

DMS

difference

NEW AGE NETWORKING

By Linda McDonald

July 20 was the 40th anniversary of Neil Armstrong and Buzz Aldrin walking on the moon for the first time. It seems appropriate that July 20 DMS took a bold first step—we landed on the surface of social media. As was probably true back in the 1960s with space exploration, most of us aren't quite sure where today's social media will lead us.

What is social media?

Social media is a fancy term for another way to connect and communicate using the Internet and technology like computers, cell phones and PDAs (like a BlackBerry®). E-mail and the Internet are common in our daily lives now, both at work and at home. Social media, part of Web 2.0, takes us to the next level in that sort of communication.

"I think social media is a bridge to something nobody has identified yet," said Secretary South. "As a leading agency in the State of Florida, we must explore this new forum for communication. It's important – essential – that DMS is not left behind in this technology."

Because our Division of State Purchasing (SP) and the Office of Supplier Diversity (OSD) reach out to so many external customers, Secretary South asked those division leaders to be the first to represent DMS on Web 2.0.

What are you doing?

As we ease into this, we are putting a couple short messages a day on each site. We share the same information there that SP and OSD already share with their customers by other methods. The difference with social media is that the customer chooses to get the information by joining our networks.

We push the information out to the world, and those who want, pull it away. Web sites as we know them pull people to us. Web 2.0 takes us to the next step: interaction through comments and online dialogue on Facebook and Twitter.

Social Media Terms

tweet – a 140-character message posted on Twitter

follower – someone who joins our DMS network on Twitter

fan – someone who joins our DMS network on Facebook

wall – where our messages display on Facebook, along with comments from fans

"A lot of our services are automated already, which means our customers are used to using computers and the Internet to do business with us," said OSD Executive Director Torey Alston. "With Facebook and Twitter we can build stronger relationships with our current customers and meet customers we don't know yet."

Where it leads?

While we don't want to be left behind, we also need to move forward carefully to be sure this adds value to our team and our customers. We established initial benchmarks to help us measure progress and value. Our team is keeping close tabs on our sites and social media overall to make sure we stay on track.

"It is exciting to be part of the pilot group to help DMS use an additional communication tool," said SP Director Charles Covington. "This is a great way to test the waters with a small investment of our team's time. I'm anxious to hear what our vendors think."



From the Secretary

I am an early adopter. That means that I like to be one of the first with the latest gadget or to try something new.

So it's not surprising that about eight months ago I opened a Twitter account. I wanted to know more about it, and having an account and some followers seemed like the best way to do that.

Now here we are with DMS Twitter and Facebook pages, and I am thrilled! I appreciate **Charles Covington** in State Purchasing and **Torey Alston** in the Office of Supplier Diversity, and their teams, for supporting this effort and piloting their divisions in this social media world.

These tools give us another way to communicate information those divisions already share with their customers and stakeholders. They don't replace anything we already do.

It is important that we understand how, or if, those sites support our service to the people of Florida. It seems likely the popularity of social media sites will continue to grow, and the number of users will increase. It is our job to study the sites now so we make informed decisions about whether using social media adds value to us and to our customers.

It's okay for you to sit back and watch while we explore this. If you want to check it out for yourself, I encourage you to do that as long as you make your work responsibilities your priority, as always. Your feedback helps us determine the value so please share your thoughts with our communications team.

Thanks for all you do,




Paddling to her heart's content, Secretary South enjoys some time on the Ochlockonee in July.

DMS Online

Use The Workplace to find out in real-time what is happening at DMS, with your co-workers and with each division. Check it all out and especially:

Check out:

- Secretary South's **weekly** messages
- DMS birthday **calendar**
- **Announcements**
- **Shout Outs**
- Meet **new** DMS team members
- See who is **retiring**
- Wake up on **Wellness Tips**

DMS Wants to Know

Q: What am I supposed to do with this DMS Facebook and Twitter stuff? I don't even know what it is!

A: You don't have to do anything unless you want to. You may want to visit the pages occasionally, just like you visit other Web sites. The links to our pages are below—save them to your Favorites for quick reference. If you want, you can create a Facebook or Twitter account so you can become a DMS fan (Facebook) or follower (Twitter). If you set up your own accounts, please be sure to keep them work-related. Use a separate account for friends and family and monitor that outside of work hours.

Social media activity falls under our DMS policy on Internet and e-mail. Read the full policy on our Web site, using the link below.

[Admin. 104 Internet & E-mail](#)

Find tutorials and other helpful information on [The Workplace](#)

<http://www.facebook.com/pages/Tallahassee-FL/FloridaDMS/108641216618>

<http://www.Twitter.com/floridaDMS>

Department of Management Services

SERVICE MOTTO

We Serve Those Who Serve Florida

SERVICE VISION

Engaged Employees; Satisfied Customers

SERVICE MISSION

Providing Smarter, Better, Faster Services

OUR SERVICE PROMISE

To Serve with **CLASS**

Communicate Concerns Immediately

Listen, Learn and Grow together

Act with Integrity and Honor

Strive for Greatness

Serve with a Servant's Heart

2009 PRIORITIES

1 Increase Customer Satisfaction

2 Engage Employees

3 Demonstrate Customer Value

Meet

Sarabeth Snuggs, Director Division of Retirement

Just what does the Retirement Division Director do?

I lead a large team in administering the Florida Retirement System Pension Plan and monitoring Florida's local public retirement systems. We serve more than 600,000 active members and more than 290,000 retirees. I have a great group that handles the daily tasks associated with running the fourth largest public pension plan in the nation. My job is to keep us on course and work with the division's management team to plan for the future.

What takes up most of your time each day?

No two days are the same. Some days I go from one meeting to another. Other days I respond to customer correspondence and phone calls. During the legislative session, I practically live at the capitol, and I spend a lot of time in the summer planning budget and legislative issues for the next year.

What is the best thing about your job?

Knowing we make a difference in the lives of so many people. Our ultimate mission is to pay retirement benefits every month, currently to nearly 300,000 retirees. These benefits are vital to the people who receive them and I feel a great deal of satisfaction knowing what we do helps enrich their lives.

Where are you from originally and how did you land at DMS?

I was born and raised in Chattahoochee (and yes, I have heard all the "crazy" jokes!). After graduating from Huntingdon College in Montgomery, Alabama, I moved to Tallahassee to be near my family and friends. I began my career at the Division of Retirement and am fortunate to still be here almost 32 years later.

What motto/phrase/advice do you try to live by?

I believe in living by the "Golden Rule," as well as, "It is better to be proactive than reactive. To be proactive takes time, but reaps so many rewards in the end."

What is a unique or startling fact about you that people may not know?

I lived on prison grounds with my family until I went to college. My father was the personnel director at Apalachee Correctional Institution and we were required to live on the grounds.

What's the last movie you saw?

I use reading as an escape and really enjoy mysteries. I just finished *Echo Park* by Michael Connelly.



Chattahoochee native and Retirement Division Director, Sarabeth Snuggs, outside the DMS Winewood location in Tallahassee on a beautiful day in late July.

Recipe of the Month



The Best Chocolate Cake



- 1 Box Duncan Hines Devil Food Cake Mix
- $\frac{3}{4}$ cup oil
- 3 eggs
- $1\frac{1}{2}$ cups milk
- 1 small pkg. vanilla or white chocolate instant pudding

Preheat oven to 350 degrees. Line three 9-inch cake pans with parchment paper and lightly spray sides and bottoms with cooking spray. Mix all ingredients well in a large mixing bowl. Pour cake batter evenly into cake pans. Bake for approx. 25 minutes until toothpick inserted in center comes out clean. Cool on wire rack.

Icing:

- 1 - 12 oz. Cool Whip
- 1 - 8 oz. cream cheese, softened
- $\frac{1}{2}$ cup powdered sugar
- 1 cup granulated sugar
- 3 to 4 Hershey candy bars, chopped (I use the Special Dark)
- 3 to 4 Heath candy bars, chopped
- 1 to $1\frac{1}{2}$ cups roasted pecans, chopped
- 1 cup roasted walnuts, chopped (optional)

While cake is baking, mix together cream cheese and granulated sugar until smooth. Add powdered sugar and mix well. Fold in Cool Whip, nuts and chopped candy bars. Put in fridge until cake is ready to frost.

Frost cold layers and refrigerate until ready to serve. Garnish with fresh strawberries and mint (optional).

Submitted by **Pat Greene**, Division of Telecommunications
First Place Dessert at the CCOC State Employee Recognition Day 2009 event

Send your favorite recipe to [Communications@dms.MyFlorida.com!](mailto:Communications@dms.MyFlorida.com)