INTERAGENCY CONNECTION

215 Dean A. McGee, Suite 153, Oklahoma City, OK 73102 **http://www.oklahoma.feb.gov/** **(405) 231-4167**

Chair's Corner

The hectic Holiday season is upon us! November begins a flurry of family gatherings, office celebrations holiday activities and end of year retirements.

Before I begin with what we are doing, I want to take a moment to reflect. The **2014 Leadership FEB Class** graduated last month (their last forum was in October). This group completed an eight month program that we host each year.

We wish to applaud their effort and dedication to this program and their efforts to complete the requirements to successfully graduate!

With the completion of this class, we begin the planning of next year's program! Information will be distributed in January for the **2015 Leadership FEB** program and an opportunity for agencies to enroll their promising staff.

Looking forward to 2015, you will see another familiar program from years-gone-by - our **FEB "Leadership Series".** We will be offering five training days on topics critical to the success of front line managers and supervisors and good reminders for senior managers and long-time supervisors. Planning on all sessions has not yet been confirmed, but expect to see topics related to Communications; Managing change; Emotional Intelligence; and How to combat Negativity.

Our FEB is also developing the **Annual FEB Award** nomination package that will be sent to you in January so that you may nominate high-performing employees for recognition. The deadline is typically the end of February (providing you 1-1/2 months to prepare packages). *REMINDER: We request agencies to only nominate one employee per category.* This package will be placed on our website for easy retrieval, and will be sent to you via email.

AND with this time of year begin the calls to each federal agency from our Federal Executive Board (FEB) Office to update the **data and contact information** on each and every federal agency "head" in Oklahoma. Please be expecting the call and let your staff know that we will be calling and asking for information (some published in our annual directory and distributed only to federal leaders, other information is maintained on an "as needed for emergency-only" basis).

I look forward to the activities we have planned for this next year and hope to see you there!

Julie A. Gosdin

Julie Gosdin, Chairperson

When can I retire, Part II

In his last column, Reg Jones wrote about the age and service requirements for Civil Service Retirement System (CSRS) employees to retire. In this one, he focuses on Federal Employees Retirement System (FERS) employees.

FERS age and service requirements to retire

<u>Immediate retirement</u>

- ⇨Age 62, 5 years of service.
- ⇨Age 60, 20 years of service.
- ⇨Minimum retirement age (MRA), 30 years of service.
- ⇨MRA, 10* years of service.

<u>Early retirement</u>

- ⇨Age 50, 20 years of service.
- ⇨Any age, 25 years of service.

<u>Deferred retirement</u>

- ⇨Age 62, 5 years of service.
- ⇨Age 60, 20 years of service.
- ⇨MRA, 30 years of service.
- ⇨MRA, 10* years of service.

*If you retire under the MRA plus 10 provision, your annuity will be reduced by 5 percent for every year (5/12 percent per month) you are under age 62.

Immediate retirement means that you have the age and service needed to retire on an immediate, unreduced annuity. Once you have that combination, you can retire whenever you want to. You can take early retirement, if your agency is offering that opportunity through a Voluntary Early Retirement Authority and/or a Voluntary Separation Incentive Payment. It's also an option—called discontinued service retirement—if you are being separated through a reduction-in-force or for poor performance. A deferred retirement is one where you leave government before being eligible to retire and apply for an annuity when you meet the eligibility requirements.

FERS credit rules

Figuring out your age is simple. Figuring your length of service can be harder, unless your career has been continuous, with no breaks in service or any service credit to be added or deducted. However, for those whose career is made up of bits and pieces, you need to know what kinds of service can be included.

If you are covered by FERS, you'll get credit for any FERS service for which deductions were taken and not refunded. As for service where you left government and asked for a refund of your contributions, for 20 years FERS employees were barred from recapturing that service if they came back to work for the government. All that changed with Public Law 111-84. Now any FERS employee who retires on or after Oct 28, 2009, can redeposit that money, plus interest, and get full credit for it.

You'll also get credit for non-deduction service performed before Jan 1, 1989, if you've made a deposit for that service. And you'll get credit for periods of military service performed before Jan. 1, 1957. You'll also get credit for periods of service performed after Dec. 31, 1956, but only if you make a deposit for that post-1956 time. And if you are receiving military retired pay, you'll probably have to waive it.

Finally, if you transferred to FERS from CSRS and had a least five years of CSRS service, you'll have a CSRS component in your annuity, unless you got a refund of your retirement contributions. If you did, you can still make a deposit and get credit for that time.

Computing your length of service

Your annuity will be based on your total years and months of creditable service. Any days that don't add up to a full month will be converted to hours and added to any hours of unused sick leave you have to your credit. If you have enough of those hours, they'll be converted to months and used in the computation of your annuity.

The method for converting those hours to months needs an explanation. Here's how it's done: In order to produce 12 equal annuity payments, each month is treated as if it was 30 days long. To convert those leftover hours into additional retirement months, the number of hours in a work year—2,087—are divided by 360 (12 months x 30 days).

As a result, each additional month is roughly 174 hours long.

Article was written by Reg Jones, previous head of retirement and insurance programs at the Office of Personnel Management for the Federal Times article published 9.29.14.

Spotlighting Information in Public Service

Did you Know?

The **National Center for Employee Development (NCED)** is the national training center for the United States Postal Service (USPS). It is a world-class living, learning, and conferencing campus located in Norman, Oklahoma. This premier learning complex combines classrooms, labs, conferencing, housing, food, fitness, and health facilities in an educational campus setting.

NCED provides training to USPS employees in on-site (resident), field, and distance learning formats. Distance learning includes such delivery vehicles as eLearning, the Virtual Learning Room (VLR), and web-based training.

NCED also develops and delivers training for non-Postal clientele. A list of courses currently available to non-Postal clientele can be found under the "Training" tab at www.nced.com

The NCED Campus. NCED's 72-acre campus is postal-owned and includes three learning centers. The Main Learning Center is a 293,000-square- foot building designed specifically for education. It contains 45 classrooms and 23 labs, which can vary with course needs.

- High-technology labs and training equipment provide students with hands-on experiences in technical programs.
- Labs and classrooms have raised computer flooring and walls that can adjust for equipment and course changes. Operational training for elevators, boilers, and air conditioning systems were built into the facility design.
- "Virtual Learning" broadcast booths, studios, desktop publishing units, and state-of-the-art audiovisual systems support the learning environment.

A second training facility is the 60,000 square-foot East Learning Center, and a third is the 127,000 square-foot Northeast Learning Center. NCED accommodates several thousand USPS employees every year in resident-based, classroom instructor led training, and thousands more through our virtual learning rooms (VLR) and web-based training programs.

NCED has room to grow, and now leases space to businesses including Hitachi and Next Thought LLC.

Services and Amenities. The six-story housing and recreation facility is 445,000-square-feet containing 964 smoke-free guestrooms. It provides a superior living environment, recreation aimed toward fitness and health, and networking and teambuilding activities for students and conferees.

A campus food court located in the housing facility offers three meals a day, seating 280. A Grab-N-Go Deli in the Main Learning Center can seat up to 300. Banquets and other special food services are also available.

Campus fitness and recreation facilities provide healthful activities that contribute to the learning and meeting environment. Facilities include a fitness center, gym, game rooms, spas, racquetball courts, tennis courts, an outdoor Olympic-sized pool, outdoor playing fields, and a walking/jogging track.

The Center's on-site Health Clinic provides medical aid, emergency care, and health and wellness education for staff, students, and conferees. It is staffed by occupational health care nurses, and is located in the housing facility. The Norman Regional Hospital is nearby if more extensive health care is needed.

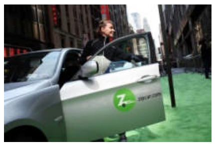
NCED's outstanding conference facilities can accommodate business and community groups of 50 to 850 in over 30,000 square feet of space. Meeting and conference space is highly adaptable to fit almost any requirement. Services range from clean, comfortable overnight accommodations to creative luxury banquets. State-of-the-art audiovisual capabilities include on-site technical assistance, and complete meeting packages deliver turnkey service.

The USPS is proud of its national training center located at 2801 E. State Highway 9, Norman, Oklahoma. For information regarding training programs available to non-Postal groups or individuals, visit us at www.nced.com or call (405) 366-4423. For information regarding conference services or the hotel, visit us at cc.nced.com or call (405) 366-4752.

GSA brings car sharing to agencies

Car sharing is coming to the federal government, according to the General Services Administration.

The agency issued an award to Enterprise CarShare, ZipCar, Hertz and Carpingo to provide car-sharing services to federal employees in Washington, New York City, Boston and Chicago.



“Every day across America, families and businesses look for practical ways to save money,” GSA Administrator Dan Tangherlini said. “GSA is doing just that with this car-sharing program that drives down costs, increases efficiency and improves operations of the government fleet program.”

The companies will begin providing car-sharing to federal employees who need to use a car for less than one day as part of a pilot program, according to GSA. Car-sharing provides a way for agencies to save money by avoiding leasing or purchasing new cards that won’t be used often.

The contracts will run for one year with four one-year extension options, according to GSA. The car-sharing rates will vary from $7 an hour to $15 an hour depending on the company and the type of car, according to GSA.

Tom Sharpe, the commissioner of the Federal Acquisition Service, called it a “common sense” approach to filling short-term transportation needs. As budgets continue to tighten, the demand for federal car-sharing services will only increase, according to GSA.

“These pilots will tell us whether it is more cost-effective and beneficial to use a car-sharing service in lieu of taxi cabs, renting, leasing and/or purchasing a vehicle. That information will be a great step forward to reducing costs and the federal fleet over time,” Sharpe said.

Taken from Federal Times
www.federaltimes.com/article/20141002/FACILITIES03/310020021/GSA-brings-car-sharing-agencies

Occupational Safety & Health Administration

Quick Facts: Ebola virus and EHF

- Currently, Ebola virus and EHF do not pose a threat to most U.S. workers. However, exposure to the virus or someone with EHF may be more likely in certain sectors, including the healthcare, mortuary/death care, and airline servicing industries.
- At this time, there is not a widespread Ebola outbreak in the U.S. The ongoing outbreak is limited to countries in West Africa. Aside from repatriated medical and aid workers being treated for EHF at specialized facilities within the U.S., the U.S. has only a single, isolated case of EHF that originated in Liberia. Public health officials are working to ensure EHF does not spread within the U.S.
- Aside from repatriated medical and aid workers being treated for EHF at specialized hospital facilities within the U.S., the U.S. has only a limited number of other cases of EHF. These cases had close contact with an individual who was treated for EHF at a U.S. hospital after arriving in the U.S. from Liberia. Public health officials are working to ensure EHF does not spread within the U.S.
- Ebola is typically spread through contact with body fluids from a living or deceased person or animal with EHF, though some medical and housekeeping tasks may expose workers to aerosolized droplets containing Ebola virus.
- Until a person develops symptoms of EHF, he or she is not considered contagious.
- Employers must take steps to protect their workers from exposure to Ebola virus on the job.

Thank you to our OSHA Area Director for sharing this information. Additional info is at: https://www.osha.gov/SLTC/ebola/index.html

Phased Retirement

What is Phased Retirement?

 Phased retirement allows certain employees who already meet specific age and service requirements to elect to transition into retirement by continuing to work on a part-time basis and receiving a portion of their annuity for the time they are not working.

 It is designed to assist agencies with knowledge management and continuity of operations in the short term, but also to prepare the next generation of experts for success.

 The main purpose of phased retirement is to enhance the mentoring and training of the employees who will be filling the positions or taking on the duties of more experienced retiring employees.

 Entry into phased retirement is strictly voluntary and it requires mutual agreement between the employee and the agency.

Who is eligible to participate in Phased Retirement?

 An individual must have been employed on a full-time basis for not less than the 3-year period preceding the effective date of his or her entry into phased retirement status,

 Eligibility for Phased Retirement varies by those employees who are covered under the Civil Service Retirement System (CSRS) and the Federal Employees Retirement System (FERS).

- CSRS employees must have at least 30 years of service and have attained at least age 55 or have at least 20 years of service and have attained at least age 60.
- FERS employees must have at least 30 years of services and have attained at least their Minimum Retirement Age (MRA), between ages 55-57, or have at least 20 years of service and have attained at least age 60.

 It is important to remember that participation in phased retirement starts with a conversation between an employee and his or her manager.

Employees who are eligible for phased retirement may participate only with the agreement of their agency.

Are there any categories of employees specifically excluded from phased retirement?

Yes, employees who are currently employed on a part-time basis cannot apply for phased retirement. Other employees that are excluded from phased retirement are employees who qualify for retirement under the retirement provisions for:

- Law enforcement officers
- Firefighters
- Nuclear materials couriers
- Air traffic controllers
- Members of the Capitol Police
- Members of the Supreme Court Police
- Most customs and border protection officers, (except for certain customs and border protection officers hired prior to July 6, 2008), as well as,
- Employees covered by a special work schedule authority that does not allow for a regularly recurring part-time schedule, such as a firefighter covered by 5 U.S.C 5545b or a nurse covered by 38 U.S.C 7456 or 7456A

Info taken from BAL 14-108, also available at: www.opm.gov/retirement-services/publications-forms/benefits-administration-letters/2014/14-108.pdf

ALSO:
The video for the September 29th webcast on “Entering Phased Retirement” has been posted for viewing in OPM’s media gallery.
http://www.opm.gov/news/media-center/mediacentervideos.aspx?vid=7964

A listing of all of the previous Benefits Officers Training and Development webcasts and a link to the video can be found at:
http://www.opm.gov/retirement-services/benefits-officers-center/

THE FIVE-TO-FOLD DECISION-MAKING MODEL

"All in favor say I."

"All opposed say nay."

But, what if you're "sort of" in favor?

Something is very wrong if everyone around the table is in %100 agreement on complex issues.

Marc, a commenter on a Leadership Freak blog post, explained a voting method that refines the typical "yea or nay" approach. He called it the "Five-to-Fold" method.

Five-to-Fold groundwork:

1. Explain issues.
2. Offer your solution.
3. Field questions.
4. Vote using the "Five-to-Fold" method. (Hold up zero to five fingers.)

Five-to-Fold vote:

1. Five fingers. You're all-in and prepared to own the project. You'll take the lead if asked.
2. Four fingers. You give strong support and active participation, but you're not willing to lead the initiative.
3. Three fingers. You're on board.
4. Two fingers. You have important reservations but will support the initiative.
5. One finger. You have serious reservations but will not block or subvert the effort. You also commit to open communication regarding your reservations.
6. Folding – no fingers. You want to block the proposal because you believe it's damaging.

Note: Folding is part of the process, not a failure.

Dissent:

Every legitimate vote is an opportunity for dissent.

Forced consensus drives dissent underground.

Honest consensus-finding welcomes – even invites – dissent.

Healthy dissent:

1. Remains flexible.
2. Seeks to be useful.
3. Stays calm.
4. Invites conversation.
5. Addresses problems.
6. Develops alternatives.
7. Expands possibilities.

Skillful teams use dissent as opportunity to:

1. Take another's perspective.
2. Clarify mission and vision.
3. Explore options.
4. Find acceptable levels of unity without browbeating dissenters.

Real consensus is never achieved by sacrificing your values or strongly held beliefs.

Determine how you'll respond to low or no support for an idea *before* taking votes. How will you respond to the one or two finger votes? What about the Fold votes?

Taken from http://leadershipfreak.wordpress.com/2014/10/04/the-five-to-fold-decision-making-model/

Federal Employees Group Life Insurance (FEGLI) Program

When you retire, you are eligible to continue FEGLI if you meet all of the following requirements:

- You are entitled to retire on an immediate annuity under a retirement system for civilian employees;
- You have been insured for the 5 years of service immediately before the starting date of your annuity, or for the full period(s) of service during which you were eligible to be insured if less than 5 years;
- You are enrolled in FEGLI on the date of retirement; and
- You have not converted to an individual policy.

The requirements for continuing life insurance as a compensationer are similar. Compensationers must meet the 5-year/all-opportunity requirement as of the date they started receiving compensation.

Post-65 Reductions in the Amount of Insurance

If you are eligible to continue your Basic insurance as an annuitant or compensationer, you must choose the amount of Basic insurance you want to continue after age 65 (or retirement, if you are already age 65 or older when you retire). The choices are 75 Percent Reduction, 50 Percent Reduction, and No Reduction. NOTE: Your coverage does NOT reduce when you reach age 65 if you are still an employee at that time.

If you choose 75 Percent Reduction, your Basic insurance reduces by 2 percent of the pre-retirement amount each month beginning at age 65 until 25 percent of the pre-retirement amount remains. If you choose 50 Percent Reduction, your Basic insurance reduces by 1 percent of the pre-retirement amount each month beginning at age 65 until 50 percent of the pre-retirement amount remains. If you choose No Reduction, your Basic insurance will not reduce and 100 percent of the pre-retirement amount is payable as a death benefit.

If you choose 75 Percent Reduction, the coverage will be free after you are retired and reach age 65.

If you choose 50 Percent Reduction or No Reduction, you will pay an extra premium for this coverage after you are retired and reach age 65.

When you are retired and reach age 65, Option A coverage automatically begins reducing by 2 percent of the pre-retirement amount each month until 25 percent of the pre-retirement amount remains. Option A is free once it starts to reduce. There is no reduction election to make at time of retirement for Option A.

At the time you retire or become insured as a compensationer (for compensationers, typically after 12 months in nonpay status), you must choose how many of your Option B and/or C multiples you want to continue. You must also choose whether to have some or all of those multiples reduce (“Full Reduction”) or not reduce (“No Reduction”) after age 65 (or retirement, if later). You may choose Full Reduction for some multiples and No Reduction for other multiples of your Option B and/or C coverage. In addition, shortly before reaching age 65, you will receive a notice providing you a second opportunity to make this election. You can elect to keep your original reduction election(s) made at retirement, or change them by returning the notice to OPM at that time.

If you choose Full Reduction, after you are retired and upon reaching age 65, each multiple starts reducing by 2 Percent of the pre-retirement amount each month until the amount has been reduced by 100 Percent and the final value = $0. Until the reduction starts, you pay the same premiums as active employees, appropriate to your age. When the reduction starts at age 65, withholdings stop and Options B and/or C become free.

If you choose No Reduction, your Options B and/or C coverage will not reduce at all. After age 65, you will continue to pay the same premiums as active employees, appropriate to your age.

The FEGLI Program Handbook is a 248 page document that is available online at: http://www.opm.gov/healthcare-insurance/life-insurance/reference-materials/handbook.pdf.

Position Descriptions: Dead Letters or Living Documents?

Taken from MSPB publication *Issues of Merit* Fall 2014

In the Federal civil service, jobs are documented in position descriptions (PDs) that describe the key duties, responsibilities, and requirements. Because PDs provide a basis for qualification requirements and pay administration, attention tends to center on the position classification.[1] However, as shown in the figure below, PDs provide a basis for a wide range of HR decisions and activities—they are not "just for classification."

For these reasons, it is important that PDs remain accurate. A dated PD can have unanticipated and undesired results. For example, a job announcement based on an inaccurate PD may yield few or no highly-qualified applicants, making it necessary to reannounce the job. Worse yet, if you hire someone for a job that exists only on paper, your new employee may quickly become dissatisfied and quit—and complain to friends, family and future colleagues about your agency's false advertising.

So, if you are a Federal manager, consider the PDs for your staff or the organization you lead. Does the organization that exists on paper also exist in practice? Do the PDs provide a realistic and useful picture of your employees' roles and how they perform them? Are PDs free of information that is irrelevant or dated?

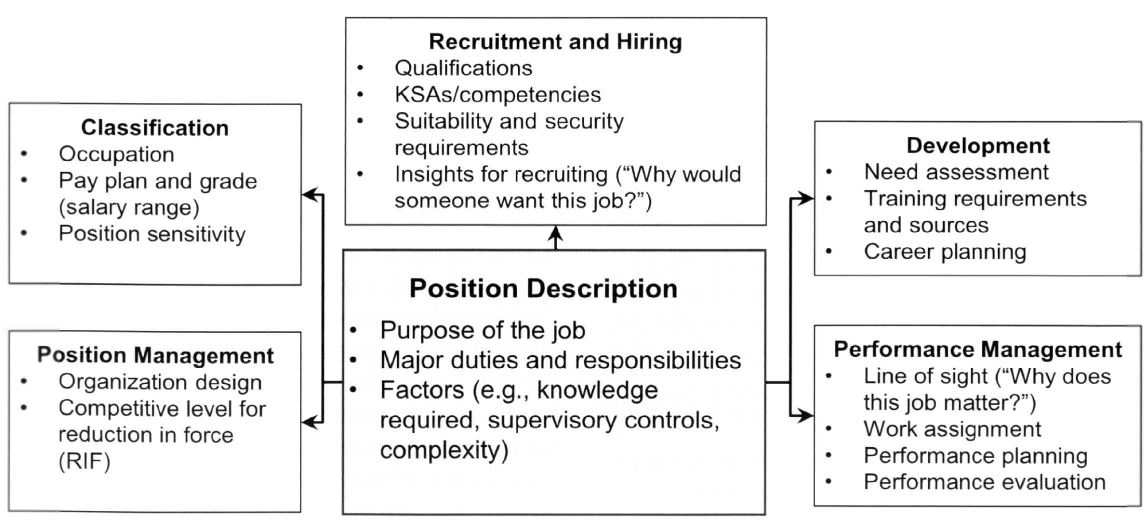
Reviewing a PD requires time and effort. Fortunately, you are not starting with a blank sheet of paper. You have, of course, the existing PD. You also can look to guides developed by OPM[2] and the advice and expertise of your HR staff.

Resources for Preparing and Reviewing Position Descriptions

- Introduction to the Position Classification Standards
- The Classifier's Handbook
- The FWS Job Grading System
- How to Write Position Descriptions under the Factor Evaluation System

1. Position classification is the process of evaluating a position's duties and responsibilities against established standards to assign a pay plan, occupational series, pay grade, and title.
2. These resources listed in the box above are available through OPM's website (www.opm.gov), with the exception (as of August 2014) of the guide on writing position descriptions under the Factor Evaluation System. That guide is available through the public web sites of many Federal agencies.

HR Applications of PDs—An Illustration



Multitasking Damages Your Brain and Your Career, New Studies Suggest

By Dr. Travis Bradberry

You've likely heard that multitasking is problematic, but new studies show that it kills your performance and may even damage your brain. Research conducted at Stanford University found that multitasking is less productive than doing a single thing at a time. The researchers found that people who are regularly bombarded with several streams of electronic information cannot pay attention, recall information, or switch from one job to another as well as those who complete one task at a time.

A Special Skill?

But what if some people have a special gift for multitasking? The Stanford researchers compared groups of people based on their tendency to multitask and their belief that it helps their performance. They found that heavy multitaskers—those who multitask a lot and feel that it boosts their performance—were actually worse at multitasking than those who like to do a single thing at a time. The frequent multitaskers performed worse because they had more trouble organizing their thoughts and filtering out irrelevant information, and they were slower at switching from one task to another. Ouch. Multitasking reduces your efficiency and performance because your brain can only focus on one thing at a time. When you try to do two things at once, your brain lacks the capacity to perform both tasks successfully.

Multitasking Lowers IQ

Research also shows that, in addition to slowing you down, multitasking lowers your IQ. A study at the University of London found that participants who multitasked during cognitive tasks experienced IQ score declines that were similar to what they'd expect if they had smoked marijuana or stayed up all night. IQ drops of 15 points for multitasking men lowered their scores to the average range of an 8-year-old child. So the next time you're writing your boss an email during a meeting, remember that your cognitive capacity is being diminished to the point that you might as well let an 8-year-old write it for you.

Brain Damage From Multitasking

It was long believed that cognitive impairment from multitasking was temporary, but new research suggests otherwise. Researchers at the University of Sussex in the UK compared the amount of time people spend on multiple devices (such as texting while watching TV) to MRI scans of their brains. They found that high multitaskers had less brain density in the anterior cingulate cortex, a region responsible for empathy as well as cognitive and emotional control.

While more research is needed to determine if multitasking is physically damaging the brain (versus existing brain damage that predisposes people to multitask), it's clear that multitasking has negative effects. Neuroscientist Kep Kee Loh, the study's lead author, explained the implications: "I feel that it is important to create an awareness that the way we are interacting with the devices might be changing the way we think and these changes might be occurring at the level of brain structure."

Learning From Multitasking

If you're prone to multitasking, this is not a habit you'll want to indulge—it clearly slows you down and decreases the quality of your work. Even if it doesn't cause brain damage, allowing yourself to multitask will fuel any existing difficulties you have with concentration, organization, and attention to detail. Multitasking in meetings and other social settings indicates low Self- and Social Awareness, two emotional intelligence (EQ) skills that are critical to success at work. TalentSmart has tested more than a million people and found that 90% of top performers have high EQs. If multitasking does indeed damage the anterior cingulate cortex (a key brain region for EQ) as current research suggests, it will lower your EQ in the process.

So every time you multitask you aren't just harming your performance in the moment; you may very well be damaging an area of your brain that's critical to your future success at work. October *2014*

ABOUT THE AUTHOR: Travis Bradberry, Ph.D. is the award-winning co-author of Emotional Intelligence 2.0 and the cofounder of TalentSmart, the world's leading provider of emotional intelligence tests, emotional intelligence training, and emotional intelligence certification, serving more than 75% of Fortune 500 companies. His best selling emotional intelligence books have been translated into 25 languages and are available in more than 150 countries.

UPCOMING EVENTS
November 2014

Nov 2, 2014 — **Daylight Savings Time Ends**

Nov 3, 2014
1:00 p.m. — **OPM/FEB Conference Call**
POC: FEB Office, 405-231-4167

Nov 7, 2014 — **Agency Visits-Enid**

Nov 11, 2014 — **Veterans Day**

Nov 17, 2014
9:00 a.m. — **Push Partner Training**
OCCHD
POC: FEB Office, 405-231-4167

Nov 18, 2014
10:00 a.m. — **Executive Policy Council meeting**
HUD
POC: FEB Office, 405-231-4167

Nov 19, 2014
10:00 a.m. — **Interagency Training Council**
Location TBD
POC: Javier Solis, 405-739-7538

Nov 27, 2014 — **Thanksgiving**

INSPIRATION CORNER

It is not what he has, or even what he does which expresses the worth of a man, but what he is.
–Henri Frederic Amiel

If you want to be respected, be respectable. If you want to be liked, be likable. If you want to be loved, be lovable. If you want to be employed, be employable.
–William J.H. Boetcker

The morale of an organization is not built from the bottom up; it filters from the top down. –Peter B. Kyne

Your Federal Executive Board

"Federal Executive Boards (FEBs) are generally responsible for improving coordination among federal activities and programs in…areas outside of Washington, D.C…FEBs support and promote national initiatives of the President and the administration and respond to the local needs of the federal agencies and the community." (GAO-04-384)

We applaud the efforts of the Oklahoma FEB Executive Policy Council members who ensure information is provided to direct our activities and efforts:

- Jeffrey Allen, Executive Director, Air Force Sustainment Center
- Michelle Coppedge, Director, FAA Mike Monroney Aeronautical Center
- David Engel, Chief Administrative Judge, Social Security Administration, Tulsa
- Jim Finch, Special Agent in Charge, FBI
- Joe Gallagher, Deputy to Commanding General, Fires Center of Excellence, Fort Sill
- Jerry Hyden, Director, US Department of Housing and Urban Development
- Ross Marshall, Executive Director, Tinker AFB
- Dottie Overal, Director, Small Business Administration
- Betty Tippeconnie, Superintendent, BIA-Concho Agency

This newsletter is published monthly as a cost-effective tool for communicating events and issues of importance to the federal community in Oklahoma. If you have news of interest, please fax to the FEB Office at (405) 231-4167 or email to LeAnnJenkins@gsa.gov no later than the 15th of each month.

Officers

Chair: **Julie Gosdin**
District Director
US Postal Service, Oklahoma City

Vice-Chair: **Kevin Donovan**
Federal Security Director
Transportation Security Administration

Ex-Officio: **Adrian Andrews**
Special Agent in Charge,
US Secret Service, Oklahoma City

Staff

Director: LeAnn Jenkins
Assistant: Lisa Smith-Longman
Detailee: Daniel Moriasi, Ph.D.

Getting Content, The Easy Way

A guide for local government social media engagement

When setting up local government webpages, Facebook accounts, twitter feeds and other social media platforms, getting good content can seem pretty daunting. However, when you take a step back and look around you will find that you are surrounded with a lot of easy to find and use pictures and documents.

Preliminary Steps

There are five things that must be done before you start a social media engagement program.

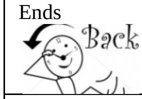
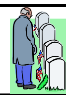
1. The first thing that must be done is to make engagement an organizational priority. This is a top-down leadership issue. Engagement should be as important to the organization as marketing is to Amazon or Target.
2. The next step is to put someone in charge of engagement. I don't mean that it is just another item on a staffer's "to do list". Someone needs to be specifically assigned to this task. It should be a top priority for them. In Stephen Covey terms, it should be in the 1/1 box of the urgency/important matrix.
3. Provide adequate resources. This means staff time, equipment, and software.
4. Develop an engagement plan. I recommend developing a full marketing plan, but at a minimum: the plan should include which content is appropriate to publish, who has approval authority to publish content, publishing schedules, training and education of staff who will be gathering or providing content.
5. Make submitting content easy. People will be more willing to submit content if you make it easy to do. You can do this by excepting a wide variety of formats and making it easy to submit content, such as e-mail or a simple content submission program. This does not mean anyone should be allowed to upload content to social media sites, but rather, it should be easy to get it to whoever will be doing so.

Where to Get Content

This is the easy part. Local governments produce tons of information every day. Even small communities will have content, even if it's just meeting agendas and minutes. Below is a sample of where you can get content.

1. Agendas and Meeting minutes from Boards, Commissions and committees. These are the low hanging fruit of the local government content world.
2. Meeting notices, public service announcements and emergency alerts.
3. Staff reports. Local government staffs are constantly producing reports and updates. These include financial and budget reports and planning actions (rezoning, subdivision, enforcement). Most public works departments are a great source of information because they cover such a wide range of duties.
4. Events, parades, and festivals announcements and pictures.
5. Project updates, both public and private. Staff will have to go to works sites for inspections or to perform work. Turn them into content generators.
6. Information from other agencies and organizations. There is usually a steady flow of information from other jurisdictions and the State and Federal Government that is pertinent to the locality's residents.
7. Job opening announcements
8. Public procurement opportunities

Tracey Shiflett, MPA, AICP See more at: http://practicalmgt.blogspot.com/2014/10/getting-content-easy-way.html

SUN	MON	TUES	WED	THUR	FRI	SAT
30		November 2014				**1**
2 Daylight Savings Time Ends 	**3** OPM/FEB Conf Call	**4**	**5**	**6**	**7** Agency Visits-Enid	**8**
9	**10**	**11**  Veterans Day	**12**	**13**	**14**	**15**
16	**17** Push Partner Training	**18** Executive Policy Council mtg	**19** 10:00 ITC mtg	**20**	**21**	**22**
23	**24**	**25**	**26**	**27**  Thanksgiving	**28**	**29**

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