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PUBLIC AFFAIRS:



REACHING OUT & REACHING IN

MODERATOR
elaine blackman

PANELISTS
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*** What is Outreach?**

Act or process of reaching out
A systematic attempt to provide services beyond conventional limits, as to particular segments of a community: *an educational outreach to custodial parents*

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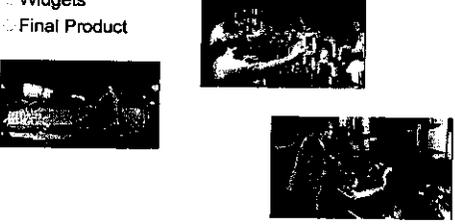
What is Inreach?

Act or process of reaching in
ecopsychology: Inreach is opening the self to be nurtured by the self
Steve Flores definition: Gaining staff support prior to Outreach

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Assembly line psychology

- Widgets
- Final Product



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Studies revealed:

- Low morale
- Disconnect from final product
- Low production
- Dissatisfied staff
- Lowered profit margins

How in the heck does this relate to child support?

- Low morale
- Disconnect from final product
- Low production
- Dissatisfied staff
- Lowered profit margins

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What science was used to get staff involved?

- The science of emotion
- "It's All About the Kids!"

Where is the art?

- "Wall Art"

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Email sent to all staff

- Photos of staff's children**
Child Support will be implementing a new interior design promotion. You will soon be seeing major changes in the "look" of our agency. One of the promotional activities is a new "Wall Art" campaign in which we will feature extra large photos of staff's children. We are looking for children between the ages of 2 and 17 to be a part of our "Wall Art" in hallways, large walls and in different locations throughout our building. We are asking any employee who would like to have their children, grandchildren, brothers, sisters, or any family relation to be a part of this promotion to attend a 30 minute "Wall Art" meeting...

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Wall Art Campaign – Interview Hallway



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7 **Wall Art Campaign – Interview Hallway**



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Wall Art Campaign – Interview Hallway



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Wall Art Campaign – Lobby



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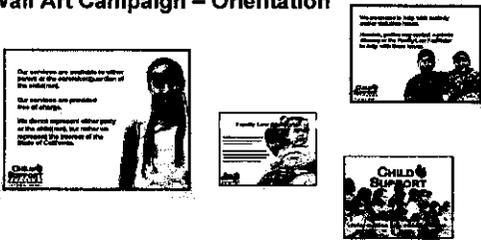
Wall Art Campaign – Bus mini-billboards



It All About The Kids!
Child Support Assistance (CSA)

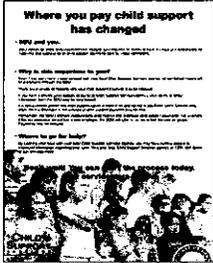
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Wall Art Campaign – Orientation



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Wall Art Campaign – Outreach



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Wall Art Campaign – Cargo Van



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Wall Art Campaign – Outcome

- Staff involved
- Staff ownership
- Staff pride
- Began changing office atmosphere for staff and customers
- Set stage for major outreach strategies



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What science was used to get staff involved?

- The science of emotion
- "It's All About the Kids!"

Where is the art?

"Wall Art"

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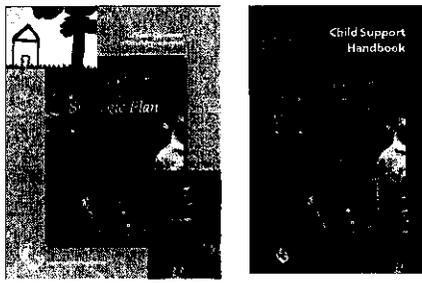


California Department of
Child Support Services

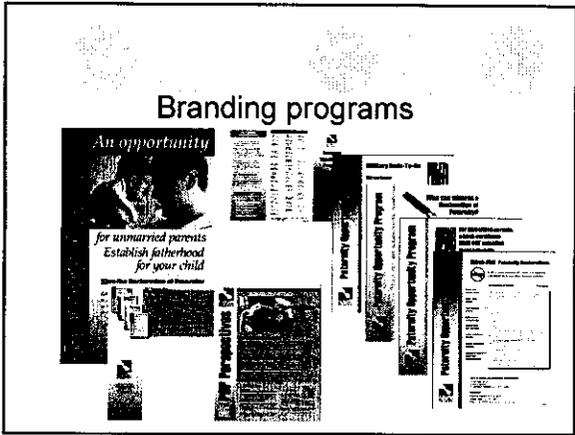
Building an identity
from the ground-up

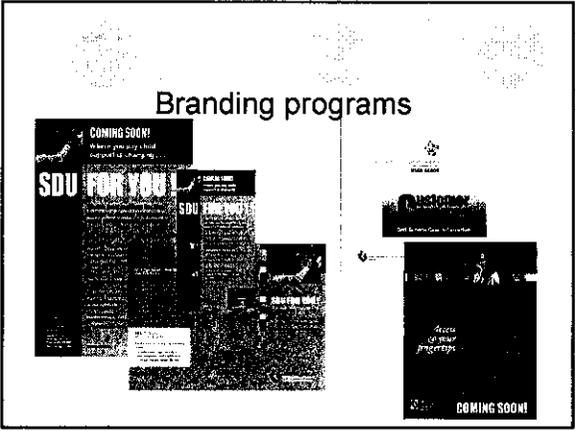
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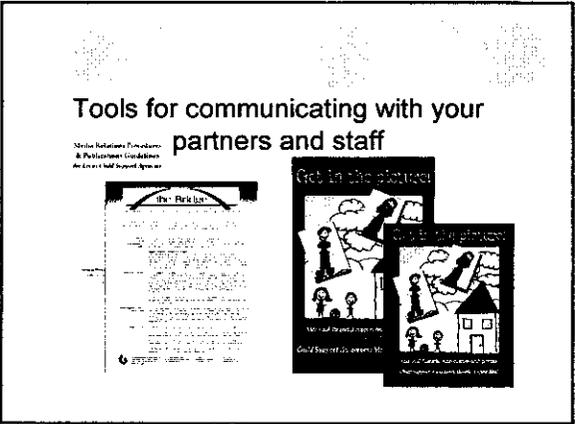
Building an identity



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California
One umbrella... Many colors

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What's Your Message?

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We all listen to...

WII-FM

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"Plant Trees!"

<i>Audience</i>	<i>Motivation</i>	<i>Strategy</i>
School children	Concern for future, environment, fun	Stewardship, take part in their own future
Land developers	\$\$\$\$\$\$	Increase desirability of property; reduce mitigation
Home owners	Property value, beautification	Trees add value & beauty

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Simplify language

- Are you using words to impress?
- If jargon is needed by audience, teach it.
- Be especially wary of jargon when conflict is heating up ... citizens resent it most.
- Acknowledge audience & ask them to stop you if jargon is confusing.
- Work on other complicated language (sentence structure, etc).
- Practice on non-technical person.



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AAAAAACCCDDDEEEEEEEFGGIILMM
NNNNNNOOPPPRRRSSTTTTTTUU

UNDERSTANDING PROMOTES
ACCEPTANCE MEANINGFUL A
PATTERN AND

A MEANINGFUL PATTERN PROMOTES
UNDERSTANDING AND ACCEPTANCE

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Message development

- What do you have to say?
- Who do you have to tell?
- When do they need to know it?
- WHY do they need to know it?
- ANTICIPATE reaction
- Be prepared to respond
- Where do you find them?
- How do you reach them?



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Main Message

- Put yourself in position of audience:
 - What 3 things does your audience *need* to know
 - What 3 things would audience most *like* to know
 - What 3 things would audience get *wrong* unless they are emphasized



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WET PAINT



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Communicate Competence

- Limit use of notes; avoid written speeches
- Show high level of organizational logic
- Dress professionally
- Use a lower voice tone
- Be assertive, but not aggressive
- DO NOT make promises you can't keep
- NEVER LIE!



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Question and Answers



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