Batting Cleanup

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Congressional Cleanup Caucus

• Congressman Doc Hastings (WA-04), Chairman of the bipartisan House Nuclear Cleanup Caucus, will be holding the first briefing on the Department of Energy’s (DOE) nuclear cleanup program for 2013 featuring EM Senior Advisor Dave Huizenga
  • Thursday, April 25, 2013 at 8:30 AM; 122 Cannon House Office Building, Washington, D.C.

• “These briefings provide valuable insight and help educate my colleagues in Congress and their staff about nuclear cleanup issues. The fact is, cleanup doesn't happen in Washington, D.C. – it’s accomplished at our sites in our communities,” Hastings said.

• Each briefing will focus on a specific site office and the presentations are conducted by the local site managers and contractors. The briefings are open to Members of Congress, Congressional staff, the news media, and other interested individuals.
Since February 2012, we have seen a 2775.8% increase in the rate of individuals subscribing to our electronic communications:

- We now have over 21,000 subscribers, up from 2,000 initial subscribers.
- In the last month, we added 3,700 subscribers — nearly double our initial subscribers.
- By the end of 2013 our goal is to reach 35,000 subscribers.
Overall Goals

• To be the “Gold Standard” for External Communication and Involvement
• The key organizational goal is to set and maintain the “Gold Standard” within the Department of Energy for engaging and communicating with stakeholders.
  • Our long term goal is to be recognized as setting the “Gold Standard” for all federal agencies.
  • Field Offices
• Example of change has included launching a new EM website, revamp of electronic communications and subscription approach, procuring a news-clip service, providing no cost joint consumed services to field offices (5 field offices have signed up for GovDelivery and 7 for CustomScoop)
• To assure that the people, systems and culture are in place to maintain this standard
Top Tier Accomplishments

• A+ and “Gold Standard” from ECA for Communication and Outreach
• Launched new EM website January 4, 2013
  • Involved the effort of 7 EM-3 team members working with 11 EM offices.
  • Created approximately 1000 new pieces of content and hundreds of pages were downloaded to the new Drupal platform.
  • The new site allows for easy same-day updates, allowing for fresher content. EM is also now monitoring website traffic and will use this data to better understand the information needs of our stakeholders.
  • We hope that this will result in readership growth similar to what we have experienced with our electronic communication products.
• Dramatically improved site PA interactions and relations and first ever Communications Coordinators Conference
• “Best Ever” annual Intergovernmental Meeting