

Ethics@Work

Program Overview

City & County of San Francisco Ethics Commission
September 2022

Ethics@Work

PROGRAM OVERVIEW

- Ethics@Work is the Ethics Commission's new outreach and training program to strengthen governmental integrity and deter corrupt practices.
- Reshape expectations for public service to promote the highest standards of integrity in government.
- Equip decision-makers with practical tools and skills support them in navigating navigate ethical challenges in public service.
- Promote public trust, including regular public reports to the Ethics Commission on the program's progress.

Work Plan Phases

Phase 1: August 2022 – October 2022

Program Establishment

- Create Work Plan
- Develop Training Needs Assessment
- Brand & Style Guide Tools

Phase 2: September 2022 – April 2023

Initiate Material Development & Outreach

- One-Pagers
- Brochures & Videos
- SF Learning Module Programs

Phase 3: March 2023 – August 2023

Outreach & Workshops

- Outreach: Planning & Material Production
- Workshops: Design & Implementation
- Year 1 Reporting
- Year 2 Work Plan

Phase 4: September 2023 – August 2024

Public Outreach & Program Expansion

- Public Outreach Campaign
- New Courses, Workshops, & Materials
- Year 2 Reporting
- Year 3 Work Plan

Phase 1

PROGRAM ESTABLISHMENT: AUGUST 2022-OCTOBER 2022

Focus on the design and structuring of the program for the long-term workflow and consistency between deliverables.

Training Needs Assessment

Report identifying target audiences, their language and technicality needs, and relative interest in particular laws and guidelines.

It shall include:

- A. Audience Research
- B. Employee/Officer Survey Development and Dissemination
- C. Leadership Interviews
- D. Technical Readiness Assessment

Brand & Style Guide

Clear guidelines for the voice and look of the materials to be created. Will focus on clarity, readability, and accessibility for the widest possible range of audiences.

Materials will not be designed to be legalistic or comprehensive but rather provide the context, background, and general outline of the relative rules and regulations.

Materials will always refer to more comprehensive content, but our focus is on accessibility. We want more people to be better instructed to the relevant issues.

Phase 2

MATERIAL DEVELOPMENT & OUTREACH: SEPTEMBER 2022 – APRIL 2023

Development of educational and informative materials that will stand as the backbone of the Ethics@Work program. These materials will be translated (per the Language Access Ordinance guidance) and formatted for high accessibility.

One-Pagers

These most common materials will serve as go-to guides for a handful of common issues under the jurisdiction of the Ethics Commission.

This will include:

- Getting Started: Ethics 101
- Gifts: Giving & Receiving
- Charity, Non-Profit Fundraising, & Behested Payments
- Whistleblowing
- Conflicts of Interest

Brochures & Videos

More detailed and longer-form materials designed by area of interest rather than regulations. For example, “Leading with Ethics: Departmental Heads & Commissioners.” Some will be converted into short videos.

MyLearning Modules

As determined by the Training Needs Assessment, SF Learning modules will be updated or created to support the education of staff.

Phase 3

OUTREACH & WORKSHOPS: MARCH 2023 – AUGUST 2023

Development of educational workshops and disseminating one-pagers, brochures, and videos.

Outreach: Planning and Material Production

The team will develop outreach materials to promote the awareness and use of the one-pagers, brochures, and videos developed in Phase 2.

This will include emails to employee listservs, social media posts, SFGovTV spots, and other tools.

Workshops: Design & Implementation

The training workshops will be designed for a more personal and tailored learning experience, giving individuals or groups of officials the chance for direct training. We'd want to allow officials to ask questions, explore grey areas, and explore the concepts in a safe space.

Phase 4

PUBLIC OUTREACH & PROGRAM EXPANSION SEPTEMBER 2023 – AUGUST 2024

Program expansion to cover new and emerging needs as well as broader public engagement.

Public Campaign

A public ad campaign would focus on the purpose and reach of Ethics@Work from the first year, perhaps reflecting the information shared in the Year 1 Report. Platforms could include:

1. Social media posts
2. Signage on the inside of public transit vehicles
3. Presentations to other public boards and commissions
4. Earned & paid media (print or digital)

Program Expansion

Continued development of multimedia content, workshops, and additional engagement to improve the reach of Ethics@Work.

Thank you.

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