

**INDIANA DEPARTMENT OF CHILD SERVICES
ADMINISTRATIVE POLICIES AND PROCEDURES**

Policy Number: EA-6

Effective Date: October 1, 2022

Version: 2.0

POLICY TITLE: EXTERNAL PUBLICATIONS

OVERVIEW: The Indiana Department of Child Services (DCS) recognizes the importance of developing professional publications that accurately reflect its vision, mission, and values. All materials intended for external distribution must be developed in a consistent manner to ensure the delivery of a clear, concise, and accurate message.

I. DEFINITIONS

- A. External Publications: Materials intended to be distributed to or viewed by clients, the general public, legislators and/or other organizations, which summarize or explain DCS programs, services, activities, or processes. This includes, but is not limited to agency annual reports, reports to the legislature, newsletters, brochures, pamphlets, flyers, state plans, press releases, videos, and web pages.
- B. Internal Publications: Materials intended to be distributed to and/or viewed only by DCS staff.

II. REFERENCES

[IC 5-14-6: Electronic Transmission of Reports to the General Assembly](#)

III. STATEMENTS OF PURPOSE

- A. External Publications must accurately reflect the mission, vision, and values of DCS.
- B. In accordance with [IC 5-14-6](#), any report required by the legislature is to be sent in electronic form only.
- C. The DCS Director has authority over all publications.
- D. The Director of Communications is responsible for any large-scale external publications (e.g., annual fatality report and annual staffing report).
- E. Any publication that uses the DCS name and/or logo in a manner that indicates DCS is sponsoring/endorsing an event or organization must follow DCS branding guidelines (see [Indiana DCS Branding Guide](#)) and reflect the mission, vision, and values of the agency.
- F. DCS will develop, in coordination with appropriate partners, all communications pieces that are produced with DCS funds.

IV. PROCEDURE

The Director of Communications will:

- A. Coordinate the development of all large-scale external publications;
- B. Collaborate with local offices on the development of publications that contain community-specific information if local management needs assistance;
- C. Ensure the appropriate approval is obtained on publications prior to their release; and
- D. Ensure all DCS staff receive copies of external publications as appropriate.

V. FORMS AND TOOLS

[Indiana DCS Branding Guide](#)

DATE: August 22, 2022

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