

Communications



José Montero, Jr., is Counsel to the Director and Chief Communications Officer for USCIS. During the past year, the USCIS Office of Communications has undergone a significant transformation, consolidating key external and internal communication components of the agency. This reorganization resulted in the office almost doubling in size and established the five divisions of Media Relations, Community Relations, New Media, Internal Communications and Strategic Communications. Each division is

now a fully functional subset of a robust communications team with members in 22 cities across the nation.

This new, more comprehensive and cohesive approach to internal and external communications has greatly enhanced the agency's effectiveness when communicating changes in laws, regulations, processes and procedures affecting more than 15,000 employees and millions of customers. The consolidation of communications functions and components has allowed USCIS to strategically position its messaging while providing employees and customers with the tools and information needed to accomplish the agency's mission of securing America's promise as a nation of immigrants. USCIS does that by providing accurate and useful information to its customers, granting immigration and citizenship benefits, promoting an awareness and understanding of citizenship and ensuring the integrity of the nation's immigration system.

The **Media Relations Division**, consisting of 11 team members in seven locations, works with the media to foster a better understanding of USCIS' missions and goals. Under the direction of the USCIS Press Secretary, the Media Relations Division tells the USCIS story by developing and maintaining constructive relationships with national, regional and local print and broadcast outlets. The division successfully generates favorable media interest and provides significant opportunities for strategic message placement.

The **Community Relations Division** develops and maintains collaborative relationships with immigrant-serving organizations, such as community-based organizations, adult educators, advocacy groups, state and local officials and other stakeholders who interact with immigrants. The goal is to educate these groups about USCIS policies, products, and programs and to dialogue with them to identify areas where community feedback might better inform USCIS decision makers. The Community Relations Division has 25 Community Relations Officers (CROs) in district and field offices throughout the country. These CROs work together with local field leadership to develop robust community relations programs in their jurisdictions. At the national level, the Community Relations Division manages national stakeholder

dialogue through monthly and quarterly CBO meetings. Notes of these meetings are available on the community relations webpage: www.uscis.gov/communityrelations.

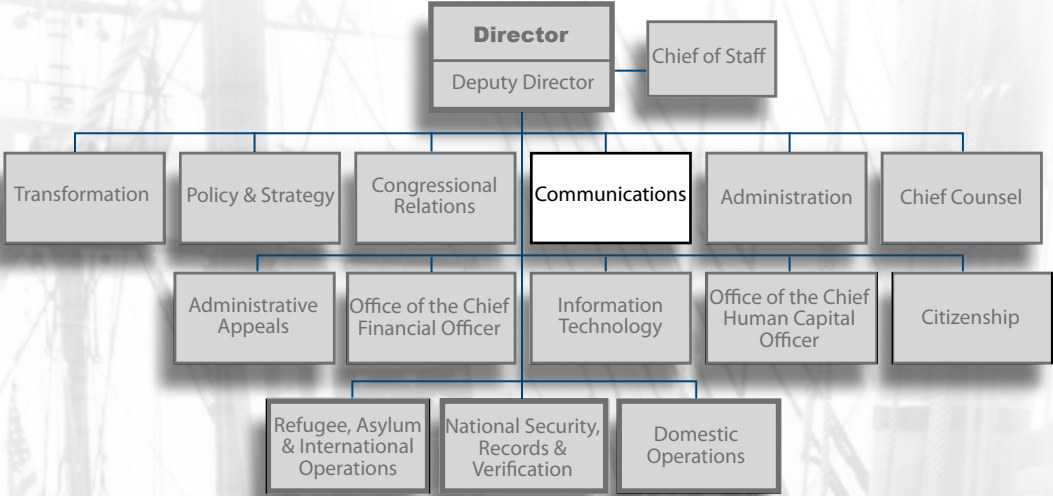
The **New Media Division** manages one of the federal government's most visited websites www.uscis.gov, with more than seven million visitors per month. During the past year, the New Media Division transformed the legacy website into the vastly improved www.uscis.gov portal - earning kudos from USCIS employees, users and other federal partners.

The **Internal Communications Division** develops and implements strategic, tactical and individual communications targeted at USCIS employees at headquarters in the and field. This division publishes daily newsletters (*USCIS Today*), Leadership Alerts and monthly employee newsletters (*USCIS Monthly*). The products and efforts of the Internal Communications Division are critically important to the Director's goal of keeping the agency fully informed. Responsible for the dissemination of high-level communications to agency chiefs and executive level officials, the Internal Communications Division works with Department of Homeland Security headquarters to ensure the timely delivery of sensitive information to USCIS employees. This division advises USCIS principals regarding employee communications and related issues. The Internal Communications Division coordinates and facilitates the USCIS Director's quarterly management conference call with field leadership. In addition to these functions, the Executive Communications component of Internal Communications is responsible for providing the USCIS Director, Deputy Director and Chief of Staff with prepared speeches, remarks and talking points for all USCIS related events and engagements.

The **Strategic Communications Division** consolidates the formerly dispersed functions of fully-integrated message management strategies for the agency in the critically important areas of immigration system integrity, workforce development, building a sound financial foundation, managing a dynamic and expanding physical footprint, agency transformation, fostering sustainable customer service relations, and promoting immigrant integration. Fully integrated, multi-level message planning and management enables the agency to promote important information relating to changing policies and procedures, ensuring that all stakeholders are kept abreast of the latest laws, regulation, guidance and trends in all facets affecting USCIS.

The Office of Communications has been especially successful in concurrently reorganizing, consolidating communications functions, growing to meet the needs of a dynamic, service-oriented agency, while concurrently meeting the needs of its customers, stakeholders, Department of Homeland Security leaders and executive office leaders.

USCIS Organizational Chart



Communications

