

Communications and Customer Experience Scrum

Overview and Accomplishments

Presented by

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dcr
Massachusetts



Agile Scrum Process



Agile Scrum Process

- Identified key issues
- Scrum Teams were established
- Each Scrum Team met twice a week and held a daily call
- Scrum Master moderated calls for focus
- SOS Meetings twice a week shared advances
- Tasks were divided into two-week sprints over 12 weeks

Communications and Customer Experience Team Overview

Most mentioned words in communication subject



Communications and Customer Experience Team

- Identified team members from various disciplines
- Identified tasks over two sprints
- Sprints ran from February through July
- Focused on *external* and *internal* communications

New Constituent Tracking System Launched

Communications by month



Commissioner's Regional Staff Events Launched

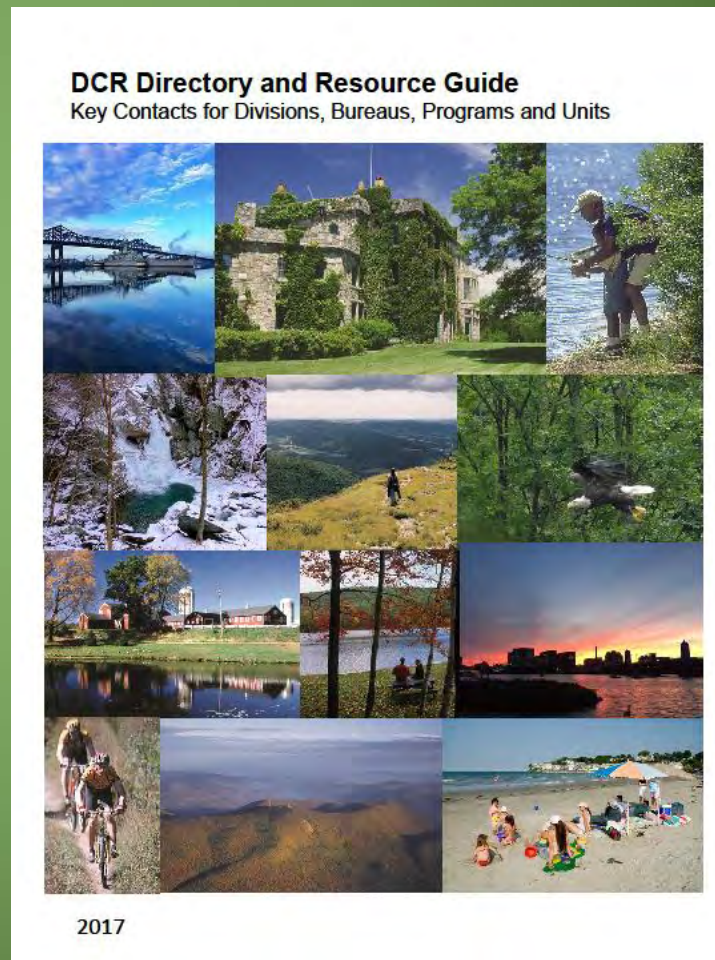
- Encourages dialogue among employees
- Seven meetings held to date



DCR Directory and Resource Guide Written and Published

Contains:

- Organizational Chart
- Staff Contacts
 - Commissioner's Office
 - Emergency Management
 - External Affairs & Partnerships
 - Finance and Administration
 - Forest and Fire Control Bureau
 - General Counsel
 - Government Affairs
 - HR Shared Services
 - Park Operations
 - Planning & Engineering
 - Planning, Design & Resource Protection
 - Ranger services
 - Visitor Services
 - Division of Water Supply



Brochures and Maps Updated and Printed



Outdoor Recreation Map



25 parks' trail maps

Approval of Smart Phones for Staff

- All Field Operation Team Leaders have been approved to receive a state issued smart phone
- All Forest and Park Supervisor III's have been approved to receive a state issued smart phone
- Critical to operations as many field staff do not have regular access to email and internet



Intranet Improvements and Feedback Function

INTRANET

Applications

[EEAIT Brochure](#)

[COMMBuy](#)

[DCR Incident Reporting](#)

[FAMIS](#)


[IT ServiceDesk](#)

[Outlook Web Access](#)

[PACE](#)

[TIPS \(HR Tracking\)](#)

Information



Leo Roy
Commissioner
Commissioner's Corner

[DCR Forms, Policies, SSTA](#)

[Contracts](#)

[Cell phone listings](#)

[DCR Directory](#)

[DCR Regional Offices](#)

[Diversity Council](#)

[Fraud Waste & Abuse](#)


[EEA HR Shared Services](#)

[Job Vacancies](#)

[MassCareers](#)

[MMARS Location Codes](#)

[Warehouse Info](#)

 **MASSACHUSETTS DEPARTMENT OF
CONSERVATION AND RECREATION**

GIS Introduces New Interactive Field Map and Employee Directory

The talented professionals in the GIS department have given DCR employees a new tool to better communicate with each other and pinpoint contacts at DCR parks, reservations, pools, rinks and more.

Through the **link at the bottom entitled: GIS Interactive Field and Staff Map**, a map of the Commonwealth can be reduced to get a state-wide scan of all regions or enlarged to target a geography as finite as multiple DCR facilities in one city. Clicking a segment of the map will bring up the related contact list by Region, District and Complex. This gives the viewer complete contact information at each of the three levels including primary contact's address, office and cell phone numbers. This tool is for DCR staff only, not to be used for the general public. It complements the new DCR Directory first introduced at the 2017 Supervisors Academy on a flash drive and also available on the Intranet. Facilities are encouraged to print out a binder copy as a staff resource for those without Intranet access.

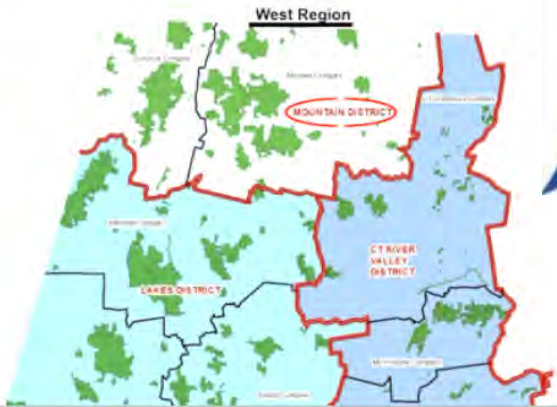
Each **Complex**
includes certain
properties

↓

Each **District**
includes certain
Complexes

↓


Each **Region**
includes certain
Districts



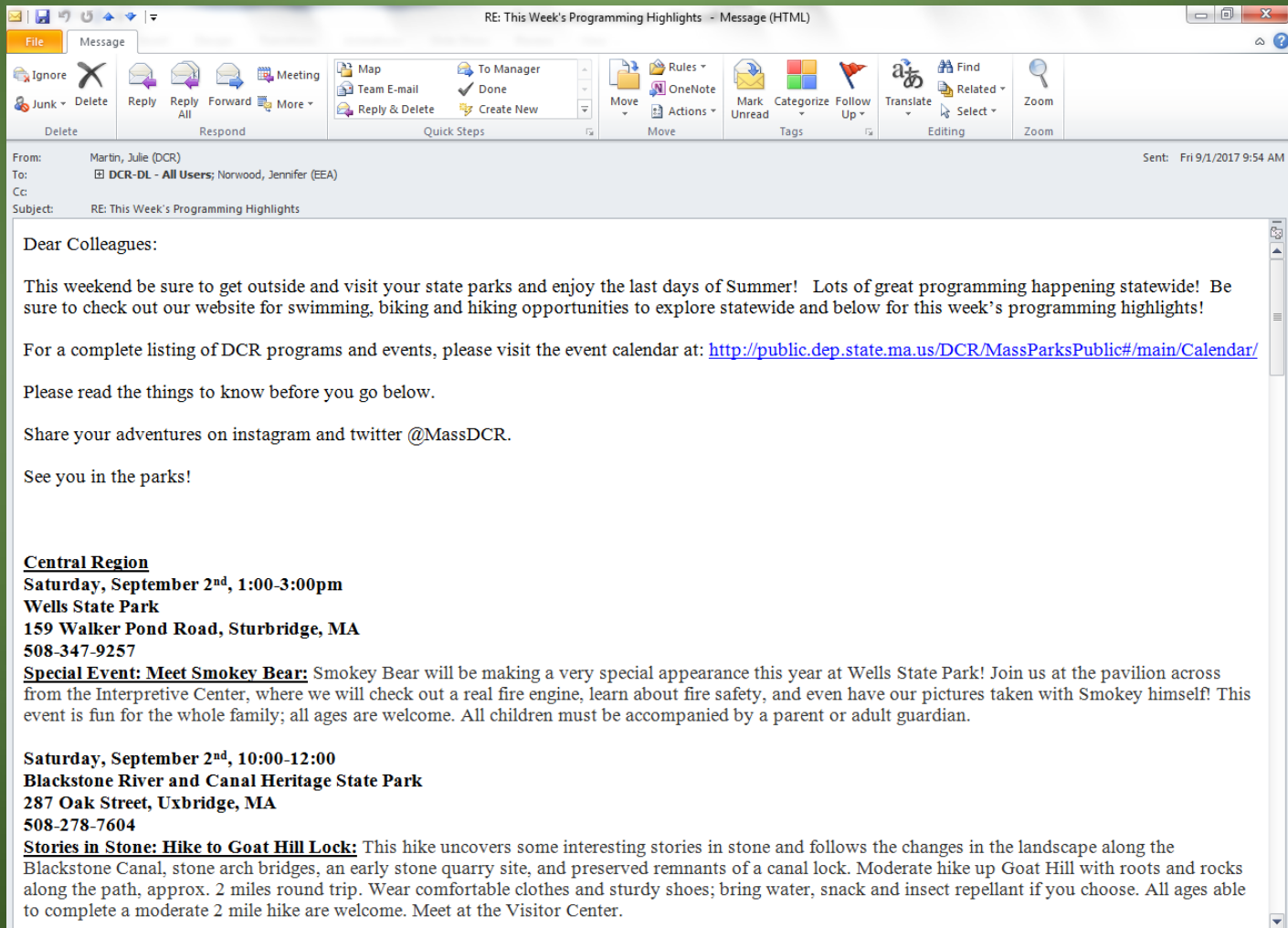
FEEDBACK
DCR.Feedback@state.ma.us

100%

dc
Massachusetts



Weekly Emails on Park Interpretive Programs



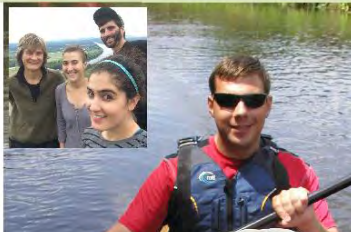
Employee Newsletter and Staff Profiles



Leaders By Nature

Marcy Marchello— Universal Access Team

A reporter in Wendell State Forest working on a story stopped Marcy



Leaders By Nature

Jeffrey Harris

The work that defines the "C" in Department of Conservation and Recreation is shared by many highly skilled professionals across the humanities and biosciences.

One of them, Jeffrey Harris, has the unique role serving as watchtower over DCR's most historic watchtowers—literally and figuratively.

Jeffrey, as shown, was instrumental in refurbishing the Massachusetts War Veterans Memorial Tower atop Mt. Gaylick, the Commonwealth's highest summit.

His schooling in architecture, years of experience in hands-on historic preservation, meeting the regulatory requirements of the Massachusetts Historical Commission and other regulatory bodies, as well as the constant interface with stakeholders, makes Jeffrey so special to DCR. "The outreach part, public meetings and meetings with many cultural resource agencies is what I have learned the most," Jeffrey explained. Having worked for the Massachusetts Cultural Council

Cultural Resources



he was familiar with the outreach and regulatory aspect of refurbishing historic properties, but managing it for a state agency on an array of projects is quite another matter. "Intrusions of state and federal funding, being the eyes and ears for all documentation on the cultural resource project side is something that's time consuming, but extremely valuable," Jeffrey returns. "There is a benefit in state government doing things down to create a very open process," he notes.



Leaders By Nature

Aaron Whidden— District Fire Warden, Bureau of Fire Control

They have a language all their own, but Aaron Whidden translates the jargon of "controlled burns" strikingly well. His plan was to be a stockbroker when he took his first job as a laborer at Myles Standish. He transferred the following year to the Bureau of Fire Control—pursuing a 20-year career embedded in the world of forest fires.

"I've always been adventurous—hiking and fishing—and enjoyed team sports," Aaron said.

Being ready for adventure and fostering teamwork are skills necessary to be a "Burn Boss" like Aaron, and he loves what he does. It also takes considerable training in the classroom and continuous training for various certifications in the complex world of prescribed burns.

Being well-versed in the terminology of wild fires is essential in the field and that's where the real training happens.



"It's never boiler-plate, and it's never an individual accomplishment, this is always done as a team," he adds.

A morning briefing gets everyone on the same page before a prescribed fire program commences. Precise weather conditions, type and depth of the vegetation plus other variables determine the scope of program.

Aaron spends much of his time talking with Regional Directors in preparation for burn events and as a public process so the community is educated, aware and can ask questions.

Before and during an event there is strong communication with the park supervisor, staff and rangers who may be involved at the interpretation level for the public.

"These are excellent firefighters working at a high level of performance that is challenging physically and tactically. Every year I come up with a plan and they complete it," says Ron Ross Whidden.

"When everything is said and done, in those team moments, I say, 'wow,' we were able to work together to accomplish this."



Marcy works with individuals and groups. She led a program intended for those with limitations to head—changing the culture of "accessibility" high barriers. Now water and land programs at state parks have become the norm. Marcy challenges with mobility challenges, but also, perhaps thout.

credit Tom and the rest of the Team and the over the years, which she has mentored. Marcy in building confidence in those around her. the more skills and opportunities you offer, the g people become," she says. individual with Asperger's a chance to become a park environment," Marcy shared. "Now he is, and I feel really great for him."



Leaders By Nature

Michelle O'Bannon— Park Ranger, South Region

"I don't think I'm anything special," Ranger Michelle O'Bannon says. "All I do is what I'm supposed to do as a professional job. I'm just glad you're highlighting Rangers."

It is precisely that type of humility that makes Michelle O'Bannon a hero, one of DCR's most respected professionals who serves as a first responder in times of inevitable stress and crises.

Michelle could great morning hours working as a Minuteman Ranger in the City of Boston and attending the National Park Service Law Enforcement Academy while in college. It was there she was tipped off about the job in Boston.

The NPS program was part of an internship program while attending Virginia Commonwealth University. She moved to Boston just after graduation.

Michelle later joined the MDC and, well, the rest is history. What her history looks like is a story of wandering search and rescue, receiving SCW Training Certifications, EMT and CPR courses and the simple joy of meeting so many kids, who unwittingly wander off during a hike, with their grateful and relieved parents.



"What happens is most people in parks leave their good sense at home," Michelle shares. "Often times their goals are not compatible with the Agency."

Following basic rules for the use of ATVs and OHVs or hiking assembly are not always adhered to by park visitors. So if a Ranger like Michelle who calmly attend to critical situations with skilled management.

An expert at Critical Incident Stress Management, Michelle trains colleagues and recognizes signs when they just need a break in when it's time to call for extra help. Michelle says, "As Rangers, our job is public safety and resource protection. Sometimes that means opening a locked gate or conducting search and rescue missions—no work with all areas of the Agency, including park events where Special Use Permits are required."

"I like helping someone enjoy the park better," she concludes, evidenced by her sincere smile.



Leaders by Nature

A Quarterly Publication of the Department of Conservation and Recreation

STEVE CARLIN Park Supervisor, Great Brook Farm State Park



"The job of an Interpreter or a Supervisor takes the right mix of a love of history, the environment, public speaking and a lot of reading and researching on the material you are presenting."

STEVE CARLIN

As a park supervisor, Steve Carlin is on stage every day engaging with staff and visitors of all ages. He jokes that keeping a group of seventh-graders entertained during a school field trip can prove as challenging as management of a diverse working farm and park operation. However, Steve has all the seasoning he needs, making him an outstanding leader—one of many leaders by nature here at DCR.

It was his first summer out of college in 1995, after receiving an Environmental Science degree, Steve Carlin found himself in love with his new gig, roughing it on Lovells Island, ten-days on, four-days off. The conditions were anything but comfortable. Just a rustic ranger cabin stocked with a block of ice delivered daily from Georges Island to keep their perishables cool.

After three summers on the Harbor Islands, Steve was introduced to an opportunity to become a seasonal interpreter at Walden Pond, which he grabbed. Steve Carlin is part milk evangelist, part actor and one-hundred percent enthusiasm. Look closer and under the red hat is a smile—and an, "I Love Milk" sticker.

While a little nervous with the new position at first, he quickly assimilated and rose to the position of Acting Visitor Services Supervisor at Walden. From that coveted perch, he launched into his current position at Great Brook Farm State Park—where every day is an array of challenges involving visitors and all entities of DCR.

Steve loves interaction with the full-range of DCR's people: Rangers, Fleet, Forestry, Revenue, Trails, Legal, etc.—all the territory that comes with being a Supervisor.

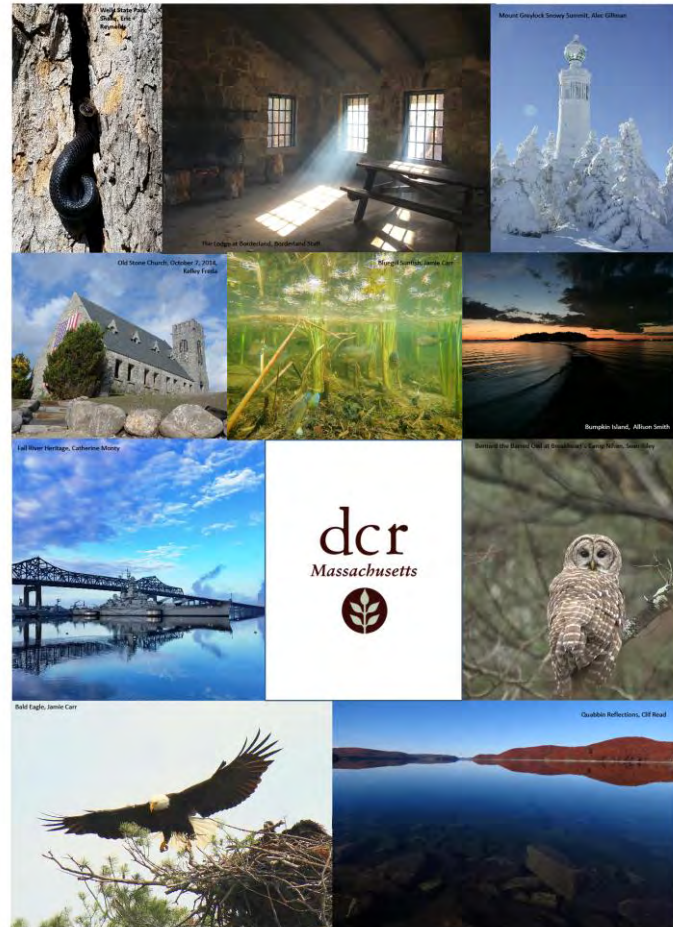
He also, "Loves the appreciation I hear from visitors," validating the stupendous staff on the farm.



Staff Photo Contest

- Over 75 photos were entered
- Photos added to library
- Planning fall photo contest

Department of Conservation and Recreation Photo Contest Winners 2017



Ongoing Developments

- Regular Regional Team Meetings
- Develop Process for Trail Maps
- Revival of Passport Program
- Tools for Side to Side Communications
- Creation of Complex Team List Serves

Questions and Comments

