yearly		The type I see when reviewing a request is too small	Yes		I do not submit requests. I really can't say.	Seems to work well as is.	Seems to work well as is. I do not make requests. I just deal with finished products. RIMS can use an overhaul.
3	2	Yearly	Quick links	The explanations for the links could be easier to interpret.	No	The explanations for the links could be easier to interpret.	Provide examples or graphics.	Explain the difference between the two.	Perhaps include links to the appropriate sites.
3	2	Yearly	I don't use it enough to answer this but I think having a portal is a good thing!	In the past, I have sometimes not known what specific category my request would fall under and also not known what the options/available resources are.	No	I'm not sure but it may be because I do not submit requests very frequently.	This is from the rare user perspective but a prompting decision tree would be nice.	I think a lot of great material has been produced as a result.	This may already exist but there needs to be a set timeframe for turnaround based on the need and complexity of the request and it should be communicated to the user on the frontend. Also, I think sometimes it takes more than 2 proofs at not fault of the requester.
4	4	Quarterly	1) The ability to click on the link to the category I need and be taken straight to it. 2) I like the notion of explaining well what each category entails to help people decide which they need.	I think the note explaining what is included under "materials review" can be more descriptive to give folks an idea of just what it entails.	Yes		Place a link to the form in parentheses next to the category so those who know what they're doing can go directly to it.	I think the process in general works well. One thing I'd point out is that there are staff who have never used the process as well as new staff coming in who aren't aware of it. Naturally, it should be up to the programs to teach people how to use it. However, that doesn't always happen. It would be good for Outreach to promote the process and encourage programs to be sure staff are guided through it, etc.	Nothing outside of what has already been provided.
5	5	Quarterly	It's easy to use and navigate in my opinion.	none	Yes		no thanks.	When I first started, the outreach team walked me through everything. It works well.	none

Appendix G

Public Outreach Unstructured Brainstorming Feedback

NOTES GATHERED FROM AGENCY STAFF:

1. The AML is not advertised effectively. There is a large percentage of staff that have no idea it exists. This is not limited to new staff either. Even among those that do know of its existence, there is some confusion about its use.

2. Staffers that understand its purpose and how to use it praise its usefulness. Every single survey I received remarked that there aren't any "wasted" features and every service it offers is necessary. All respondents indicated they view the AML as VALUABLE and USEFUL.

3. Staff indicated a desire to see functionality increased. At least one respondent mentioned increasing ease of ordering prints via AML. Another respondent mentioned leveraging "links" instead of dropdown menus for the search filters. I assume they are thinking of tags/categories/etc that can be clicked on/off like filters.

4. Respondents didn't have any suggestions for examples of other databases they would like to see the AML look/function like.

COMMS STAFF's ASSESSMENT OF AML NEEDED IMPROVEMENTS:

MUSTS:

- Must fix the RC4 Ciphers that cause the AML to be unreachable
- Must update the dropdown fields to accurately reflect the bureaus/programs/divisions of DHEC in 2023+

SHOULDS:

- Should fix issue where some fields don't retain their value when you're modifying an entry. For instance, I have to reenter the language every time even for old existing projects that already had a language value.

BIG WANTS:

- Automated Printing Requests linked to the AML so that someone can search, find, view PDF, and click "request prints" and be sent to a partially filled out online D-0149 form or something.
    - Sub-need: Additional form fields for Printing Finishing Options so the program doesn't need to know what kind of paper is best for a XYZ etc
- An AML Search Results page that makes use of the data like "date created" and "date modified" to provide sortable filterable results. (IE-- so a program staffer can search for "breastfeeding" and then sort by "date created" to see the most recently created breastfeeding materials instead of having to rely on CR# sequence.)
- Language Cross Referencing -- So that when you are viewing the details of a particular project, you can be immediately aware of whether that project is available in any other languages, see the entries for said languages, view etc.

PIE IN THE SKYS:

- Transition the AML into a sort of "cloud" portal that handles all of our file storage, so that all we need to do when a project is completed is open the AML record, update, attach our working files in a zip, and hit submit. The AML then stores our working files (we currently do this manually)
- AML automatically sends logout email to program staffer identified as "owner" when project is completed-- notifying them of the completion, the web link, and how to order prints.
- AML automatically sends monthly report emails to programs identified as "program" on AML record for each updated project, so the entire program can review and see what has been updated recently. (IE - WIC makes a batch of updates to projects but forgets to notify regions. The day is saved when the AML automatically notifies all of WIC that 15 new projects were updated this month etc etc etc)

Comm's Team Sharepoint Critique

Outreach Approval Form

1. The Request ID number should not be editable
2. Area, Bureau, Program should all be drop downs with correct listings
3. Submitter and CC'd sections should both have a search function attached to the employee directory
4. Request Type, and Materials should both be dropdowns
5. For printed materials, there should be a checkbox for yes, that conditionally brings a pop-up window with the D-0149 automatically ~or~ by checking "yes" it adds the fields of the D-0149 to the whole of the Outreach Approval Form that can then be downloaded as a separate pdf file.
6. The next few sections should be changed from the open-ended box questions to rows of checkboxes or radio buttons that conditionally change as the information is collected.
7. "what do you want to achieve" should be removed and a checkbox for "grant" and another for "statutory requirement" and then based on this information a shorter "explanation" box with be added to write in a short explanation.
8. "Target Demographic" should mimic the drop-down listings in the AML for demographics
9. "Geographic Areas" should be an interactive map of counties that allow you to click and drag the areas.
10. A small box for the money amount, and then another employee directory dropdown
11. The "Expected Beginning and Ending" should mimic the Masterword start and finish section with a possible checkbox for "Rush Request". A dropdown box with a pop-up calendar to collect the date information
12. Unsure how to handle the "Measure the effectiveness" section, maybe this should be the only large open-ended box.
13. "joint-buy" section is a checkbox for "yes" and then a conditional box appears on "yes" with a filed to write in the joint group.
14. Auto attaches D-0149 if print request is checked "yes", maybe have a note that says to attach as much materials as possible to ensure a more accurate material.
15. Better linking to Trello, just for my sake.
16. Section D should include a "Download a PDF" copy, maybe that is what save draft is.
17. In general, I think a lot of the fields should mimic the fields in the AML so that me and Josh don't have to guess and chase down information.