

# **State of Alaska FY2009 Governor's Operating Budget**

## **Department of Health and Social Services Public Affairs Component Budget Summary**

## Component: Public Affairs

### Contribution to Department's Mission

The Public Affairs Unit helps the department fulfill its mission by facilitating and managing coordinated and consistent communication with internal and external stakeholders; coordinating and managing legislative relations; and developing regulations to support Alaska statute and the mission, policies and procedures of the department.

### Core Services

The Public Affairs Unit has been functioning as a team since the department organized IT functions in FY2005 (as the Public Information Team), consolidating department communication functions to achieve consistency in communication efforts and to better serve the department in a unit that serves all divisions and programs. The legislative and regulations function were added to the team, thus renaming the group to the Public Affairs Unit in September 2007. The Public Affairs Unit includes the functions of public information, publications and web-based communication (Public Information Team), legislative management and regulatory development.

The Public Affairs Unit ensures consistency and continuity in communication with stakeholders, helps promote health communications; and ensures transparency to the public regarding department activities, as well as ensures responsiveness to media, legislative and constituent inquiries.

Public Information Team members help programs communicate to external and internal stakeholders about department issues, activities, decisions, services, and health promotion efforts. Legislative liaison staff coordinate and facilitate legislative activities and communication, and regulatory staff ensure coordinated development of regulations to carry out department services.

### FY2009 Resources Allocated to Achieve Results

<b>FY2009 Component Budget: \$2,283,200</b>	<b>Personnel:</b>	
	Full time	23
	Part time	0
	<b>Total</b>	<b>23</b>

### Key Component Challenges

The Public Affairs Unit takes the lead role in coordinated and consistent internal and external communication for a large department with several functions and programs. Since the unit was recently organized, it continues to evaluate efficiencies and coordination with all divisions, and to ensure internal programs receive needed assistance with communication, legislative relations and regulatory development.

### Significant Changes in Results to be Delivered in FY2009

As part of the DHSS realignment that is occurring in FY08, the Public Affairs component is being created in FY09 and will be in a separate component from the Information Technology component.

Also, in FY08, the Public Affairs Unit will evaluate how the new integration of the legislative and regulations functions into the unit impact support of department programs; however the service level for FY09 should remain stable from FY08 to FY09.

## Major Component Accomplishments in 2007

- Supported the Governor's office and department in passage of the Senior Benefits legislation in a special session, which will provide financial support to more than 10,000 Alaska seniors.
- Coordinated department efforts to pass legislation increasing eligibility of children and pregnant women by the Denali KidCare program to 175 percent of poverty.
- Issued 42 news releases to inform the Alaska public about health issues, significant information about department programs and initiatives which impacted Alaskans.
- Managed response to 664 media inquiries, produced over 200 publications, and made 663 updates to the department web site.

## 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  
Component Financial Summary**

*All dollars shown in thousands*

	FY2007 Actuals	FY2008 Management Plan	FY2009 Governor
<b>Non-Formula Program:</b>			
<b>Component Expenditures:</b>			
71000 Personal Services	0.0	0.0	2,034.9
72000 Travel	0.0	0.0	75.0
73000 Services	0.0	0.0	124.0
74000 Commodities	0.0	0.0	44.3
75000 Capital Outlay	0.0	0.0	5.0
77000 Grants, Benefits	0.0	0.0	0.0
78000 Miscellaneous	0.0	0.0	0.0
<b>Expenditure Totals</b>	<b>0.0</b>	<b>0.0</b>	<b>2,283.2</b>
<b>Funding Sources:</b>			
1002 Federal Receipts	0.0	0.0	1,028.6
1003 General Fund Match	0.0	0.0	39.8
1004 General Fund Receipts	0.0	0.0	893.1
1007 Inter-Agency Receipts	0.0	0.0	321.7
<b>Funding Totals</b>	<b>0.0</b>	<b>0.0</b>	<b>2,283.2</b>

**Estimated Revenue Collections**

Description	Master Revenue Account	FY2007 Actuals	FY2008 Management Plan	FY2009 Governor
<b>Unrestricted Revenues</b>				
None.		0.0	0.0	0.0
<b>Unrestricted Total</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Restricted Revenues</b>				
Federal Receipts	51010	0.0	0.0	1,028.6
Interagency Receipts	51015	0.0	0.0	321.7
<b>Restricted Total</b>		<b>0.0</b>	<b>0.0</b>	<b>1,350.3</b>
<b>Total Estimated Revenues</b>		<b>0.0</b>	<b>0.0</b>	<b>1,350.3</b>

**Summary of Component Budget Changes  
From FY2008 Management Plan to FY2009 Governor**

*All dollars shown in thousands*

	<u>General Funds</u>	<u>Federal Funds</u>	<u>Other Funds</u>	<u>Total Funds</u>
<b>FY2008 Management Plan</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Adjustments which will continue current level of service:</b>				
-Transfer in Positions and Funding from Information Technology	888.1	888.1	0.0	1,776.2
-Transfer in PCN 06-5136 and Funding from Office of Program Review	44.8	5.0	58.2	108.0
-Transfer in PCNs 06-X101 and 06- 0500 from Administrative Support Services	0.0	0.0	263.5	263.5
-Transfer in PCN 06-0400 from Commissioner's Office	0.0	135.5	0.0	135.5
<b>FY2009 Governor</b>	<b>932.9</b>	<b>1,028.6</b>	<b>321.7</b>	<b>2,283.2</b>

**Public Affairs  
Personal Services Information**

Authorized Positions		Personal Services Costs		
	<u>FY2008</u>	<u>FY2009</u>		
	<u>Management</u>	<u>Governor</u>		
	<u>Plan</u>			
Full-time	0	23	Annual Salaries	1,302,852
Part-time	0	0	COLA	70,822
Nonpermanent	0	0	Premium Pay	1,128
			Annual Benefits	712,304
			<i>Less 2.50% Vacancy Factor</i>	<i>(52,178)</i>
			Lump Sum Premium Pay	0
<b>Totals</b>	<b>0</b>	<b>23</b>	<b>Total Personal Services</b>	<b>2,034,928</b>

**Position Classification Summary**

Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Analyst/Programmer III	1	0	0	0	1
Associate Coordinator	1	0	0	0	1
Asst Commissioner	0	0	1	0	1
Data Processing Mgr I	1	0	0	0	1
Information Officer I	1	0	0	0	1
Information Officer II	2	0	0	0	2
Information Officer III	1	0	1	0	2
Internet Specialist II	0	0	1	0	1
Medical Assist Admin III	0	0	1	0	1
Project Coordinator	0	0	1	0	1
Publications Spec II	4	0	1	0	5
Publications Spec III	2	0	1	0	3
Secretary	0	0	1	0	1
Spec Asst To The Comm II	0	0	1	0	1
Visual Info Spec	1	0	0	0	1
<b>Totals</b>	<b>14</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>23</b>