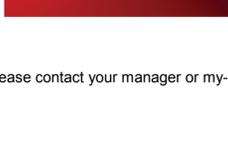


## A Message from the Director

DCHR Team:

Summer is well underway and we're about to say "goodbye" to our Summer Youth Employment Program participants and our District Leadership Program interns. On behalf of the entire staff at DCHR, I would like to thank all of the youth for joining our ranks for a few weeks. We appreciate your hard work and support of our important mission and the missions of the other agencies you have served. I hope that you received some valuable experience and insight into the way the D.C. government serves the residents of the District of Columbia.

As I mentioned during last month's all-hands meeting, the annual HR Summit is scheduled for September 20 and 21, 2012. We are expecting a favorable turnout this year from the HR and Training communities, and you all should have received a save the date invitation via Outlook. Be on the lookout in mid-August when you can expect to receive more details on the event including a link to register for the event and the various breakout sessions.

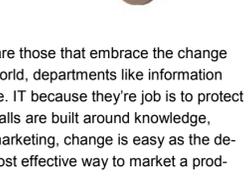


As always, if you have any questions or concerns, please contact your manager or myself.

Shawn Y. Stokes  
Director

## Administration News

Social media is the biggest shift in thinking and communication since the Industrial Revolution. It's bigger than the fax machine 1,000 times over. Companies and brands can engage their customers and friends can connect with friends online. It's a place where everyone and anyone can have a voice and participate in the conversation happening online and in real time.



Like most things in life that involve change, there are those that embrace the change and there are those that do not. In the corporate world, departments like information technology and marketing adapt well to the change. IT because their job is to protect technology and the online infrastructure, and so walls are built around knowledge, websites are blocked, and data is protected. For marketing, change is easy as the department looks for the newest, fastest, and most cost effective way to market a product, drive sales, and fatten the bottom line.

When it comes to the corporate world, HR is often one of the last to adapt to change. Mostly because they are the keepers of policy, procedure, order, and the employee. They were the keeper of the employee until social media changed the game.

### Social media changes HR in 3 fundamental areas:

**Employee Communication.** Before social media, employers communicated to their employee using in person meetings, email, memos, and interoffice mail. Changes in policy or corporate restructures were communicated the same way. There was control, predictability, and a flow to the communications as well as change. Enter [social media](#). Employers must now communicate changes to their organization making the assumption that by telling one, you are telling all. Gone are the individual meetings where HR travels to one location at a time, announcing terminations and restructures. A single tweet or Facebook update serves as public notice to any type of corporate change throwing a wrinkle in the corporate communicate process.

**The Voice of the Employee.** Before social media, companies could rely on break room suggestion boxes, employee hotlines, and closed room meetings as a way for employees to raise and express concerns. A company's biggest fear was a EEO Charge or a letter to the editor. Enter [social media](#). Through social media, blogs, and online forums employees can now share their experiences and suggestions good as well as bad. Like consumers companies have little control except to monitor, address the change, and continue to communicate.

**Employer Branding.** Even during a recession, employees have choices. In the past, employers communicate their job openings using one-way conversation tools like the newspaper, job boards, or career fairs. HR and Recruiting teams are now seen as an extension of their PR and Marketing departments except their target audience using social media is candidates not consumers. Of course in many cases, these are one in the same. HR and Recruiting teams are forever changed as they use [social media](#) to talk directly to the candidate if they are active, passive, or indifferent.

Social media changes HR, forcing them to consider technology and the online conversation in everything they do. Online social platforms are where the conversations HR and senior executives can no longer afford to ignore. Social media changes business. Social media changes HR. Social media is engagement. Social media changes everything.

Article written By Jessica Miller-Merrill for SmartRecruiting.com

## Time is Ticking...

Register for the Language Access and Cultural Competency Training! This training is required for all DCHR employees, and the last scheduled class of this summer will be held on August 2, 2012. Please [sign up here](#) for your last opportunity to take this class.

## D.C. One Fund Kick-off

Once again, the District of Columbia Government is joining forces with the United Way of the National Capital Area and the United Black Fund to help make our community a better, safer, and healthier place to live, work and do business. We will launch our annual D.C. One Fund campaign the first week of October. Our Goal is to raise 1 million dollars for our local charities, making this year's campaign one of the most successful ever. To meet our goal, we are asking for your support of a worthy cause by contributing to the D.C. One Fund through bi-weekly payroll deductions. The 2012 D.C. One Fund Opening Ceremony is scheduled to kick off for the first week of October. Please feel free to schedule your agency fair anytime between the second week of October and Thanksgiving. Agencies may join together and hold joint fairs.

In 2010 D.C. Government employees raised \$200,000 for local charities.

In 2011 D.C. Government employees raised \$670,000 for local charities.

**In 2012 D.C. Government's goal is \$1,000,000!**

To make a donation, please contact [Tashima Pedroso](#).

## All in Your Business

DCHR has collaborated with DSLBD to bring the employees of DCHR an exciting and informative seminar on the truth behind starting, building, and maintaining a small business in the United States. Ted Archer, a former Capital City Fellow and currently serving as the Director of Strategic Operations for the Department of Small and Local Business Development, will be the keynote speaker for this event. This event will be held August 20, 2012 from 3 to 4 p.m. in the 300 South Conference Room. Register for this event by clicking [here](#).

## The IT Corner

### Helpful IT Tips for July

DCHR's IT team has been servicing our agency tirelessly, and every month they will be offering advice on computer maintenance every month. For July, the IT focuses on smartphone care

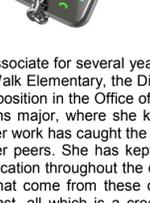


"Of course it's only one dollar... It's a small business loan."

1. If your smartphone is running slowly, try moving some of the applications and files/pictures off of the phone's hard drive and to the external SD Card.
2. Kill all apps after you have finished using them. It reduces battery drain on your phone.
3. A new smartphone usually comes with pre-installed apps that sometimes you really don't need; they're called "bloatware." Deleting or uninstalling such programs will greatly help to increase your smartphone's performance, especially if these programs run in the background. It is also wise to remember that your smartphone is just like a personal computer, and installing and uninstalling programs is a must in order to keep it running at peak performance.
4. Back up Your Data—Depending on the smartphone, you may have the option to make a comprehensive backup of your device to a computer, or at least maintain a redundant copy of the most critical data and settings by syncing with online storage (a.k.a. "the cloud") -- either via a vendor-provided service or a third-party app. (You can't generally backup the complete contents of your smartphone online due to bandwidth and storage limitations.)

## DCHR Spotlight

During her brief time in the District government, Christina Jackson has constantly defied the odds. During the selection process of this year's District Leadership Program, she was one of the last candidates to be chosen for the program. The junior from Western Carolina University made the most of her opportunity when she was placed in the Office of Unified Communications. Willair St. Vil, coordinator of the District Leadership Program, says he "expects the best from his DLP interns no matter where they are", and Ms. Jackson is certainly reaching those expectations.



Christina is no stranger to hard work. After being a sales associate for several years at different establishments and a camp counselor at Lehigh Walk Elementary, the District Leadership Program was the next logical step for her. Her position in the Office of Unified Communications is a perfect fit for the communications major, where she keeps track of OUC's Facebook and Twitter accounts for OUC. Her work has caught the eyes of the public information officer, as well as the eyes of her peers. She has kept this year's DLP together by taking the lead with email communication throughout the duration of program. The feedback, information, and insight that come from these chats have given the program a resolve different from years past, all which is a credit to Christina's dedication to her work.

In addition to her performance in the workplace, she is an active participant in her community and on her college campus. A member of the PRSSA (Public Relations Student Society of America) and Catamount communications since 2011, as well as assisting in the Special Olympics at Porter Ridge High School Spring 2010 has been just a few examples of her commitment to hard work, her career, and community activism.



Christina is a shining star for all of our Emerging Leaders Programs, and we applaud all that she does, and continues to do!

July 2012

The Star provides employees with DCHR news and information via e-mail. If you would like to submit a story or information, please send your content to your team's newsletter point of contact or to [Richan Gaskins](#).

### HR Advisors' Corner

The following information is for HR Advisors. If you have any questions, please contact HR Specialists, [Nicole Cook](#) or [Troy Higginbotham](#).

### Emergency Relief Preparedness

Make sure your agency is prepared in the event of an emergency. Here's what you can do:

- Update new employees on your agency's emergency preparedness plan including fire drill information
- Identify and/or update your agency's continuity of operations plan
- Ensure your agency's employees have updated their emergency contact information

### SAVE THE DATE!

The DCHR Summit will be held September 20-21, 2012. Mark your calendars now!

### GLBT Training

This training is mandatory for all MSS employees and must be completed by September 30, 2012. To complete the online training, visit [ess.dc.gov](#) > Self-Service > Learning and Development > Request Training Enrollment > Search by Course Name > GLBT Cultural Competency.

GLBT training is also available in-house or at: 441 4th St. NW. Please contact Tashima Pedroso at: [tashima.pedroso@dc.gov](#) or at: (202) 442.9605 for coordination and scheduling.

### MSS Mandatory Training

MSS employees are required to complete five (5) courses in the Essential Management Skills Certificate Program by September 30, 2013.

It is recommended that MSS employees complete a minimum of two (2) courses this year and a minimum of three (3) courses next year.

Courses include:

- Communication: Management Skills Intro
- Transitioning into Management 101
- Managing in Perspective and Performance
- Resolving Conflict
- Building High-performing Teams

If you have questions, please contact [wda@dc.gov](#).

## Happy Birthday!

### July Birthdays

Joel Itskowitz

Ellen Flaherty

Andrew Gerst

Ronald Gardner

Troy Higginbotham

Denette Baber

Tremayne Perkins

Sasha Hammond-Lee

Herbert Casey

Brittany Fields

## Welcome!



Kyna Kirkland  
Associate Director, WDA

### Links

[dchr.dc.gov](#)

[DCHR Intranet](#)

[Employee Benefits](#)

[Training and Development](#)

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