



Strategy to Improve Prison Safety and Security

Improve Ability to Communicate
Information to Stakeholders

Strategy to Improve Prison Safety and Security

- ▶ Goal 5: Improve Ability to Communicate Information to Stakeholders
 - Objective 5.1 Improve Communications with Internal Stakeholders
 - Objective 5.2 Improve Communications with External Stakeholders

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 1 – WebEx Meetings

- ❑ Employees hear directly from Prisons leadership through WebEx meetings - a form of “Virtual Town Hall.”
- ❑ Meetings will be scheduled to accommodate the different shifts.
- ❑ The facilities in the eastern region will pilot this initiative.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 2 – Set up dedicated Prisons email account to facilitate internal communications

- ❑ “Contact Prisons” email account bridges the gap between Prisons executives and employees ensuring that there is two-way communication.
- ❑ Email address will always be included in communications for employees to share ideas and suggestions.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 3 – Create and send topical weekly messages from Prisons leadership “Prisons News You Can Use” to employees

- ❑ First mailing of *Prisons News You Can Use* - topical weekly messages from Prisons leadership to employees was sent Aug. 5.
- ❑ Printable version available to employees without access to email accounts.
- ❑ The Aug. 5 mailing was well received – the mailing had a 37% open rate (industry standard is 19.79%) and 25% click-through rate (industry standard is 15%).

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 4 – Implement mass email communication software to improve messaging efficiency

- ❑ Constant Contact (email marketing software). Used to distribute a biweekly newsletter, quarterly magazine as well as providing DPS employees with updated information/events/initiatives).
- ❑ The software provides an interactive platform.
- ❑ For the last several issues of the biweekly Digest emailed – there was an average open rate of more than 30-37%. Industry standard for a good mass mailing is 20%.
- ❑ Newsletter has an “Employee Spotlight” section (this has garnered good feedback).
- ❑ Exploring ways to grow readership and engagement - increase the open rates to 40% - 60%.

On The **SCENE** Digest

Discover DPS: Caledonia Egg Operation

By Jeff Goldsmith, Videographer and Claire Rice, Editor



Division of Prisons Honors a Dozen Staff Members as Employees of the Year

By John Bull, Communications Officer



On Feb. 19, the Division of Prisons honored a dozen staff members in their individual fields as "Employees of the Year" for their exemplary work or generous acts that benefited the agency and their communities.

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Bringing the Talent to DPS

By Claire Rice, Editor

On The **SCENE** Digest

Victim Services Acting Director Liddie Shropshire Tapped to Lead Office

By George McCue, Writer

DPS Chief Deputy Secretary Cassandra Hoelstra is pleased to announce Liddie Shropshire has been named director of the Office of Victim Services. Shropshire has been serving as acting director since January, and before that, was the office's assistant director.

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Alexander CI Honors Military Employees, Others with Recognition Boards

By Jerry Higgins, Communications Officer



Alexander Correctional Institution, like most Department of Public Safety entities, honors employees who served in the military during holidays such as Memorial Day, Veterans Day or Military Appreciation Week.

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Community College Campuses Proving to be

Employee Spotlight



Medical Records Assistant Cynthia Levent goes the extra mile at Davidson Correctional Center to help build bridges and promote unity within the facility. In addition to her day-to-day work, she hosts knock days and employee appreciation lunches at the facility. Levent ensures that each shift is included during all special activities. She also encourages other employees to sign up to participate, decorate and clean up for all activities making each event a team effort.

DPS Communications
presents a preview of
our new video series:

Discover



Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 5 – Create a news service/video series "Discover DPS" – as another avenue of improving messaging efficiency

- ❑ This targets our employees that are visual learners and provides newsworthy updates on initiatives, projects and employee related news.
- ❑ The first episode of "Discover DPS" – is currently in production.
- ❑ These episodes will be shared via email, at line-ups and display screens (once these are set up).

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 6 –DPS-IT will work with Communications and Human Resources to create an Intranet to promote internal communications

- ❑ This initiative provides additional opportunity for employees to access information.
- ❑ Feedback button available to interact with employees. The feedback button can also be used as survey tool to test employees opinions on initiatives, projects and policies.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 7 – DPS IT will implement hardware/software solutions at all 55 correctional facilities that will enable DPS Communications office to push information and messaging to screens located in facilities

- ❑ Communications is working with Prisons, DPS-IT and DIT Security to ensure software compatibility prior to purchase of hardware.
- ❑ Hardware and software have been purchased for the pilot facilities.
- ❑ The following facilities have been selected as pilot sites: Anson; Warren; Swannanoa; Pasquotank; and Wilkes.
- ❑ Communications Office will continue to work with Prisons – compile and push information display from Prisons Administration to the facilities.
- ❑ Information will include slides on updates on initiatives and policies, recognized employees, seized contraband, video messages as well as other good news.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 8 – DPS–IT will provide email accounts to all correctional officers

- ❑ This initiative is currently in the pilot phase.
- ❑ The pilot group is within Hoke CI and Forsyth CC.
- ❑ Estimated completion date is June 2020, but could be achieved earlier than that.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 9 – Prisons will actively promote facility leadership interaction with frontline staff

- ❑ Making the interaction intentional by putting into place a scheduled time when facility heads make the rounds and seek to interact with his/her employees.
- ❑ Director of Prisons emphasizes the need during meetings and strongly encourages more interactions. Most facilities currently have some format in place.
- ❑ A formal teleconference call is planned to provide a platform for sharing best practices and tips.

Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 10 –Prisons will work with the Communications Office to reinforce training for facility heads, managers/supervisors, OICs as well as other identified staff – to facilitate internal/external communications

- ❑ Currently media relations training sessions are conducted for Prisons staff from Wardens down to Sergeants.
- ❑ Communications Office offers 4-hr and 12-hr block training sessions.
- ❑ From last fall to date, eight sessions have been conducted statewide.
- ❑ Introductory/best practices presentations on external and internal communications have also begun for new wardens, asst. wardens and managers.
- ❑ OICs are being equipped with summarized key points to help deliver the important messages on official memos during line up. The truncated key points allows for easy and consistent announcements.

Getting Your Message in the Media



North Carolina
Department of Public Safety

Internal Communications aka Internal Comms



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Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 11 – Implement an Open House/Employee Appreciation Program/events

- ❑ Currently in progress.
- ❑ The first annual Prisons Employee Recognition program took place early 2019.
- ❑ Prisons employees from facilities statewide were recognized as “Employees of the Year” for their exemplary work or generous acts that benefited the agency and their communities.
- ❑ The Award categories include Custody, Health Services, Programs, Support Services, Manager, Newcomer, Innovation/Team, Line Supervisor and Facility Head.
- ❑ Facilities frequently host employee recognition/appreciation events to boost staff morale.

Pasquotank CI



Odom CI



Carteret CC



Forsyth Correctional Center Employee Recognition



Employee of the Year
Nurse Meadows



Employee of the Quarter
Sgt. Stagle



Employee of the Quarter
Officer Campbell



Employee of the Month
Programs Director Williams

Division of Prisons Names a Dozen Employees of the Year



Contact Information

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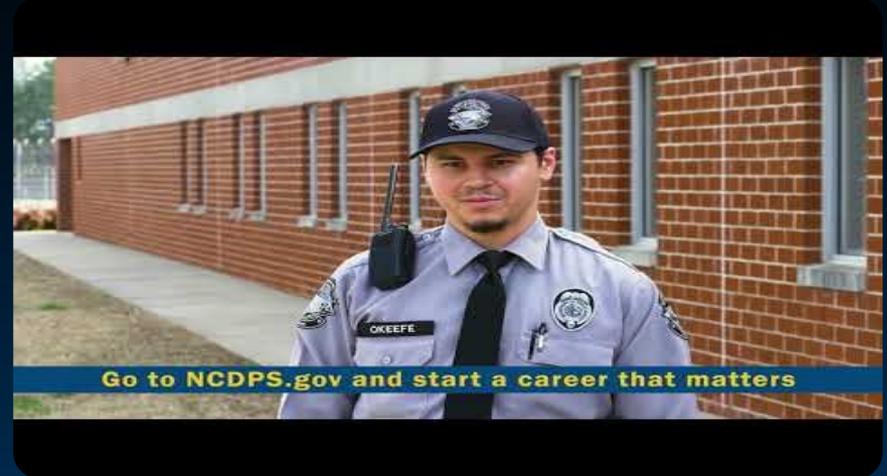
Brittany Splant Named a Prisons Employee of the Year



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Prisons Employees Appreciation - through ads and videos



Objective 5.1 - Improve Communications with Internal Stakeholders

Initiative 12 – Hiring of an additional Communications Officer to facilitate external and internal communications

- ❑ An additional Communications Officer dedicated to Prisons Administration was hired in December 2018.
- ❑ Steps have been taken to ensure that increased internal and external messaging continues.
- ❑ The Communications Officers split responsibilities.
- ❑ One primarily handles media relations, while the other focuses on prison reform, proactive positive communication and serves as media relations back up.

Objective 5.2 - Improve Communications with External Stakeholders

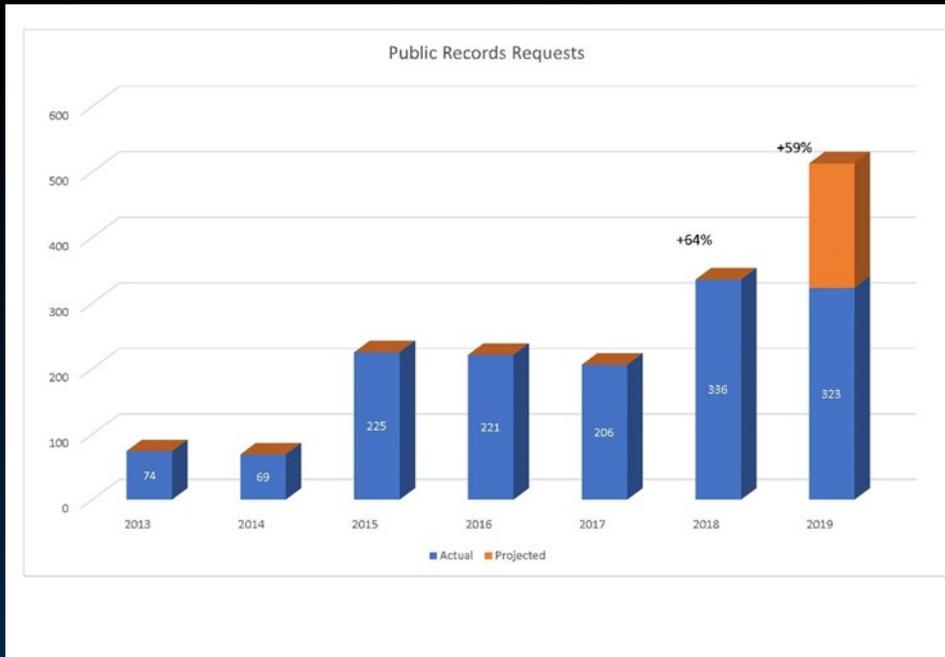
Initiative 1 – Hiring an additional Communications Officer

- ❑ As previously stated, Prisons administration now has two Communications Officers dedicated to sharing information with both internal and external stakeholders.

Objective 5.2 - Improve Communications with External Stakeholders

Initiative 2 – DPS Communications will implement a public records request information management system upgrade

- ❑ Goal - consistency in response and interpretation of public records.
- ❑ SharePoint platform set in place.
- ❑ This platform allows for efficient facilitation of records request which promotes transparency.
- ❑ The Communications Office has also purchased an e-discovery software "Intella" to streamline data search.
- ❑ Additional public records assistants were hired in response to the increase in records request.



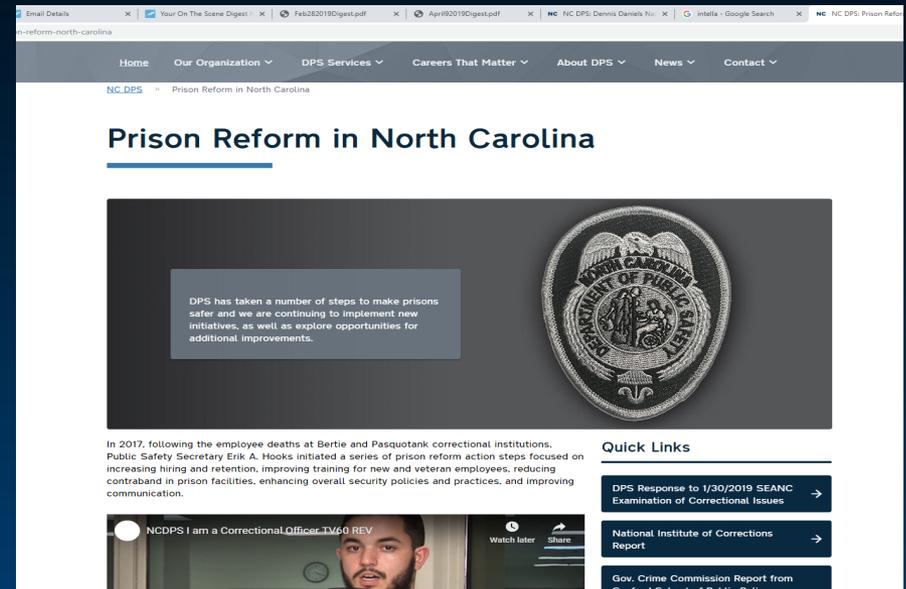
- ❑ A recent media request originally involved 140,000 emails!
- ❑ Communications Office was able to get the requestor to narrow that request to 14,729 emails. Even so, those emails contained more than 9,000 attachments and nearly 60,000 images that also required review.
- ❑ Just this single request required months of work to fulfill.

Date Received	Request Title	Assigned To	Received By	Request Description	Comments
8/9/2019	Stephanie McFadden - Use of Drones	Baker, Michael D.	Walker, Pamela	Subject: : Research Question: Use of Drones Your Questions or Comments: : I am reaching out to	SHP res immedi
8/7/2019	Adam Wagner - News & Observer	Acree, Keith	Acree, Keith	Requesting any records showing how information and updates sent in EOC are processed and by	

Objective 5.2 - Improve Communications with External Stakeholders

Initiative 3 – Maintain Prison reform initiatives website

- ❑ Website was created and is kept updated with pertinent and timely information.



Objective 5.2 - Improve Communications with External Stakeholders

Initiative 4 – DPS will provide regular updates to external stakeholders regarding prison reform initiatives

- ❑ Communications Office shares timely blogs and pictures with external stakeholders.
- ❑ Maintains a dynamic relationship with external stakeholders – especially on social media platforms.

North Carolina Department of Public Safety
Published by Hootsuite [?] · July 16 at 5:00 PM · 🌐

On a day to day basis in his duties as the Critical Incident Administrator for the Division of Adult Correction and Juvenile Justice's S.H.I.E.L.D. (Staff Helping In Emergency Life-changing crisis or Difficult situations), Jeffery Billups is often placed in tough scenarios working with staff in terrible situations. However, he found himself in the right place at the right time Monday night on his way home from work.

Billups was driving home on Highway 13 in Bertie County when...
[See More](#)



Performance for Your Post

17,438 People Reached

1,264 Reactions, Comments & Shares 📊

571 Like	298 On Post	273 On Shares
333 Love	164 On Post	169 On Shares
6 Haha	3 On Post	3 On Shares
76 Wow	43 On Post	33 On Shares
19 Sad	3 On Post	16 On Shares
184 Comments	120 On Post	64 On Shares
76 Shares	75 On Post	1 On Shares

5,211 Post Clicks

841 Photo Views	0 Link Clicks 📌	4,370 Other Clicks 📌
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NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

North Carolina Department of Public Safety
Published by Hootsuite [?] · July 5 · 🌐

The latest group of graduates from the Prison Emergency Response Team Basic Training received their certificates on June 28 at the N.C. Forestry Training Facility in Newland. Nineteen correctional officers from across the state went through a week of rigorous physical training, as well as working on techniques to handle emergencies inside the state's 55 prisons.

Training included work at the shooting range, how to work with other PERT members in emergency situations (such as... [See More](#)



Performance for Your Post

12,027 People Reached

726 Reactions, Comments & Shares 📊

497 Like	203 On Post	284 On Shares
73 Love	30 On Post	43 On Shares
119 Comments	50 On Post	69 On Shares
37 Shares	35 On Post	2 On Shares

3,913 Post Clicks

2,104 Photo Views	46 Link Clicks 📌	1,763 Other Clicks 📌
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NEGATIVE FEEDBACK

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0 Report as Spam	0 Unlike Page

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North Carolina Department of Public Safety
Published by Hootsuite [?] · July 4 · 🌐

North Carolina prisons are a 24-hour, 365-day operation. That includes working on national and state holidays, as well as being away from families during critical times. Correctional workers at Foothills Correctional Institution received a treat on July 4 as supervisors on the 1B rotation celebrated the holiday at work by providing all staff with a hot dog lunch complete with all the fixings and dessert.

DPS wants to thank all staff throughout the agency who worked on the July 4 holiday. Thank you for all you do for the citizens of North Carolina.
[#WeAreDPS](#)



Performance for Your Post

18,284 People Reached

1,164 Reactions, Comments & Shares 📊

846 Like	456 On Post	390 On Shares
114 Love	74 On Post	40 On Shares
3 Haha	2 On Post	1 On Shares
2 Sad	1 On Post	1 On Shares
122 Comments	82 On Post	40 On Shares
78 Shares	75 On Post	3 On Shares

6,204 Post Clicks

2,570 Photo Views	0 Link Clicks 📌	3,634 Other Clicks 📌
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North Carolina Department of Public Safety
Published by Hootsuite [?] · July 19 at 4:30 PM · 🌐

Join us in welcoming the newest class of Basic Correctional Officer Training graduates. These students graduated from Samarand Training Academy today and will join teams at several state correctional facilities in the coming weeks.

Congratulations, graduates!

Front Row (left to right): Adrienne Lipscomb, Synclirie Rosa
Second Row (left to right): Kelsey Crowe, Ayana Hassell, Tiffany Medford, Misty Nichols, Chastinee Thomas, Tyasia Rawlings... [See More](#)



👍 **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 1,900 people.

Performance for Your Post

12,243 People Reached

1,147 Reactions, Comments & Shares 📊

535 Like	155 On Post	380 On Shares
253 Love	44 On Post	209 On Shares
1 Haha	0 On Post	1 On Shares
317 Comments	69 On Post	248 On Shares
41 Shares	39 On Post	2 On Shares

3,503 Post Clicks

1,368 Photo Views	0 Link Clicks 📌	2,135 Other Clicks 📌
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NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
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