

**PROJECT PLAN FOR CREATING A  
PRETRIAL SERVICES AGENCY SPEAKERS' BUREAU**

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**I. INTRODUCTION**

Although there are many thousands of defendants under pretrial supervision in the District, and several agencies depend upon our work daily to carry out their own missions with these defendants effectively, PSA is remarkably unnoticed among these very agencies. The proposed establishment of an Agency Speakers' Bureau (SB) is a mechanism for outreach that effectively could increase awareness of PSA among our stakeholders. The purpose of the SB is to develop a proactive and organized resource for sharing critical information with our stakeholder agencies on a regular basis. The general idea is that PSA would organize a team of individuals to include PSA senior executive managers, branch managers, supervisors, subject matter experts and other staff deemed appropriate, who would be dispatched to present at identified meetings of our stakeholders.

The planning and implementation of the SB is a new undertaking for PSA and requires the involvement of several offices in various capacities. The purpose of this project plan is to provide an overview of the project, including major tasks and subtasks.

**II. BACKGROUND**

A prevalent focus of comments and questions raised by our stakeholders in interviews conducted in 2006 for the development of the Agency's strategic plan was that PSA could do better at "marketing" its services and educating stakeholders about what we do. In response, we established the Stakeholder Outreach Workgroup (SOW), which was comprised of a cross-section of staff from throughout the Agency, to find ways to address this.

The SOW agreed that its focus would be PSA's primary external stakeholders (*i.e.*, DCSC, CJCC, CSOSA, DOC, OAG, USDC, USMS, MPD, PDS, SCTL, USAO, DMH, and APRA) as well as other entities with whom it would be beneficial to share information regarding PSA's programs and services (*e.g.*, MPD, US Capitol Police, US Park Police, and neighboring local pretrial, probation and parole agencies). In addition to the stakeholders identified in the strategic planning interviews, other target audiences could include internship and job fairs.

Outreach would focus on sharing information on PSA's programs and services, as well as processes and procedures, that may be available already in other formats (rather than creating new information) such as The Guide, performance measure reporting, the budget and The Advocate.

The SOW identified the establishment of an SB as a mechanism for effective outreach to our stakeholders. Currently, staff from various units give presentations as requested or when a need arises. There generally is a willingness and appreciation among staff for conducting outreach; however, this generally is reactive and sporadic. The SB would be a proactive and organized ongoing outreach initiative.

### **III. SCOPE**

The purpose of the SB is to develop a proactive and organized resource for sharing information (*e.g.*, programs and services, procedures, defendant profiles and issues, *etc.*) with our stakeholder agencies on a regular basis. There are various opportunities on a regular basis throughout the year to meet with stakeholders to present relevant information and address questions and concerns. The SB will be a team of designated staff who will be dispatched to present at these regular meetings, respond to requests for presentations, and/or arrange meetings to introduce stakeholders to new programs or identified needs.

The SB will be comprised of PSA senior executive managers, branch managers, supervisors, subject matter experts and other staff deemed appropriate. Speakers will be recruited from throughout the Agency and selected based on certain established criteria. The SB will have generalist speakers as well as speakers that specialize in certain topics (*e.g.*, treatment, supervision, drug testing). In addition to its utility in expanding awareness of PSA among our stakeholders, the SB also will be designed as a vehicle for professional development of staff.

The materials required for this effort will include talking points and/or visual presentations, as appropriate. There will be various “canned” presentations that are developed so that any of the SB speakers are prepared to give a presentation at any time; all of the speakers present consistent information; and the task and responsibility of continuously preparing new presentations is minimized.

This project will be lead by the Office of Justice and Community Relations, and will require active support particularly from the following PSA functional areas:

*Operations* – Staff from Operations will be required for participation in the development workgroup, development of presentation materials and SB membership.

*Training and Career Development* – Staff from Training and Career Development will be required for participation in the development workgroup, assistance in developing and delivering the training for SB members, and possibly assistance in the development of presentation materials.

General support from all functional areas potentially will be required to enable participation from staff throughout the Agency to serve on the SB and participate in the development workgroup, as interest or need arises.

The project plan presents two major tasks to reflect the development and implementation phases of the project.

#### **IV. APPLICABLE DOCUMENTS**

Documents to be referenced in the preparation of the SB program and materials include:

- The Guide to PSA's Programs and Services;
- FY 2008 Congressional Budget Justification; and
- Agency's Strategic Plan – 2005-2010.

#### **V. TECHNICAL REQUIREMENTS**

This section presents the two major tasks and their subtasks to reflect the development and implementation phases of the project. Note that the lists of subtasks are not necessarily exhaustive.

##### **Task 1: Develop the SB Program**

###### ***1.1 Assemble an SB Development Workgroup***

The SB development workgroup will be tasked with the conceptual development of the SB program. The need for and/or composition of this workgroup will be revisited for the implementation phase.

Representation from Operations and Training and Career Development will be required. Otherwise, individuals from all PSA functional areas potentially could serve on the workgroup.

###### ***1.2 Identify SB Program Purpose, Goals and Objectives***

The first task of the workgroup will be to develop a mission statement and identify program goals and objectives to be approved by the PSA Director, Deputy Director, Director of Operations and Director of Training and Career Development before further substantive work is undertaken.

###### ***1.3 Identify Target Groups to Address***

There are several key target audiences whom the SOW considered especially useful to address, including, but not limited to:

- New associate and magistrate judges
- Superior Court court clerks;
- Superior Court law clerks;
- AUSAs by groups (*e.g.*, domestic violence, misdemeanor, felony, grand jury branches, *etc.*);
- OAG prosecutors for the DC misdemeanor and traffic branch;
- PDS attorneys;

- CJA attorneys;
- MPD;
- US Capitol Police;
- US Park Police;
- Neighboring local pretrial, probation and parole agencies; and
- Internship and job fairs.

Additional groups, such as professional associations (*e.g.*, NAPSA) or research and policy organizations (*e.g.*, PJI, CCE), may be included as need or interest arises.

### **1.3 *Develop the Implementation Plan***

The purpose of this task is to further develop the preliminary implementation plan presented below.

1.3.1 Review and modify the preliminary implementation plan.

1.3.2 Identify the potential resource needs associated with implementation tasks, including timeframes and points of contact, as appropriate.

1.3.3 Revisit the need for and/or composition of the workgroup for the implementation phase.

## **Task 2: Implement the SB Program**

### **2.1 *Identify Target Groups' Needs and Interests***

The purpose of this task is to identify clearly why PSA is interested in outreach with each group, and also if and why each group might be interested in outreach from PSA.

2.1.1 Survey appropriate PSA functional areas to identify topics of interest to present to target groups.

2.1.2 Identify administrative and operations contacts for each target group.

2.1.3. Survey target groups to identify topics in which they are interested and their interest in the topics PSA wants to present to them, and appropriate meeting opportunities.

## **2.2 *Develop Presentation Materials***

The materials required for this effort include the text, talking points, and any visual presentations (*e.g.*, PowerPoint). Additional materials also will be produced for audiences, as appropriate (*e.g.*, handouts).

2.2.1 Based on information gathered from task 2.1.3, identify presentation topics and their respective sources of information.

2.2.2 Identify individuals who will prepare presentations (including gathering information, writing text and preparing PowerPoint displays).

2.2.3 Establish a process for vetting SB presentation materials.

## **2.3 *Recruit and Select SB Members***

SB members could be from any PSA functional area.

2.3.1 Develop criteria and selection process for SB membership.

2.3.2 Develop and implement mechanism for recruiting interested speakers.

2.3.3 Select speakers.

## **2.4 *Train SB Members***

In addition to being trained to give the presentations, the team members will be prepared to address questions that may arise regarding our programs, services, processes, procedures and/or defendants. SB speakers will need to participate in training to obtain a clear understanding of the initiative and its purpose, become familiar with the presentation format and content, as well as operation of any audiovisual displays.

2.4.1 Develop training program.

2.4.2 Train SB members.

## **2.5 *Establish Annual Presentation Schedule***

The task of the SB will be to request to be on the agenda of each group's regular meetings on a regular basis (*e.g.*, quarterly or annually). Some of these groups meet weekly and others monthly. Court clerks and law clerks change every year, so here it would be appropriate to meet with them on an annual basis. The other groups change staff more regularly, so it might be more appropriate to meet with them on a semi annual basis.

2.5.1 Establish an annual schedule of presentations.

## **VI. DELIVERABLES**

1. Presentation materials
2. Speakers' Bureau membership
3. Annual presentation schedule