



U.S. DEPARTMENT OF  
**ENERGY**



# *Office of Communications and External Affairs*

## **Briefing to EMAB**

***James Fiore***  
***Acting Director, EM-5***

***April 29, 2009***



**EM Environmental Management**

safety ♦ performance ♦ cleanup ♦ closure

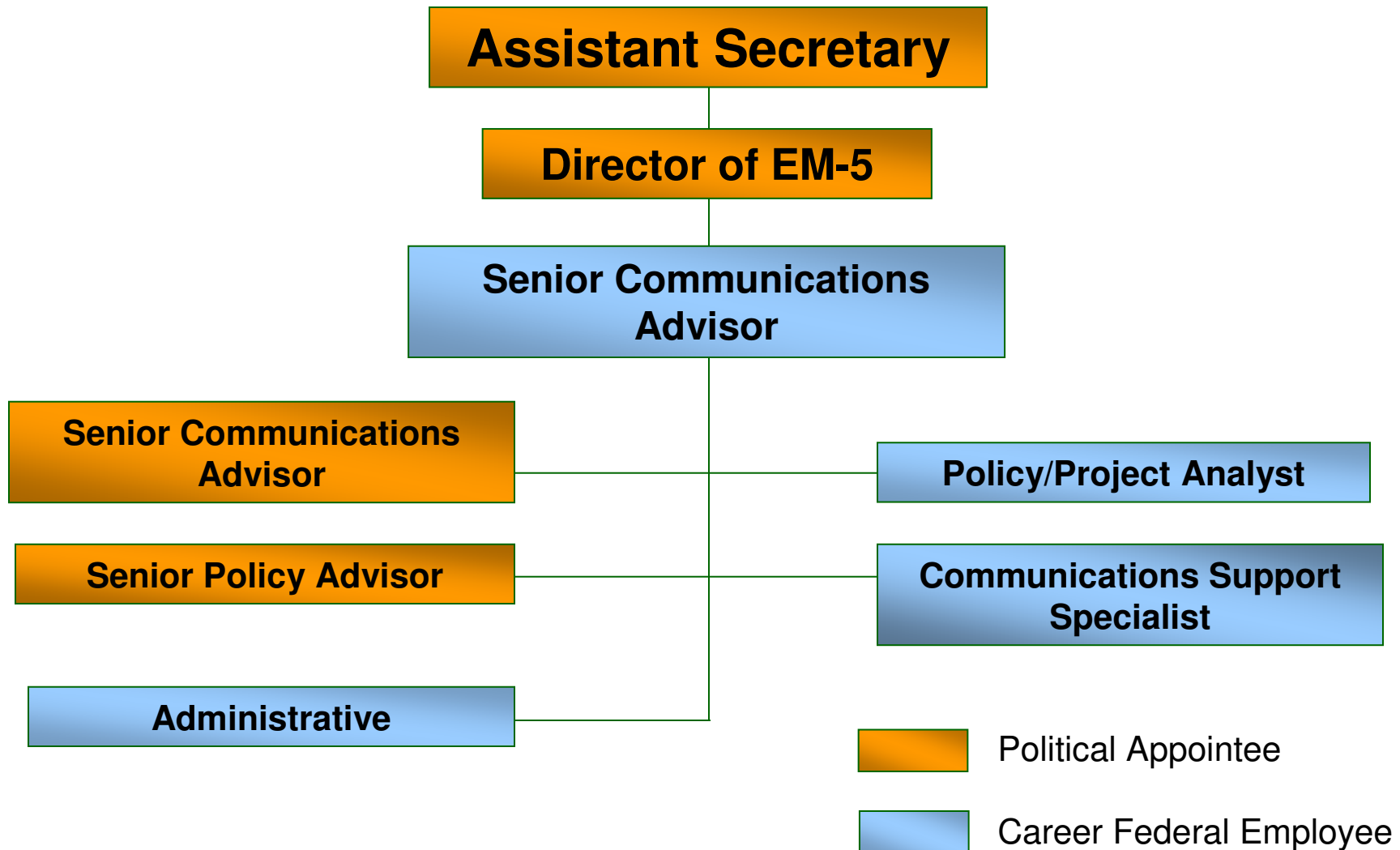
[www.em.doe.gov](http://www.em.doe.gov)

# EM-5 Core Functions

- Media outreach plan
- Respond to media inquiries
- Prepare and execute media announcements
- Coordinate and monitor field office public affairs
- Support EM-1 and EM-2 communication roles
- Ensure consistency with EM message
  - Internal and external
- Non-budget-related Congressional communication
  - Cleanup caucuses
- Congressional outreach
- Develop basic public education materials



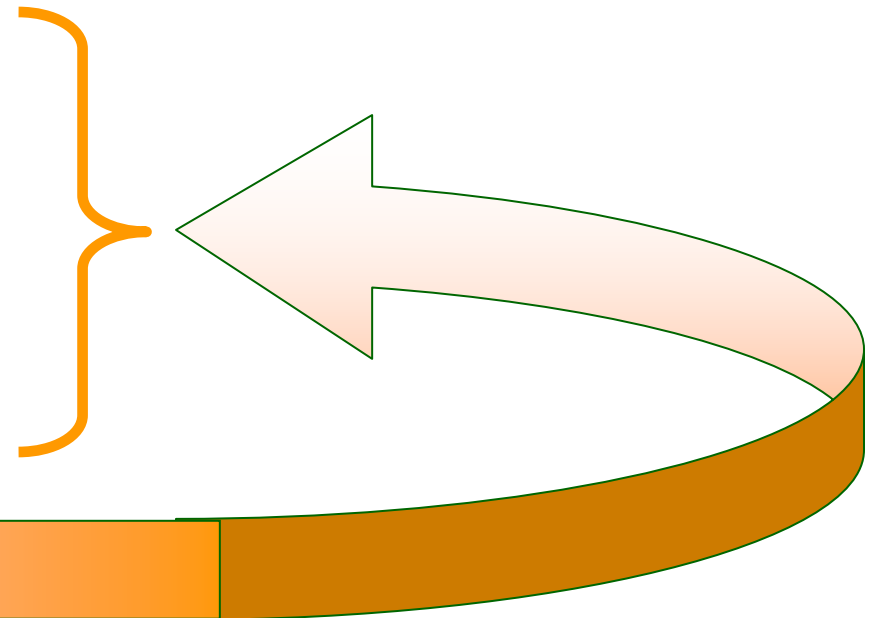
# EM-5 Organization – Fully Staffed



# *EM-5 and the Corporate Communications Model*

## *Six Dimensions of Corporate Communications*

1. Media Relations
2. Internal Communications
3. Government Affairs
4. Public Affairs (Stakeholders)
5. Executive Communications
6. Strategic Communications



# EM-5 Goals

## “Still Focused on Fixing the Potholes”

- Improve Media Relations
- Strengthen Internal Communications
- Improve Basic Informational Materials
- Engage Congress



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# Media Relations

- Trade Press: Work with them to tell the “Full Story”
- Consumer Press:
  - Reach out to new sources
  - Focus on EM’s positives
- Train and empower our managers to be our spokespersons
- Improve coordination with EM sites’ public affairs teams



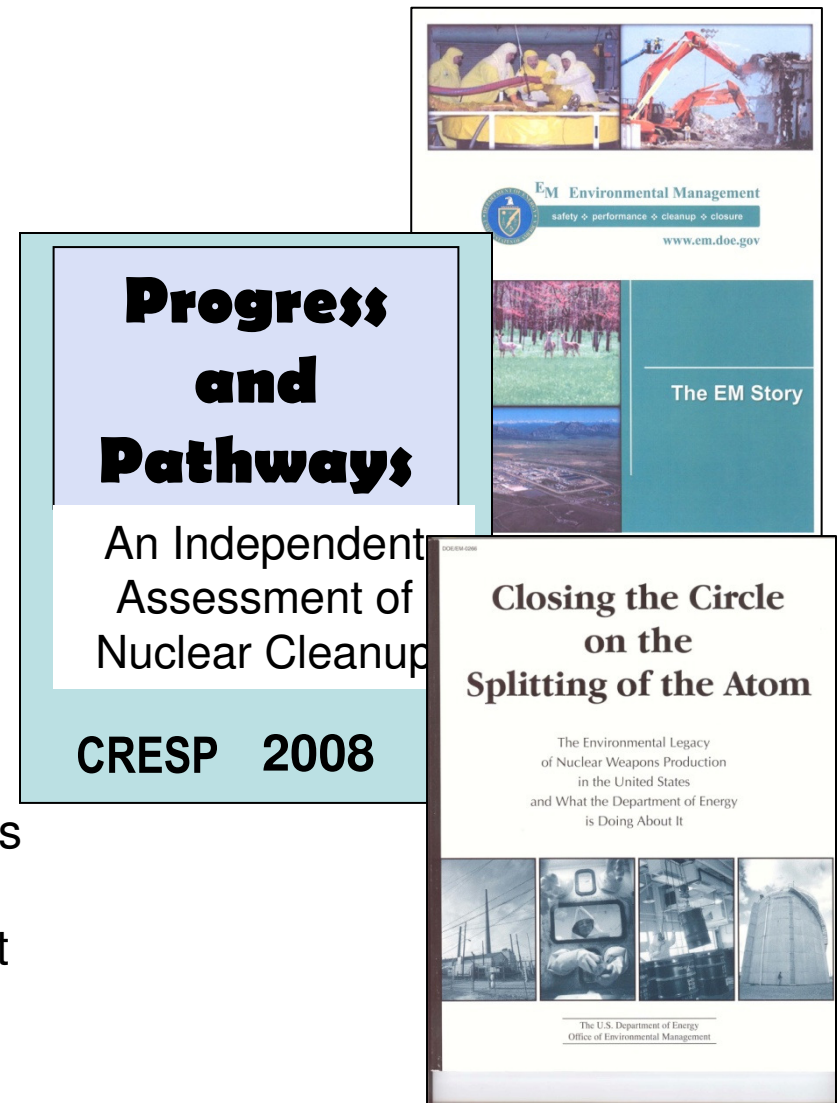
# Informational Materials

## Developing “curriculum” for all levels of knowledge

- “EM 101” - The EM Story
- EM “Grad School” - Progress and Pathways
- EM “Continuing Education” - Then and Now (Two Decades of EM Progress)
  - Site by site
  - Updatable
  - Branding EM

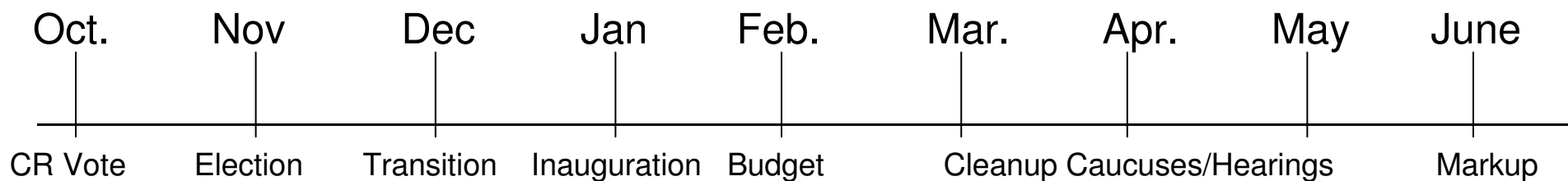
## Building on our library of source documents

- Technology Roadmap
- August 2008 World Federation of Scientists Paper
- Recent National Defense Authorization Act Report to Congress



# Congressional Relations

## Typical Congressional Timeline



- Brief state delegations having EM sites in October
- Engage cleanup caucuses earlier with complex-wide messages
- Build early support beyond appropriations subcommittees



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# American Recovery and Reinvestment Act

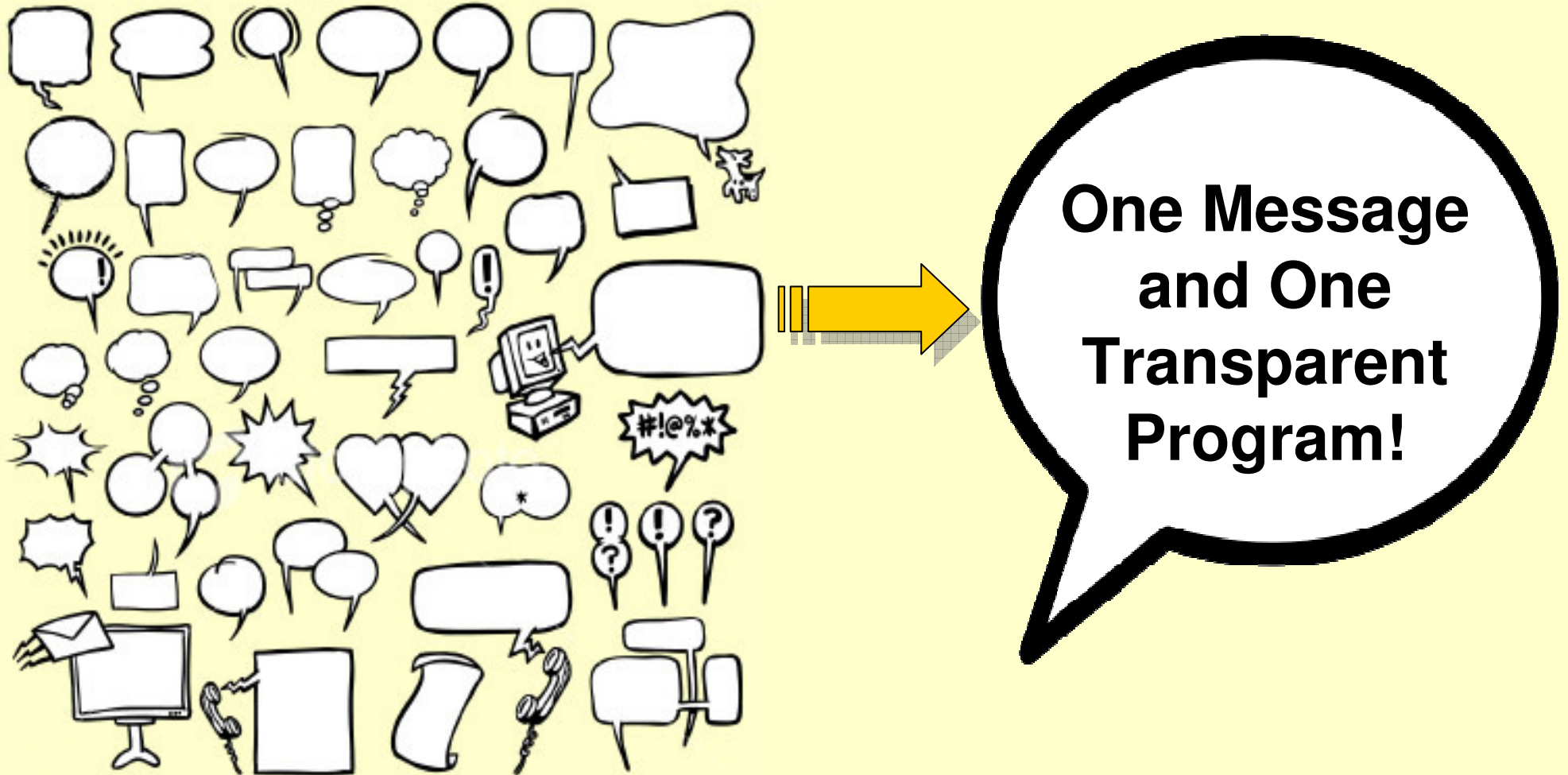
- Focusing on “shovel ready, boots on the ground” projects contributing to footprint reduction and small site completions
- Requiring rapid deployment of resources with **transparency** of activities and **accountability** for results
- Dedicated EM Team
  - Safety/Operational Readiness
  - Project Management
  - Budget
  - Contracting
  - Regulatory
  - **Communications**



*EM-5 is working with EM Recovery Act Project Team to ensure effective communication and to assure transparency of the entire Recovery Act process*



# A Single, Simple Goal



# *Tracking and Analysis of EM Reviews*

- Office of Management Analysis (EM-6) has responsibility to track implementation of external review recommendations
  - NAPA Report
  - Environmental Management Advisory Board (EMAB) and other advisory boards
  - DOE Inspector General (IG) Reports
  - Governmental Accountability Office (GAO) Reports



# Status of NAPA Recommendations

**Implemented 64 of 66 recommendations**

	Acquisition/ Project Management	Organizational	Human Capital	TOTAL
<i>Total Number</i>	30	19	20	69
<i>Chose Not to Implement</i>	0	2	1	3
<i>Number to Be Implemented</i>	30	17	19	66
<i>Closed</i>	28	17	19	64
<i>To Be Closed by 5/31/09</i>	2	0	0	2



# EMAB Recommendations

- Twenty recommendations made in 2008
- Five address communications
  - Strategic Plan – **in process**
  - Expand outreach – **in process** and being driven by Recovery Act and associated transparency
  - Update publications and informational materials – **implemented**
  - Promote plain language – **implemented**
  - Develop Standard Operating Processes and Procedures – **in process**



# *IG and GAO Reports*

- Review of all recent reports in process
- Determine status of responses
- Evaluate root causes for repeated findings
- Establish goal of being removed from the Office of Management and Budget's high risk list
  - **Good on three criteria**
  - **Additional work needed on two criteria**
- Implement continuous improvement process building on best in class process



# *Backup Material*

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# EMAB Recommendations

- **Recommendation 2008-12:** Develop a strategic communications plan, or roadmap, in preparation for the next administration.
- **Recommendation 2008-13:** Expand outreach efforts to build support for, and acceptance of the EM program.
- **Recommendation 2008-14:** Update publications and other informational materials that help promote EM's mission.
- **Recommendation 2008-15:** Encourage efforts that promote and institutionalize the use of plain language in all communications.
- **Recommendation 2008-16:** Develop Standard Operating Policies and Procedures for the Office of Communications and External Affairs.
- **Recommendation 2008-17:** Complete the build-out of financial, analytical tools for strategic planning.
- **Recommendation 2008-18:** Incorporate the use of strategic planning tools and analyses into EM's internal and external dialogues.
- **Recommendation 2008-19:** Utilize new strategic planning and budgeting tools to evaluate and address cost escalation issues that can impact current baseline assumptions.
- **Recommendation 2008-20:** Utilize new strategic planning and budgeting tools to evaluate potential unfunded liabilities, such as increased mission scope and facility transfers from other Departmental programs.
- **Recommendation 2008-21:** Seek an end to the Senior Executive Service hiring freeze in order to fill critical management positions in the Office of Acquisition and Project Management.
- **Recommendation 2008-22:** Obtain authority to use Brooks Bill procedures for professional Architect-Engineering services.





# EMAB Recommendations (cont'd)

- **Recommendation 2008-23:** Implement the improvements identified in the Business Clearance Improvement Initiative.
- **Recommendation 2008-24:** Include leading indicators in the QA performance metrics that are currently under development.
- **Recommendation 2008-25:** Ensure continued commitment from top leadership for the QA initiatives underway.
- **Recommendation 2008-26:** If staffing becomes a problem, look to other sources for qualified Quality Assurance professionals.
- **Recommendation 2008-27:** Create performance indicators for human capital initiatives in order to track progress over time and assess the extent to which practices have been institutionalized and are achieving the desired goals.
- **Recommendation 2008-28:** Make a concerted effort to institutionalize and implement the various elements of the EM Human Capital Plan during the transition period.
- **Recommendation 2008-29:** Complete and implement workforce planning tools to help predict and model workforce requirements based on shifts in funding.
- **Recommendation 2008-30:** Continue to support the Leadership Excellence Program, which offers great potential for developing a high-performing organization and warrants sustained management commitment and financial resources.
- **Recommendation 2008-31:** As part of the strategic communications plan and transition book being prepared for the next administration, develop a new strategic vision statement for EM to reflect the future direction and requirements of the program.

