
Public Affairs Portfolio

Technology Plan, FY 2008

18 October 2007

Portfolio Composition

Governing Organization

First Presidency

Departments in Portfolio

Working Group

Public Affairs (PAD)

[REDACTED], Managing Director
(Working Group Chair)

Public Affairs Directors' Council

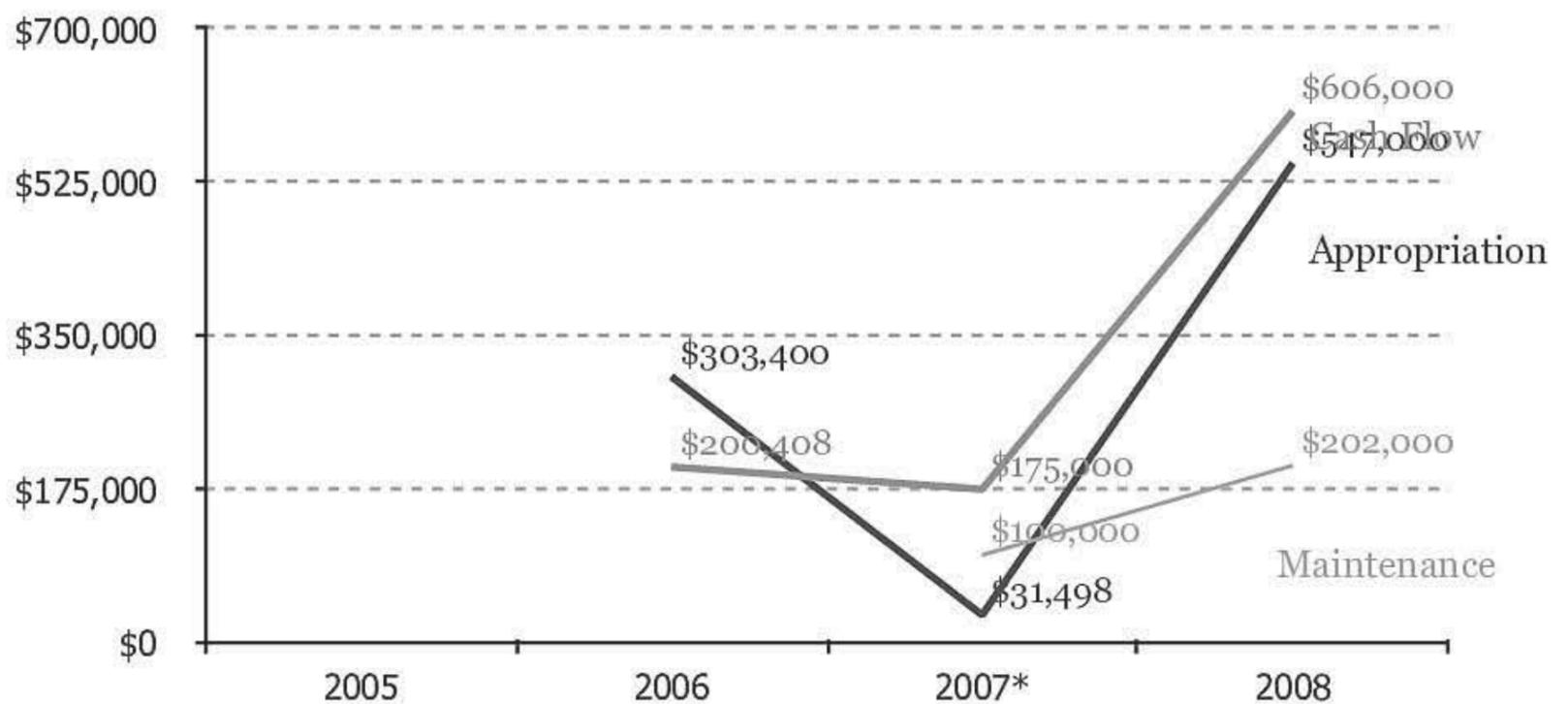


[REDACTED] Lead Program Manager in ICS

Objectives

- To build strategic relationships with opinion leaders who affect the reputation of the Church, and whose actions and influence can help or hinder the Church's mission.
- Provide information, insights and perspectives by:
 - Identifying problems, challenges, and opportunities facing the Church
 - Helping Church leaders make informed decisions
 - Anticipating the effect of those decisions on specific publics
 - Communicating in ways that build effective relationships for the Church and help solve problems
- Understand and appropriately apply technologies such as "new media" to engage and share focused messages with key influencers (i.e. News Media, Government Officials, Academic Leaders, Ethnic Leaders, etc.).

Financial Projections



* 2007 data is forecasted as of October 2007.

Major Work Planned for 2008

Department	Description	Key Results
Public Affairs	Newsroom Enhancements	<ul style="list-style-type: none"> There are several enhancements proposed for the newsroom site based on lessons learned since the upgrade to the site in December of 2006. Some potential enhancements include statistics mapping, refined content entry, additional channels and features.
	Opinion Maker DB Upgrade	<ul style="list-style-type: none"> <i>Project started in 2007</i> - Timely access to information which will be used to help the department establish and strengthen strategic relationships.
	DPA Website Rewrite and Upgrade	<ul style="list-style-type: none"> This is a follow on project to the work that has been done this year to launch the DPA Website. This follow on project will move the site up to V7 and also provide needed enhancements including video to increase the utility of the website.
	WAN connectivity (New York and Los Angeles offices)	<ul style="list-style-type: none"> <i>Start of this project will depend on priority and availability of resources</i> - Increase speed, efficiency and access to shared department information resources.
	Document Management Project	<ul style="list-style-type: none"> <i>Start of this project will depend on priority and availability of resources</i> - Increase efficiency and accuracy
	Secure Internet access to documents for International Public Affairs offices not connected to the WAN	<ul style="list-style-type: none"> <i>Start of this project will depend on priority and availability of resources</i> - Secure access to Strategic Analysis Reports so that the sensitive data contained in these reports can be used exclusively for Public Affairs work.

2007 Review

2007 Portfolio Objectives	Performance Against Objectives
Started upgrade to Newsroom.lds.org	▪ Completed
Directors of Public Affairs website update	▪ Started in 2007, planned for completion in 2007
Reports & Enhancements to Opinion Maker DB	▪ Project replaced by Upgrade to Opinion Makers Project started in 2007 to be completed in 2008
Public Affairs Country web site upgrades (Localization of Newsroom)	▪ Cancelled

