

## **Recommended Communication Plan BLM Competitive Sourcing Studies**

### Issue

President George W. Bush challenged agencies throughout the Federal Government to improve service to the public. The Competitive Sourcing Initiative, a part of the President's Management Agenda, directs Federal agencies to identify and implement the most effective and efficient ways to deliver services to our customers. Beginning in November 2001, the Department of the Interior has issued memoranda to bureaus and agencies to discuss implementation of Competitive Sourcing. By the end of Fiscal Year (FY) 2003, the Office of Management and Budget's goal for all agencies is to complete competitive sourcing studies for commercial activities for at least 15 percent of the positions identified in the FY 2001 Commercial Inventory.

As the competitive sourcing process studies are implemented, it is imperative that Bureau of Land Management (BLM) employees, as well as external groups such as cooperative agreement partners, Service First partners, and potential contractors, are informed of current and upcoming events.

### **Communication Plan Goals**

- To keep BLM employees and other publics informed of Competitive Sourcing Study planning and implementation.
- To make sure that each BLM State provides the latest pertinent information at the same key time.
- Competitive Sourcing Study information comes from the closest part of the organization State Competitive Sourcing Teams and State and Field Offices however, the Washington Office and the National Competitive Sourcing Steering Team provide continuity to ensure frequency and content for all State Offices.

### **Audience**

#### Internal

- BLM employees in identified positions
- BLM employees
- Unions (be consistent with direction from Annette Martinez)
- Human Resource Committees (employee driven associations)
- BLM retirees
- Departmental personnel

## External

- Congressional offices (likely to receive congressional letters)
- Service First partner (Forest Service)
- State and local Governments (especially those who may be affected through changes to cooperative service agreements)
- Media
- Potential contractors/vendors

## **Key Messages**

- The BLM is providing the best service to its customers in the most efficient way.
- The BLM values its workforce. Management will exert maximum efforts to retrain adversely affected employees for other positions, give them priority consideration for available position within the BLM, pay reasonable costs for training and relocation that contribute directly to placement, etc. These and other strategies will be included in our workforce planning efforts.
- BLM is meeting the goals of the President's Management Agenda through implementation of the Competitive Sourcing Initiative.

## **Potential Communication Tools**

- Management team/employee meetings:  
(All employee meetings where the State Director or Field Manager provides the latest information from the State/National Competitive Sourcing Teams)
- BLM Internet/Intranet Sites:  
(Standardized Internet/Intranet web pages for each State that would provide the latest information on the Competitive Sourcing Initiative to employees and to external customers such as potential contractors/vendors and cooperative agreement partners, as appropriate.)
- E-mail messages/Information Bulletins from Director and State/National Competitive Sourcing Study Teams.
- Latest Key Points that State Director and District Managers can use to talk to employees.
- State-specific timelines.
- Use e-mail in basket for communication from employees to management/personnel.
- Consider an employee survey or customer use survey.
- Satellite broadcasts.

- Best practices website for State/Center Competitive Sourcing Study Teams.
- Consider the timing and delivery of information.
- Have State or National Competitive Sourcing Team members brief management at upcoming Executive Leadership Team meetings, State Management Team meetings, and associated conference calls.
- Consider using a Lotus Notes database for State and national competitive sourcing teams.
- Meet with employees in small groups (in addition to all employee meetings).
- Very important to brief first-line supervisors who are likely the ones who are managing affected employees.
- Local management needs to walk affected employees through the process.

### **Checklist Items**

- Has the National/State Competitive Sourcing Team made a decision/reached a key point that employees or external publics need to be informed?
- Has the Department or the Administration made an announcement that needs to be explained to employees or external publics?
- Does a competitive sourcing study have the potential to affect an external public (e.g., actions that may affect BLM/County cooperative agreements)?
- Does a Competitive Sourcing Study affect a Service First initiative (e.g., BLM employees' whose work is being studied also have duties with Forest Service through Service First initiative)?

### **Actions**

- Intranet/Internet site/page development/updating-In coordination with State and National Competitive Sourcing Teams.
- All employee meetings--Ongoing.
- Latest Key Points--Ongoing.
- State and National Competitive Sourcing Teams meet with State and WO public affairs offices-As- soon as teams are formed