

**Office of Communications' Fiscal Year 2005
National Strategic Communications Plan**

Our Vision

“Advancing Agency Goals through Strategic Communication”

Our Strengths

As professional communicators, we are uniquely capable individuals who blend knowledge of Social Security programs and processes with expert use of state-of-the-art technologies and a bold, creative spirit. We advance the goals and objectives of the Social Security Administration by:

- ❖ Delivering accurate, timely and clear information to internal and external audiences;
- ❖ Promoting a favorable public image by building trusting relationships with individuals and organizations in local communities and at national levels; and
- ❖ Increasing accountability and responsiveness to the people we serve through performance and satisfaction measurement.

Our Plan

In FY 2005, the Office of Communications (OComm) will carry out targeted communications objectives in support of the Agency's mission and goals. We will align these objectives with Social Security's four strategic goals, as follows:

Goal: Deliver high quality, citizen-centered Service

★ **Message: You can expect us to provide you with high quality service in a timely and efficient manner.**

★ **Communications Objective 1: Market Social Security's website to increase awareness and use of online services**

★ **Message: Social Security services online – the quick, easy and secure way to do business!**

- ★ Communications Objective 2: Support Implementation of the Medicare Part D Program Subsidy Application Outreach
 - ★ *Message*: [to be determined]
- ★ Communications Objective 3: Support program initiatives through public information and education
 - ★ *Message*: Social Security touches the lives of nearly all Americans.

Goal: Ensure superior Stewardship of Social Security programs and resources

- ★ ***Message*: The integrity of our payments, records and performance is a priority for Social Security.**

- ★ Communications Objective 4: Educate the public about Social Security number integrity
 - ★ *Message*: Social Security protects the integrity of your Social Security number. You can help too: do not carry your card with you, and keep it in a safe place.
- ★ Communications Objective 5: Promote the Agency's progress in implementing the President's Management Agenda
 - ★ *Message*: Social Security is committed to delivering well-managed programs that the people of America expect and deserve.

Goal: Achieve sustainable Solvency and ensure Social Security programs meet the needs of current and future generations

- ★ ***Message*: Social Security must be strengthened to meet the needs of future generations.**
- ★ Communications Objective 6: Educate all audiences on the current Social Security system in order to increase understanding of solvency issues and challenges
 - ★ *Message*: Social Security's long-term financing problems are serious and need to be addressed soon.

Goal: Strategically manage and align Staff to support SSA's mission

★ **Message: We value your skill, dedication and compassion in serving the American public.**

★ Communications Objective 7: Improve internal communications so all employees understand their importance and value to the Agency

★ *Message:* You are a valued part of the Social Security family and what you do is important to the American public.

★ Communications Objective 8: Provide tools and marketing services to increase employees' effectiveness as communicators

★ *Message:* Agency communicators will have the tools and information they need to be effective.

★ Communications Objective 9: Provide tools and marketing services to support Social Security's efforts to attract and recruit high-performing workers

★ *Message:* Social Security is seeking qualified and talented people who want to make a difference in their lives and in the lives of others.

❖ In support of the above strategic communications objectives, OComm has identified a number of communications tactics on which to focus resources and efforts in Fiscal Year 2005. They are as follows:

Objective 1: Market Social Security's website to increase awareness and use of online services

1. Promote business services online
2. Partner with human resource managers
3. Market the i3368
4. Promote use of online applications for benefits

Objective 2: Support implementation of the Medicare Part D Program subsidy application outreach

1. Produce and Distribute Cost-Sharing Subsidy Application
2. Produce and Distribute Subsidy Appeal Form
3. Create and Distribute Promotional Materials
4. Support and Conduct Medicare Outreach

Objective 3: Support program initiatives through public information and education

1. Update Social Security's publications
2. Secure contract support for updating and maintaining the agency-wide database of external organizations and advocacy groups.
3. Promote electronic disability (eDib)
4. Partner with organizations to promote financial literacy
5. Promote Ticket to Work
6. Provide assistive communications services in support of the disabled community
7. Upgrade Television Studio to HDTV

Objective 4: Educate the public about Social Security number integrity

1. Inform the public about the importance of protecting their Social Security Number

Objective 5: Promote the Agency's progress in implementing the President's Management Agenda

1. Publicize "Getting to Green" Accomplishments

Objective 6: Educate all audiences on the current Social Security system in order to increase understanding of solvency issues and challenges

1. Inform audiences about solvency issues and challenges

Objective 7: Improve internal communications so all employees understand their importance and value to the Agency

1. Publicize community outreach programs
2. Improve Channel 55 (SSTV)
3. Upgrade News Bytes
4. Develop and produce "Main Street" video series

Objective 8: Provide tools and marketing services to increase employees' effectiveness as communicators

1. Redesign, update and promote PARC
2. Hold National Public Affairs Training Conference

Objective 9: Support Social Security's efforts to recruit high-performing workers

1. Support publicity campaigns for recruitment

Note: The above list is dynamic, being subject to change as Agency events and priorities dictate throughout the year. OComm is working in concert with communicators at Central Office and in the Regions to ensure consistency and efficiency in carrying out national and local communications tactics.

Communications/Marketing Tactical Plan Kansas City Region

Communications Objective 5: Educate all audiences on the current Social Security system in order to increase understanding of solvency issues and challenges.

Message: Social Security's long-term financing problems are serious and need to be addressed soon.

Public/Audience	Their Stake	Message(s)	Medium(s)	Tactics	How to Measure	Budget
All audiences.	The ability of the Social Security program to pay promised benefits to current and future beneficiaries.	<p>In order for Social Security to be there for future generations, necessary reforms must take place.</p> <p>We must address Social Security's long term solvency issues now.¹</p> <p>The sooner changes are made, the more time people will have to adjust to the changes.</p>	<p><u>For SSA employees:</u></p> <p>Staff meetings.</p> <p>Internal communications products.</p> <p>IVT and NetMeetings</p> <p><u>For all other audiences:</u></p> <p>Speeches, seminars and public events.</p> <p>Radio, TV, newspapers and SSA publications.</p> <p>Employer and special interest publications.</p>	<p>Distribute "The Future of Social Security," January 2004¹.</p> <p>Use "Long-Term Challenges Talking Points" on the PARC to prepare presentations.</p> <p>Discuss solvency issues at staff meetings.</p> <p>Deliver messages using press releases, presentations at financial planning seminars and other outreach events.</p> <p>Look for "non-traditional"</p>	<p>Report contacts in Bi-Weekly Public Affairs Activity Report.</p> <p>Manager observance of employee knowledge.</p> <p>Employee certification of basic solvency knowledge.</p>	<p>Materials, staff time.</p> <p>Adequate copies of "The Future of Social Security," January 2004</p>

Communications/Marketing Tactical Plan Kansas City Region

Communications Objective 5: Educate all audiences on the current Social Security system in order to increase understanding of solvency issues and challenges.

Message: Social Security's long-term financing problems are serious and need to be addressed soon.

				<p>locations to educate people about the current Social Security system, such as outreach events at farmer's markets, big box" retail stores, etc.</p> <p>Insert solvency messages in all Social Security publications.</p> <p>Place articles on solvency in external publications.</p>		
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¹This audience/message/tactic is specified by OComm in the *Fiscal Year 2004 Strategic Communications Plan*.