

State of Alaska FY2023 Governor's Operating Budget

Department of Family and Community Services Public Affairs Component Budget Summary

Component: Public Affairs

Contribution to Department's Mission

Communicate with internal and external Alaska stakeholders through the media, websites, publications, and video; and provide outreach to vulnerable Alaskans.

Core Services

- Facilitate media relations and disseminate public information, produce publications, create, and maintain websites, produce videos, and create online training.
- Ensure consistency and continuity in communication with stakeholders; help promote health communications and ensure transparency to the public regarding department activities and responsiveness to the media.
- Communicate to external and internal stakeholders, and to the public, about department issues, activities, decisions, services, as well as safety, family, and community promotional efforts.
- Assist division and program staff with public-facing communications, from newsletters and flyers to behavior change campaigns that may involve external contractors.

Major Component Accomplishments in 2021

- **Education and Outreach:** The Public Information Team works proactively with our internal and external partners statewide on education and outreach. The department hosts and participates in many online meetings with stakeholders including communities, businesses, and non-profits that reach out for assistance in messaging and mitigation, fostering consistent messaging and reliable resources to all Alaskans. Notable resources produced by the department Public Information Team include press releases, media advisories.
- **Presentations:** The department Public Information Team (PIT) formed a speakers' bureau to establish a core group of subject matter experts who could speak at community events. Department PIT staff established the structure and organization for the speakers' bureau, engaged contractors and provided slide presentations on a wide range of topics for presentation.
- **Blogs:** The Public Information Team, working closely with the department divisions, produced numerous blogs.
- **Commentaries:** Monthly, the Public Information Team writes commentaries with and for department staff.
- **Press Releases and FAQs:** Issued press releases and regularly assisted with FAQs that accompany press releases or to help guide department staff who provide external communications.

Other Communication Highlights:

- **Social Media:** Social media is a critical outreach tool for the department. The Public Information Team posts regularly on department-sponsored social media sites like Facebook and Twitter facilitating considerable outreach for the population. Also, due to working on messaging to a younger demographic the department increased its presence on the social media platform Instagram. PIT reached its goal of growing department Instagram followers over the past year.
- **Media:** Media requests continue to run higher than average when compared to a non-pandemic year. For major announcements, the department has increased its usage of "pop-up" media availabilities that allow subject matter experts to answer many journalists' questions at once.
- **Email Notifications:** Millions of email notifications were delivered to over to millions of recipients through the GovDelivery email system. Millions of bulletins were delivered to wireless phones. Many of these communications were written by the Public Information Team for delivery on behalf of divisions and program staff.
- **Department Website:** Provided regular updates to the department website, which is comprised of thousands of webpages and downloadable files. Websites were viewed millions of times by millions of visitors. Year-over-year site traffic and search performance are at an all-time high.
- **Training:** Trained department employees on <http://www.hsstraining.alaska.gov> in one or more courses. Trained thousands of partners, contractors, or business associates via <http://www.learn.dhss.alaska.gov> in one or more courses.
- **Audio/Visual Support:** The Public Information Team provides audio/visual (A/V) support across all divisions including training modules, web videos, broadcast television, and radio public service announcements on many topics. Aired thousands of television and radio public service announcements. The department Vimeo (video

sharing) site averages more than a half a million hits a year mostly from links from department web pages. The Public Information Team saw an increase in demand for video this year. Demand for A/V support also increased due to divisions sharing information remotely. Social media also saw a rise in A/V demand this year.

- **Cyberattack:** In May 2021, the department was the target of a cyberattack. Many of the department's systems had to be taken down to assess the infiltration. All department web pages had to be taken offline and the PIT team had to develop temporary web pages from scratch so the department could provide critical messaging and resources to Alaskans.

Key Component Challenges

The Public Affairs unit takes the lead role in coordinated, consistent internal and external communications for the department and its numerous functions and programs. Proposed changes to federal laws, controversial topics, and related activities have significantly increased the amount of inter-departmental coordination and information requests this section receives.

Significant Changes in Results to be Delivered in FY2023

No changes in results delivered.

Statutory and Regulatory Authority

AS 18	Health, Safety and Housing
AS 44.29	Department of Health and Social Services
AS 44.62	Administrative Procedures Act
AS 47.05	Welfare, Social Services and Institutions, Administration of Welfare, Social Services, and Institutions

Contact Information
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Public Affairs Personal Services Information				
Authorized Positions			Personal Services Costs	
	<u>FY2022</u> <u>Management</u> <u>Plan</u>	<u>FY2023</u> <u>Governor</u>		
Full-time	0	3	Annual Salaries	210,737
Part-time	0	0	COLA	1,152
Nonpermanent	0	0	Premium Pay	0
			Annual Benefits	143,924
			<i>Less 0.90% Vacancy Factor</i>	(3,213)
			Lump Sum Premium Pay	0
Totals	0	3	Total Personal Services	352,600

Position Classification Summary					
Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Information Officer 2	1	0	0	0	1
Information Officer 3	1	0	0	0	1
Publications Specialist 2	0	0	1	0	1
Totals	2	0	1	0	3

Component Detail All Funds
Department of Family and Community Services

Component: Public Affairs (3329)

Non-Formula Component

RDU: Departmental Support Services (715)

	FY2021 Actuals	FY2022 Conference Committee	FY2022 Authorized	FY2022 Management Plan	FY2023 Governor	FY2022 Management Plan vs FY2023 Governor	
71000 Personal Services	0.0	0.0	0.0	0.0	352.6	352.6	100.0%
72000 Travel	0.0	0.0	0.0	0.0	0.8	0.8	100.0%
73000 Services	0.0	0.0	0.0	0.0	56.0	56.0	100.0%
74000 Commodities	0.0	0.0	0.0	0.0	5.3	5.3	100.0%
75000 Capital Outlay	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
77000 Grants, Benefits	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
78000 Miscellaneous	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Totals	0.0	0.0	0.0	0.0	414.7	414.7	100.0%
Fund Sources:							
1002 Fed Rcpts (Fed)	0.0	0.0	0.0	0.0	18.7	18.7	100.0%
1003 G/F Match (UGF)	0.0	0.0	0.0	0.0	43.4	43.4	100.0%
1007 I/A Rcpts (Other)	0.0	0.0	0.0	0.0	352.6	352.6	100.0%
Unrestricted General (UGF)	0.0	0.0	0.0	0.0	43.4	43.4	100.0%
Designated General (DGF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other Funds	0.0	0.0	0.0	0.0	352.6	352.6	100.0%
Federal Funds	0.0	0.0	0.0	0.0	18.7	18.7	100.0%
Positions:							
Permanent Full Time	0	0	0	0	3	3	100.0%
Permanent Part Time	0	0	0	0	0	0	0.0%
Non Permanent	0	0	0	0	0	0	0.0%

Change Record Detail - Multiple Scenarios with Descriptions
Department of Family and Community Services

Component: Public Affairs (3329)

RDU: Departmental Support Services (715)

Scenario/Change Record Title	Trans Type	Totals	Personal Services	Travel	Services	Commodities	Capital Outlay	Grants, Benefits	Miscellaneous	Positions		NP
										PFT	PPT	
Subtotal		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0
***** Changes From FY2022 Management Plan To FY2023 Governor *****												
Executive Order Transfer from the Department of Health and Social Services												
Atrin		414.7	352.6	0.8	56.0	5.3	0.0	0.0	0.0	3	0	0
1002 Fed Rcpts		18.7										
1003 G/F Match		43.4										
1007 I/A Rcpts		352.6										
Totals		414.7	352.6	0.8	56.0	5.3	0.0	0.0	0.0	3	0	0

By Executive Order, the Department of Health and Social Services will be reorganized into two distinct departments: the Alaska Department of Health and the Alaska Department of Family and Community Services. This reorganization streamlines and improves the delivery of critical programs and services while creating more flexibility and responsiveness in both departments resulting in improved outcomes.

Travel, services, commodities, and the following positions are transferred to the Department of Family and Community Services:

- Full-time Information Officer 2 (06-0647), range 17, located in Anchorage
- Full-time Information Officer 3 (06-1929), range 20, located in Anchorage
- Full-time Publications Specialist 2 (06-1954), range 16, located in Juneau

Line Item Detail (1676)
Department of Family and Community Services
Travel

Component: Public Affairs (3329)

Line Number	Line Name		FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
2000	Travel		0.0	0.0	0.8
Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
2000 Travel Detail Totals			0.0	0.0	0.8
2000	In-State Employee Travel	In-state travel for administrative purposes and for division staff to attend department meetings and briefings, monitor and evaluate grantee services, attend conferences and trainings.	0.0	0.0	0.8

Line Item Detail (1676)
Department of Family and Community Services
Services

Component: Public Affairs (3329)

Line Number	Line Name		FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
3000	Services		0.0	0.0	56.0
Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
3000 Services Detail Totals			0.0	0.0	56.0
3000	Education Services	Conference registration, membership dues, employee tuition and other employee training costs.	0.0	0.0	0.2
3003	Information Technology	Software licensing fees, renewal and maintenance costs.	0.0	0.0	7.7
3004	Telecommunications	Miscellaneous telecommunications services.	0.0	0.0	0.0
3007	Advertising and Promotions	Advertising, printing and binding costs.	0.0	0.0	0.5
3009	Structure/Infrastructure/Land	Reimbursable Services Agreement with Department of Administration Division of General Services for Leases and Facilities Rent.	0.0	0.0	0.7
3011	Other Services	Miscellaneous services.	0.0	0.0	6.5
3017	Inter-Agency Information Technology Non-Telecommunications	Admin - Department-wide Reimbursable Services Agreement with Department of Administration Enterprise Technology Services for Telecommunications.	0.0	0.0	7.7
3017	Inter-Agency Information Technology Non-Telecommunications	FCS - Information Technology Services (3328) Computer Refresh Program	0.0	0.0	4.4
3018	Inter-Agency Information Technology Telecommunications	Admin - Department-wide Reimbursable Services Agreement with Department of Administration Enterprise Technology Services for Telecommunications.	0.0	0.0	1.3
3018	Inter-Agency Information Technology Telecommunications	Law - Department-wide Reimbursable Services Agreement with Department of Law Regulations Review.	0.0	0.0	0.1

Line Item Detail (1676)
Department of Family and Community Services
Services

Component: Public Affairs (3329)

Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor	
3000 Services Detail Totals			0.0	0.0	56.0	
3022	Inter-Agency Human Resources	Admin - Department-wide	Reimbursable Services Agreement with the Department of Administrative Division of Personnel for Human Resources Services.	0.0	0.0	1.9
3023	Inter-Agency Building Leases	Admin - Department-wide	Reimbursable Services Agreement with Department of Administration Division of General Services for Leases and Facilities Rent.	0.0	0.0	15.4
3024	Inter-Agency Legal	Law - Department-wide	Reimbursable Services Agreement with Department of Law Regulations Review.	0.0	0.0	1.0
3025	Inter-Agency Auditing	FCS - Administrative Services (3305)	Auditing services	0.0	0.0	0.0
3026	Inter-Agency Insurance	Admin - Department-wide	Reimbursable Services Agreement with the Department of Administration Risk Management for Insurance.	0.0	0.0	1.6
3027	Inter-Agency Financial	Admin - Department-wide	Reimbursable Services Agreement with the Department of Administration for Integrated Resource Information System and Alaska Data Enterprise Reporting.	0.0	0.0	2.2
3038	Inter-Agency Management/Consulting	FCS - Administrative Services (3305)	Reimbursable Services Agreement with Finance and Management Services Administrative Support Services.	0.0	0.0	1.1
3038	Inter-Agency Management/Consulting	FCS - Commissioner's Office (3304)	Reimbursable Services Agreement with the Commissioner's Office.	0.0	0.0	1.0
3038	Inter-Agency Management/Consulting	FCS - Information Technology Services (3328)	Reimbursable Services Agreement with Finance and Management Services Information Technology Services.	0.0	0.0	2.6
3038	Inter-Agency Management/Consulting	Labor - Department-wide	Reimbursable Services Agreement with Department of Labor Workforce	0.0	0.0	0.1

Line Item Detail (1676)
Department of Family and Community Services
Services

Component: Public Affairs (3329)

Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
3000 Services Detail Totals			0.0	0.0	56.0
Development Demographics.					

Line Item Detail (1676)
Department of Family and Community Services
Commodities

Component: Public Affairs (3329)

Line Number	Line Name		FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
4000	Commodities		0.0	0.0	5.3
Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
		4000 Commodities Detail Totals	0.0	0.0	5.3
4000	Business	General office supplies necessary to support programs and activities.	0.0	0.0	5.3

Revenue Detail (1681)
Department of Family and Community Services

Component: Public Affairs (3329)

Revenue Type (OMB Fund Code) Revenue Source	Component	Comment	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
5002 Fed Rcpts (1002 Fed Rcpts)			0.0	0.0	18.7
5019 Federal - Miscellaneous Grants		Indirect Federal Receipts as collected in the Cost Allocation Plan.	0.0	0.0	18.7
5007 I/A Rcpts (1007 I/A Rcpts)			0.0	0.0	352.6
5301 Inter-Agency Receipts	FCS - Public Affairs (3329)	Department-wide Reimbursable Services Agreement collected from all departmental divisions in support of Public Affairs and special project operating Reimbursable Services Agreements with divisions.	0.0	0.0	352.6

Inter-Agency Services (1682)
Department of Family and Community Services

Component: Public Affairs (3329)

				FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
Component Totals				0.0	0.0	40.4
With Department of Administration				0.0	0.0	30.1
With Department of Family and Community Services				0.0	0.0	9.1
With Department of Law				0.0	0.0	1.1
With Department of Labor and Workforce Development				0.0	0.0	0.1
Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor	
3017	Inter-Agency Information Technology Non-Telecommunications	Admin - Department-wide Reimbursable Services Agreement with Department of Administration Enterprise Technology Services for Telecommunications.	0.0	0.0	7.7	
3017	Inter-Agency Information Technology Non-Telecommunications	FCS - Information Technology Services (3328) Computer Refresh Program	0.0	0.0	4.4	
3018	Inter-Agency Information Technology Telecommunications	Admin - Department-wide Reimbursable Services Agreement with Department of Administration Enterprise Technology Services for Telecommunications.	0.0	0.0	1.3	
3018	Inter-Agency Information Technology Telecommunications	Law - Department-wide Reimbursable Services Agreement with Department of Law Regulations Review.	0.0	0.0	0.1	
3022	Inter-Agency Human Resources	Admin - Department-wide Reimbursable Services Agreement with the Department of Administrative Division of Personnel for Human Resources Services.	0.0	0.0	1.9	
3023	Inter-Agency Building Leases	Admin - Department-wide Reimbursable Services Agreement with Department of Administration Division of General Services for Leases and Facilities Rent.	0.0	0.0	15.4	
3024	Inter-Agency Legal	Law - Department-wide Reimbursable Services Agreement with Department of Law Regulations Review.	0.0	0.0	1.0	
3026	Inter-Agency Insurance	Admin - Department-wide Reimbursable Services Agreement	0.0	0.0	1.6	

Inter-Agency Services (1682)
Department of Family and Community Services

Component: Public Affairs (3329)

Object Class	Servicing Agency	Explanation	FY2021 Actuals	FY2022 Management Plan	FY2023 Governor
		with the Department of Administration Risk Management for Insurance.			
3027 Inter-Agency Financial	Admin - Department-wide	Reimbursable Services Agreement with the Department of Administration for Integrated Resource Information System and Alaska Data Enterprise Reporting.	0.0	0.0	2.2
3038 Inter-Agency Management/Consulting	FCS - Administrative Services (3305)	Reimbursable Services Agreement with Finance and Management Services Administrative Support Services.	0.0	0.0	1.1
3038 Inter-Agency Management/Consulting	FCS - Commissioner's Office (3304)	Reimbursable Services Agreement with the Commissioner's Office.	0.0	0.0	1.0
3038 Inter-Agency Management/Consulting	FCS - Information Technology Services (3328)	Reimbursable Services Agreement with Finance and Management Services Information Technology Services.	0.0	0.0	2.6
3038 Inter-Agency Management/Consulting	Labor - Department-wide	Reimbursable Services Agreement with Department of Labor Workforce Development Demographics.	0.0	0.0	0.1

Personal Services Expenditure Detail
Department of Family and Community Services

Scenario: FY2023 Governor (18673)
Component: Public Affairs (3329)
RDU: Departmental Support Services (715)

PCN	Job Class Title	Time Status	Retire Code	Barg Unit	Location	Salary Sched	Range / Step	Comp Months	Split / Count	Annual Salaries	COLA	Premium Pay	Annual Benefits	Total Costs	UGF Amount
06-0647	Information Officer 2	FT	A	GP	Anchorage	200	17C / D	12.0		62,184	0	0	44,152	106,336	0
06-1929	Information Officer 3	FT	A	SS	Anchorage	200	20C / D	12.0		81,838	1,152	0	53,771	136,761	0
06-1954	Publications Specialist 2	FT	A	GP	Juneau	205	16F / G	12.0		66,715	0	0	46,001	112,716	0
													Total Salary Costs:	210,737	
													Total COLA:	1,152	
													Total Premium Pay:	0	
													Total Benefits:	143,924	
													Total Pre-Vacancy:	355,813	
													Minus Vacancy Adjustment of 0.90%:	(3,213)	
													Total Post-Vacancy:	352,600	
													Plus Lump Sum Premium Pay:	0	
													Personal Services Line 100:	352,600	
Total Component Months:		36.0													

PCN Funding Sources:	Pre-Vacancy	Post-Vacancy	Percent
1007 Interagency Receipts	355,813	352,600	100.00%
Total PCN Funding:	355,813	352,600	100.00%

Note: If a position is split, an asterisk (*) will appear in the Split/Count column. If the split position is also counted in the component, two asterisks (**) will appear in this column. [No valid job title] appearing in the Job Class Title indicates that the PCN has an invalid class code or invalid range for the class code effective date of this scenario.

FY2023 Governor
Department of Family and Community Services
Departmental Support Services
Public Affairs

