

Strategic Plan for the Department of the Interior Publishing Council

APPROVED January 11, 1995

MISSION:

The Department of the Interior Publishing Council will work collaboratively in implementing a cost-effective and efficient printing and publishing (print and electronics) management program that will ensure adherence to government laws, rules and regulations and will coordinate reporting requirement of the Department, Joint Committee on Printing, the Office of Management and Budget, and other pertinent publishing organizations.

GOAL:

All Department of the Interior Bureaus/Offices to work together to develop a publishing program that assures the best definition and utilization of talent, technology, resources, and interaction within the Bureaus and throughout the Department of the Interior. To examine and recommend cost effective processes and empower oversight responsibilities to offices of prime responsibility wherever practical.

PHILOSOPHY:

To accomplish this goal, the Council must first examine current processes, taking into account all statutory requirements placed on the Government as a whole, as well as legislation specific to the Department and its Bureaus and Offices. Members must also always keep in mind the mandate of the Council's Charter. Any ensuing processes must assure that each major functional area is dissected to its bare essentiality and to reconstruct the function in the most cost and resource effective means possible. The Council must prepare itself to make difficult and sometimes unpopular recommendations, particularly in workforce management areas, but the primary function is to assure that a long term, viable publications program is installed. The imminent era of Government-wide streamlining of personnel, organizations, functionality, and mission makes this basic understanding paramount to the success of the Council.

METHODOLOGY:

Each major functional area identified in the Council's Charter will be examined in the order of priority previously determined. This is not to say that more than one activity may not be under way simultaneously, only that the order of importance is maintained.

The preponderance of activity to this point has assumed that there will be sub-committees (sub councils) to examine each of the functional areas. The following is a list of areas that each sub-committee should keep as part of its mission:

1. Assure coherent, unifying and interactive pattern of decisions.
2. Establish means for long-term objectives, action plans, and allocation of resources.
3. Define the essence of the function being examined.
4. Examine internal strengths and weaknesses, as well as external opportunities and threats.

5. Develop a logical analysis for differentiating executive, managerial, and staff tasks and roles.
6. Maintain constant awareness of the tangible and intangible impact of its findings and recommendations.
7. Assure that the needs of the user/customer, stays a high agenda item.
8. The responsibility of the Council is to provide recommendations as to what should be done. The operational and tactical responsibility will be done at the Bureau level with guidance from the Council.

The sub-committee chairperson will be determined by the Council as a whole. The sub-committee chairperson will determine need for additional personnel, either from within the Council or from internal or outside sources. The Chairperson and Vice-Chairperson of the Council will assist in recruiting subcommittee members if required.

REPORTING:

1. Each sub-committee chairperson (or designate) should be prepared to provide an update of progress at each monthly Council meeting.
2. The individual sub-committee findings should take no longer than three months.
3. A Report of findings and recommendations should be submitted to the overall Council within one month of the conclusion of sub-committee activity.
 - A. The Council Chairperson will make copies available to the Chief, Division of Printing and Publications (Champion), the Deputy Director of Communications (Champion) and the Director of operations for comment.
 - B. Recommendations will come back to the Chairperson within two weeks and those comments will be shared with the Council.
4. Any subsequent revisions will be made by the Council as a whole, with input from sub-committee members as recommended by the sub-committee Chairperson.
5. A final report including recommendations is submitted to the appropriate management official as determined by the Council.

The Following is an outline of the major functional areas as identified in the Council Charter including areas of concern and potential analysis.

1. Periodically review Departmental publishing policies and procedures to determine program effectiveness and develop plans.

A. Analyze the DI-550 process with the intent of empowering Bureaus/Offices with oversight and approvals of their publishing efforts.

1. Develop a benchmark process for the review by Bureaus that takes into account all pertinent and required reporting requirements of the Joint Committee on Printing, Office of Management and Budget, and other entities as appropriate.

B. Review Departmental Manual Chapters with an eye to:

1. Consolidation of Chapters, wherever possible, so that all publishing related requirements are easily located and understood.
2. Simplification of internal Departmental policies and procedures, and;
3. Reviewing various cost and process effective Bureau special legislation, where applicable, with the intent of incorporating similar legislation in other Bureaus or as permanent Departmental legislation. This would include, but not limited to, cost recovery and cost sharing procedures.

RESULT: Provide a less bureaucratic and cumbersome Departmental publications policy while using proven successes for the benefit of all.

TIMEFRAME: Ongoing

2. Develop and recommend, policies and procedures consistent with the National Performance Review (NPR) to streamline Departmental printing and publishing activities.

A. Throughout all processes, assure that customer service is a primary concern. Customers are both our internal and external audiences, the program offices we serve, and most importantly, the intended audience of the products.

B. Stay within functions of charter avoiding tangents or diversions.

RESULTS: Effective development of products, sub-committees, and assurances that adequate timeframes are provided with effective closure of projects and recommendations.

TIMEFRAME: Ongoing

3. Explore ways and means to share resources throughout Interior to make the best use of talents and facilities.
 - A. Survey all Bureaus for identification of applicable facilities where various production techniques and specialized processes may be shared among Bureaus.
 - B. Develop benchmark interagency agreement(s) for such cooperation taking into account time frames, reimbursement, and applicable processes.
 - C. Review personnel classification, collateral duty assignments, grade structures, etc. to identify successful programs, consistency of operation and effective utilization of skills. Also identify services and talents for potential cross-training and personnel pool for times of extreme workload within Bureaus.

RESULT: Better utilization of resources across Bureau lines.

TIMEFRAME: Ongoing

4. Collectively explore emerging/innovative technologies and recommend Department-wide adoption.
 - A. Examine published products tracking systems (bibliographic databases) both internal and external to the Department to determine if and how the Department should have a centralized bibliographic database for searching titles, subject areas, authors, etc. Explore on what platform the system should operate and whether it should be made available to outside organizations as well as the public.
 1. Interact with Departmental information Management Program Committee for information system to assure uniformity of direction and mutual satisfaction among related professions (i.e.: IRM and Publishing professionals).
 - B. Explore applicability of new publishing related information systems (i.e., CD-Rom, Internet, World-Wide Web) to assure cost effective and audience responsive information sharing.
 - C. Explore compatibility of hardware/software (i.e., desktop publishing, CAD/CAM, GIS) for potential resource sharing.

RESULT: The Department will be operating in unison in information sharing methodologies.

5. Ensure Department-wide open communication with the Joint Committee on Printing, Government Printing Office, General Services Administration, Office of Management and Budget, and other pertinent organizations to foster Departmental input on policy issues, assure compliance with regulatory requirements, and share general information.
 - A. Working with the Division of Printing and Publications, develop a way to share our collective findings with the above entities, making it clear that the results are an integrated opinion of all Bureaus within the Department of the Interior as well as the Office of the Secretary.
 - B. Share the Council's findings with organizations made up of similar professionals from Department/Agency publishing operations (i.e., Interagency Councils, Federal Publishers Committee, etc.) to share trends and evolution of publishing programs and processes.
 - C. Respond as a major publishing entity to proposed changes and recommendations in Government-wide regulations and changes to the U.S. Code.

RESULT: Establish the image of the Department of the Interior as a major Government Publisher operating in unison for the betterment of Federal Publishing practices, procedures, and policies.

TIMEFRAME: Ongoing

6. Assist with establishment of educational, training, and career development programs with the publishing community.
 - A. Develop a method of notification of training opportunities both in and out of the Government in the publishing environment.
 - B. Explore opportunities for cross-training among/between Bureau/Office printing professionals (or those involved in publishing) for exposure to a diversity of processes, procedures, methods, and techniques.

RESULT: Effective utilization of printing and publishing professionals in times of difficult budgetary and personnel shortfalls.

TIMEFRAME: Ongoing