



## Guide to Creating an Agency-level One Washington Point of Contact

### THE PAIN

**When One Washington has needed to communicate to our broader audience, *we've taken the buckshot approach in hope that the message would get to the right people!***

We've learned that the best strategy is for agencies to establish a central point of contact. Early agency adopters of this strategy have taken one of two approaches.

### THE GUIDE

Two approaches agencies have used so far:

**Step 1 – Option A:** The Director for the Department of Enterprise Services (DES) appointed a special assistant who reports to the Director. This role receives all inbound communications for new initiatives, assists the agency by getting the initiative request to the right employees, oversees tracking of the agency's various work efforts for One Washington, coordinates vertical messaging within the agency, maintains a frequent cadence of engagement with One Washington, and keeps the agency director informed.

**Step 1 – Option B:** The Department of Licensing and the Department of Social and Health Services are examples of two agencies that have opted to go with an agency steering committee approach, which then essentially mimics the role illustrated in the DES example above.

***Samples of agency One Washington organization charts for DES and DSHS are attached to the original email, and shared with permission to help your agency make its own choice. It's your business -- choose an approach that suits the agency.***

**Step 2 – In both approaches developed by these agencies, the next step was to identify the project team members:**

- Either the agency director's office or a deputy director was included in the team as the agency executive sponsor
- Where the roles exist and make sense for your agency's needs, leadership from these agency functions should be considered for inclusion:
  - finance
  - procurement
  - budget
  - human resource
  - payroll

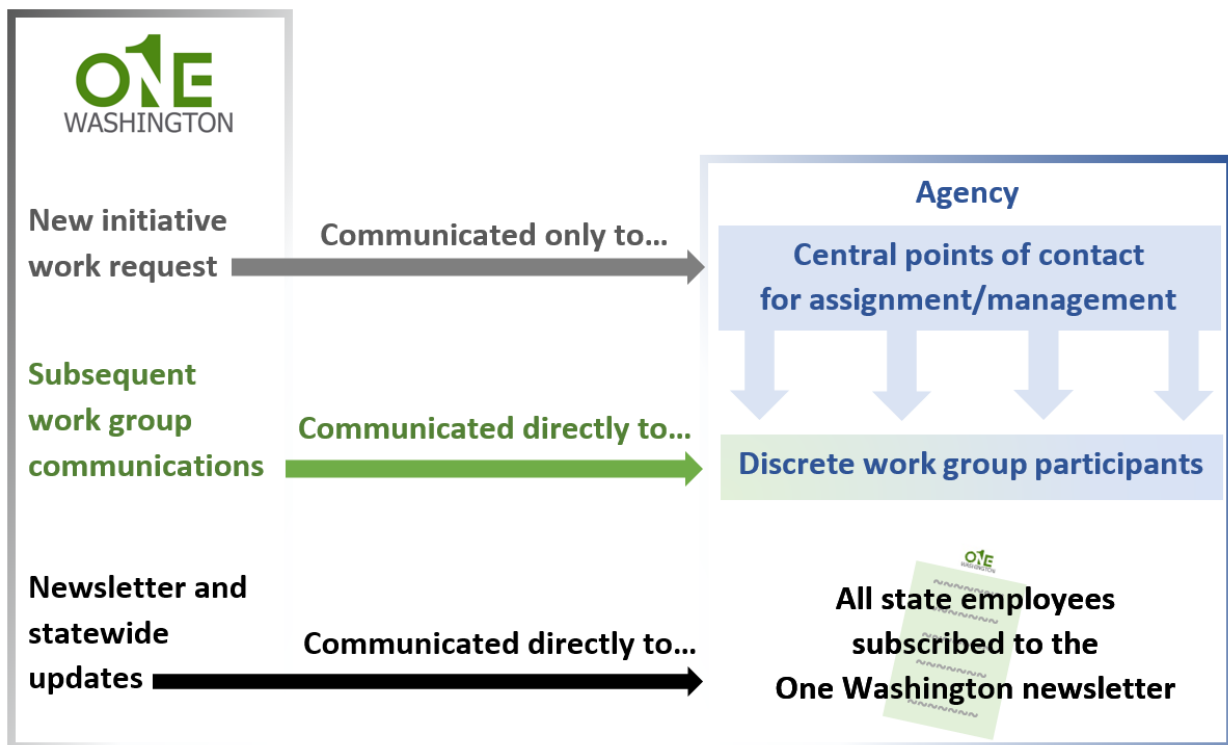
- information technology
- communications
- organizational change management
- project management
- and a special assistant if option 1 A is being used

**Step 3** – Send the name/email address of the central point of contact to [onewa@ofm.wa.gov](mailto:onewa@ofm.wa.gov).

**Step 4** – Create broad awareness within the agency of the agency’s project team.

For large- to mid-size agencies that choose 1 B, please consider creating a Microsoft Outlook distribution list of the team members, and just send us the Outlook list email address. This allows your agency freedom to manage which team members are on its One Washington leadership team without having to notify One Washington of every staff change. *Win!*

### MOVING FORWARD



Agencies that have already been able to establish their approach to a One Washington project team are benefiting. Here’s how.

Early adopters have realized these benefits!

- Having insight and opportunity to plan for funding requests that are illuminated by certain One Washington work activities
- Opportunity to capture the number of hours the agency is contributing to the One Washington effort overall and who is making the contribution
- Having central awareness of tasks and making sure assignments get to the right staff in the first place
- Being able to ensure the agency has a coordinated, comprehensive and timely response to all One Washington work efforts
- Improving communications channels between the agency's business teams and the information technology teams
- Controlling and managing internal awareness communications to agency staff, and targeted communications and attention to staff in finance, procurement, budget, HR, payroll and information technology
- Increasing the likelihood of agency success in readiness activities directly ahead

Each of the above benefits cannot be overstated.

**Before the end of May we'll begin publishing a central list of agency points of contact on our website for use by all stakeholders.**

**SUMMARY OF ACTION REQUESTED**

- 1) Choose the approach above that works best for your agency.
- 2) Send us the name and email address of the central point of contact for whichever approach you've selected. Send to: [onewa@ofm.wa.gov](mailto:onewa@ofm.wa.gov).
- 3) We'll begin follow-up with agencies after May 1st. You can beat us to the next step by replying with your agency's project team approach and email before we initiate follow-up.