

# PDC DIVERSITY BRANDING



## Marketing Report

External Affairs Office  
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### Background:

Managing cultural diversity has emerged as one of modern organizations' most prominent challenges. Studies have shown that employee differences can enhance workgroup flexibility, creativity, and innovation. The San Bernardino County Probation Department is a diverse organization; as such, finding a way to improve the cultural diversity of staff is a priority. The Probation Diversity Committee (PDC) addresses, monitors, and fosters diversity within the San Bernardino County Probation Department.

### Problem:

In 2017, The County of San Bernardino Equal Employment Opportunity Commission (EEOC) mandated a name change within all departmental committees. The Probation Department changed its diversity committee name from the EEOC Equal Employment Opportunity Committee to the Probation Diversity Committee. The PDC faced several setbacks over the past two years; declining membership, stagnating interest, and low turnout at Committee sponsored events. During the county's name change requirement, the PDC conducted a total re-branding campaign of the Committee's image. The Committee's core staff became the focus group and gathered information from informal staff emails, internet sources, contacting other diversity committees (to inquire about their successes and disappointments), and observations (informal interviews of employees). The focus group was also aware of the recent "Me Too" movement and wanted to ensure the messaging scheme represented all employee concerns. The campaign's primary target audience was the 1,100 probation staff. The group wished to staff to be more engaged and informed. The secondary audience was the general public; the Committee wanted to ensure the San Bernardino County Probation Department was serious about diversity and its implementation.

### Planning:

The Probation Diversity Committee focus group discussed the general strategy of "making the committee cool again." The primary tactic to achieve this was modernizing the look and the communication methods.

The PDC recognized and established four primary goals:

1. Increase interest among departmental staff
2. Increase the Committee's public visibility
3. Modernize aesthetics and graphics of promotional materials
4. Increase membership

Each agency representative needed to be able to tell the story in their voice, so it was decided to produce a natural sound series instead of narration. The series was to be shot in an up close and personal style. It was also essential to capture the interviewees in their environment; to make the series more personable and less intimidating.

### Objectives:

The Committee attached several objectives from the primary goals that would serve as performance indicators. The objectives are:

- Establish a social media presence with a monthly post (12 per year)
- Send out a monthly communication interoffice email (12 per year)
- Increase membership by 20%
- Create a video that explains what the PDC is (for external and internal distribution)
- Recreate the brochure
- Recreate the staff information poster
- Re-design the logo

Another important objective was sustaining the campaign beyond the performance measurement parameters. The Committee decided that the campaign's spirit should be woven within the membership.

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### Budget:

The PDC committee used the department's External Affairs Unit to create the modules needed within the campaign. This minimized the cost and was more efficient. Printing the brochures (500 pc.) and the posters (100pc.) was the only cost in the campaign (for \$230). Other costs for tablecloth and popup banners totaled \$560. The total project cost was \$790. The External Affairs Unit spent approximately 150 man-hours on the campaign.

### Implementation:

The implementation for this project included production, scheduling, and deployment. The initial phase of the project would have a time frame of 12 months.

### Design/Production:

#### Print Materials:

The production and design of printed materials were discussed at several committee meetings where drafts were presented and edited. Items produced: logo, poster, promotional popup banner, promotional tablecloth, and brochure.

#### Video:

The video's treatment included various members participating as talent in the production process.

### Scheduling:

The project started in late July 2017. All materials were finished in early September 2017. An initial deployment date was October 1, 2017 (National Global Diversity Awareness Month).

### Deployment:

The Probation Diversity Committee planned to start the campaign with a social media post every week in October. This would highlight National Global Diversity Awareness Month and bring maximum visibility to the Committee.

### Results/Eval:

The results listed below are the numbers at the campaign's five-month point, and the evaluation of the campaign still needs to be completed. However, the PDC has given the most current information available below.

- Increase interest** among departmental staff – At this early stage of the campaign, several indicators showed that the project is on the right track. The Committee created an email address, and the traffic to email has increased after only five months. We have no definitive stats, but this observance comes from the Committee's point of contact.
- Increase public awareness** of the program through social media - The metrics for PDC's social media platforms were solid. The video ran on our Facebook page and received 1.2k views and 5 shares. media platforms were solid. The video ran on our Facebook page and received 1.2k views and 5 shares. The Committee also increased the number of general information posts shares. The Committee also increased the number of general information posts and the Global Diversity Awareness Month campaign to increase public awareness. and the Global Diversity Awareness Month campaign to increase public awareness.