

Question 1

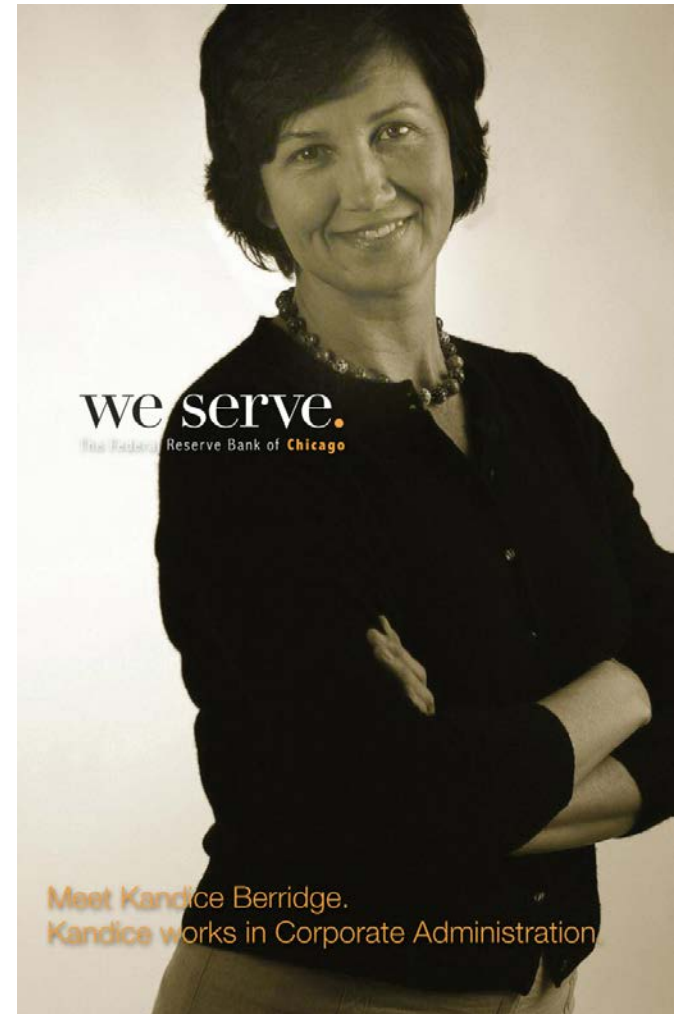
People Centric Model

Driven by our Bank's vision


We Serve was an internal branding campaign used to launch the Bank's new vision and strategies. The brand was launched in 2008 and refreshed in 2011

Goals

- Develop a bold visual identity for the Bank's new vision
- Build on pride people feel working for the Federal Reserve
- Make clear the line of sight between individual and overall Bank success



Move over David Letterman...

A wide-angle photograph of the Chicago skyline at night, with numerous skyscrapers illuminated against a dark blue sky with scattered clouds. The lights from the buildings reflect on the water in the foreground.

Ever been part of a live studio talk show audience?

Now's your chance! Join us for our next Town Hall and get the latest dish from Doug Tillett and other 7th District celebrities on the Bank's relationships in and around the System.

Tuesday, September 29, 10:00 a.m. to 11:00 a.m. C.S.T. in the Illinois Rooms

Satellite and call-in number: **(888) 377-5508; pass code: 53802240**



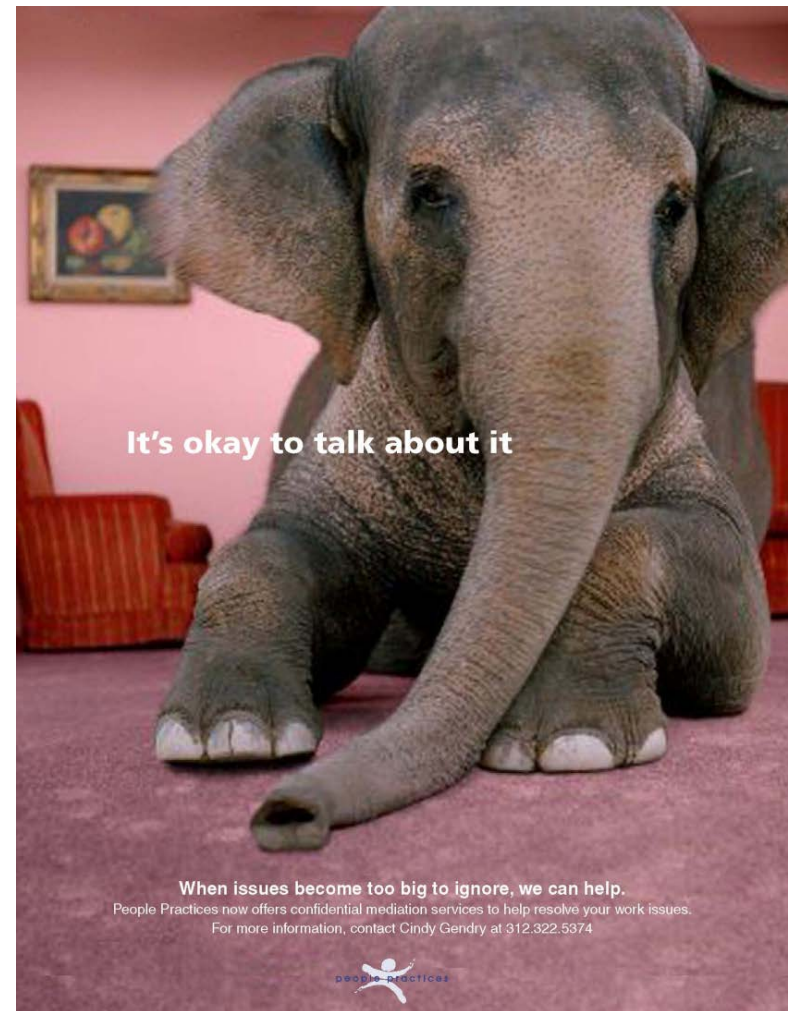
Creative Messaging



Complete Anonymity Guaranteed.

**Give us your feedback.
Take the Morehead Survey today.**

Check your inbox for the survey link and reply by December 11.



It's okay to talk about it

When issues become too big to ignore, we can help.
People Practices now offers confidential mediation services to help resolve your work issues.
For more information, contact Cindy Gendry at 312.322.5374

people practices

Goals



- **Connect the dots** between employees' work and strategic direction/mission
- **Support culture** in which employees feel like valued contributors; fosters camaraderie and connection
- **Educate employees** about the Fed's roles and current issues

*ITS/Public Information Help Treasury
Explore Link between Debt Collection
And the Economy*



How?

- Communicate messages through employees' stories
- Translate into real messages; provide context
- Link stories across channels
- Make it fun

2011-2012 Strategic Direction

First Translation



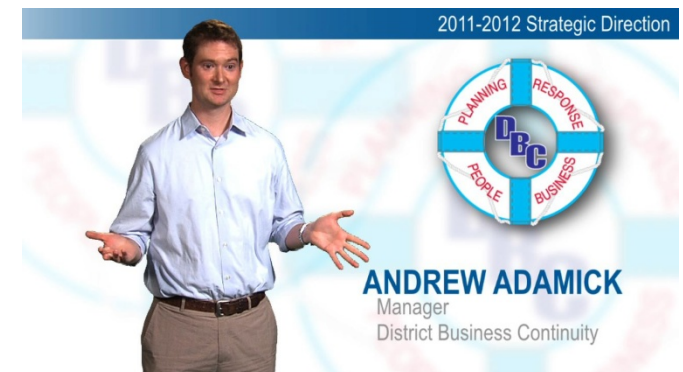
Launch



Context



Storytelling



go to video clip of Andrew

mms://l1mavp02/fedvideo/public/Strategy_Communications/Andrew Final1.wmv

Question 2

The Skinny

Skinny [Skinn'y] n 1. As in the "office" skinny or "lowdown." Information gleaned from the employee underground or through other informal means. Helpful tidbits often overlooked on 7Net. 2. What management forgets to tell you and/or other info you're already supposed to know. 3. A low-cal sandwich offered by Potbelly's made with 1/3 the carbs of their regular sandwiches.



The World According to Stephen Colbert

Go way back to the time machine, back when you were a tyke. Remember how your parents watched the nightly news and your mom had a secret crush on David Byrne? Times have certainly changed. According to a recent poll, 21% of people between the ages of 18 and 29 cited the Internet as their primary news source, followed by The Daily Show and The Colbert Report. People now get their news from nontraditional sources that's undeniably lighter on the buffet. But are we somehow less informed as a result? Be sure to check out this week's edition of [LiveWire](#). Michele Hogan opines on whether info 'tainment and news overload has eroded our attention span and invites you to post your musings on whether our nation is becoming dumbed down.


Hello Mr. Chips!

Admit it, you've always secretly fantasized about being a teacher. One of the things that got you back was 1) You love being a Central Banker, and 2) Your Big Fat Fed Paycheck ;) Now you can have it all! Junior Achievement is looking for volunteers to teach the grade-school tots at [Henson Elementary School](#) the basics of money for an hour every Friday morning from April 4 through May 9. Or, you don't have the training? No biggie. JA will train you, plus provide all the teaching materials you'll need to mold the candy-splurging tots to be the next big generation of Rockefellers. And in case you were wondering - the Bank takes care of transportation there and back. Sound enticing? Just call Nancy Karpinski at 301-322-4023 or click [here](#).

Weekly Obligatory Bureaucratic Reminder

Attention Fed Blue-Light Shoppers! If you have any funds left in your [2007 Flexible Spending Account \(FSA\)](#), you'll need to use them by March 15 or risk giving it back to The Man. In case you missed it on 7Net, you can use your 2007 FSA to pay eligible health care expenses incurred through March 15, 2008. Eligible expenses include eyeglasses, prescription drugs and certain over the counter medicines (flu meds, anyone?). So if you want to take care of that nagging tennis elbow or buy yourself a new pair of D&G eye-frames, you'll need to act fast. Not sure how to make a claim? Trust us, you're not alone. Just print and complete the [SHPS FSA Claim Form](#) on the Smart Benefits web site, and get it mailed by **March 31**. For more info, click [here](#).

Skinny Backlash...

Send	Send and File...	Save as Draft	Delivery Options...	▶	📎	Display▼	🔍	More▼			
Internal FR		📎	Restricted FR		📎	Restricted-Controlled FR		📎	Treasury SBU	📎	Remove Labels
											
To:		Lynn Benjamin <lynn.m.benjamin@chi.frb.org>									
Cc:											
Bcc:											
Subject:		Regarding Today's Skinny									

Dear Ms. Benjamin,

I was deeply offended by a reference in today's Skinny. Please do not refer to our Bank accountant's as "bean-counters." I find this term very derogatory, as well as extremely unprofessional. Surely your team can find better uses of their time than writing offensive newsletters. if possible, I would like to opt out of this publication. It is a disgrace to the Bank and a sacrilege to the Federal Reserve's reputation.

Sincerely,

Douglas Black
Chief Accounting Officer
The Federal Reserve Bank of Chicago

—

Not Your Father's Intranet

Current View: 7th District Employee SWITCH

PHONEBOOK

FEEDBACK | FEDWEB | CHICAGO.FED.ORG

Monday, October 3, 2011

INSIDE

SEVENTH DISTRICT INTRANET

Keywords, News, Entire Site

SEARCH

OUR COMMUNITY

OUR ORGANIZATION

LEARNING + DEVELOPMENT

EMPLOYEE RESOURCES

WORKPLACE SERVICES


SUPERVISION CENTER

October is Diversity Awareness Month

7FLAG Presents 12 Steps to Effective Networking

SLI Thrive Conference in Chicago This Week

Discovery Series Presents Fasten Your Seatbelts



Thursday, Oct. 13


Learn more about the current leading economic indicators.

LEARN MORE

News + Features

DISTRICT + SYSTEM NEWS

INDUSTRY NEWS



Wii

To raise awareness of United Way and build participation in the Bank's 2011 campaign, Chicago staff can take part in a two-part, friendly "Beat Your S...

FULL STORY >

HEADLINES

- Bank's Corporate Social Responsibility Highlighted in Crain's
- Five Fed Females are Profiled in New Article
- Legislative Day at the Fed
- A Great Race for the Cure
- Detroit Unveils New Recycle Center
- LEU Monitors Ongoing Protest
- Text of Chairman Bernanke's Speech on Emerging Market Economies
- The Federal Reserve Under the Microscope

READ MORE NEWS +

SUBMIT NEWS STORY +

Quick Links

EMPLOYEE TOOLS

- All About Inside 7
- Employee Exchange
- FedSearch
- Forms
- PeopleSoft Self Service Login

BENEFITS + TRAVEL

JOBS + TRAINING

SAFETY + INFORMATION HANDLING


CAFETERIA MENU

LiveWire

Eveliss Colon blogs about volunteering.

Comments: 2

READ



Calendar Preview

OCT 04

APPG Diabetes Walk Informational Meeting

11:00 AM Jackson 3

OCT 05

Toastmasters Meeting

12:00 PM Jackson Rooms 2 & 3, 1st Floor

OCT 05

The 12 Steps to Effective Networking

2:00 PM 14th Floor - Room A

Chicago

WEATHER

60°

Mostly Cloudy

Detroit

65°

Fair

Des Moines

65°

Mostly Cloudy

Weather and Markets refresh every 10 minutes.

Dodd-Frank

Dodd-Frank Reg Reform

Keep up with regulatory reform and our responsibilities as Fed employees.

READ MORE >

Hispanic Heritage Month

Hispanic Heritage Month

Check out a variety of activities organized by the Latino Resource Association from Sept. 15 to Oct. 15.

LEARN MORE >

LINK 7 TV

LinkTV

Watch the latest news coverage straight from your computer through three different LinkTV channels consistent with our brand.

LEARN MORE >

ON THE MENU

What's on the Menu?

Browse what 7th District branches have to offer on today's menu, or see what's cooking throughout the week.

BROWSE >

MIN TOOLS

Edit Page


Submit Changes

OUR VISION

WE SERVE THE PUBLIC INTEREST BY FOSTERING A STRONG ECONOMY AND PROMOTING FINANCIAL STABILITY. WE ACCOMPLISH THIS WITH TALENTED AND INNOVATIVE PEOPLE WORKING WITHIN A COLLABORATIVE AND INCLUSIVE CULTURE.

FEEDBACK | FEDWEB | CHICAGO.FED.ORG

We began this week by honoring Dr. Martin Luther King, Jr. His famous "I Have a Dream" speech moved a generation to action and still inspires people today. It's a timeless example of the power of spoken word. The feeling one gets when reading powerful words is much different from hearing the passion that comes from them. —Jelani Haynes



RIGHT NOW ON INSIDE 71

7 DISTRICT Television

Blog

Social media tools such as blogs help keep our employees better connected to the bank

Question 3

People, Planning, Processes

Every Tuesday we meet to plan the editorial calendar for the **12L Portal** and discuss other channels. Draft preliminary **12L Times** calendar at the beginning of the year—with quarterly planning meetings.

News Sources:

12L correspondents each office
Performance Reports
Our big ears
Business areas
Bank committee projects
Employee engagement survey
Employee Forum

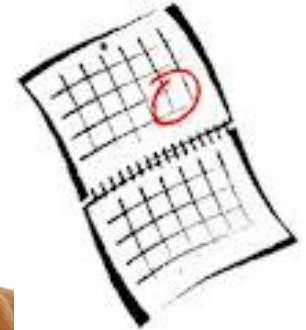
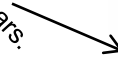
Channel Recap:

- 12L Times employee newsletter
- 12L Portal daily story
- Monday Morning Report
- Management Briefing
- E-Boards
- Media On Demand
- ECONversation
- Town Halls
- Employee Appreciation Week

New in 2012:

- 12L Times moves online
- Redesigned 12L Portal with social medial tools

We have big ears.



Editorial Planning

The method behind our madness...

Every Monday morning, our staff huddles together to plan our editorial calendar for all of our web and print channels. This helps ensure message integration across all our channels

Push and Pull Channels:

- Inside 7 (our Bank intranet site)
- Social media channels:
 - LiveWire (employee blog)
 - View From Here (officer blog)
- 7Dtv (our internal television network)
- The Skinny (our weekly newsletter)
- Face-to-face touch points:
 - Town halls
 - Discovery Series
 - Spirit Day



Communication Network

Connecting the dots

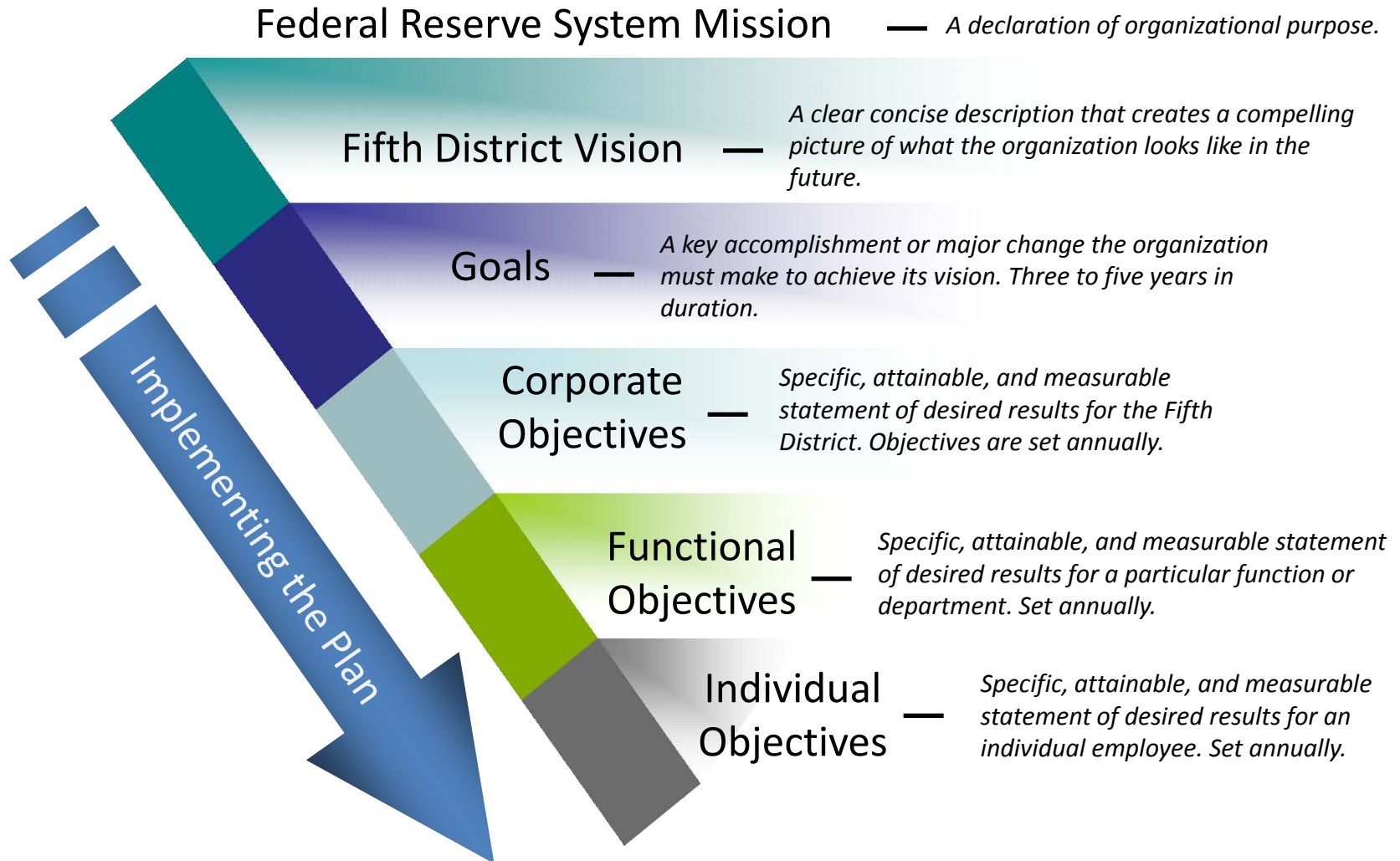
The Chicago Fed is a pretty big place. There's news happening in every department. To help keep us better connected to the Bank, we created a comprehensive communication network that includes **Central Points of Contacts** for our power users.

Network Objectives:

1. Improve comprehensive reporting of Bank news
2. Provide proactive communication consulting
- 3: Solicit continuous feedback from our power users



Strategic Alignment Road Map



Question 4

Usability Lab

- Since March 2010, we have conducted 25 studies; (more than 215 employees have participated)



Observation Lab

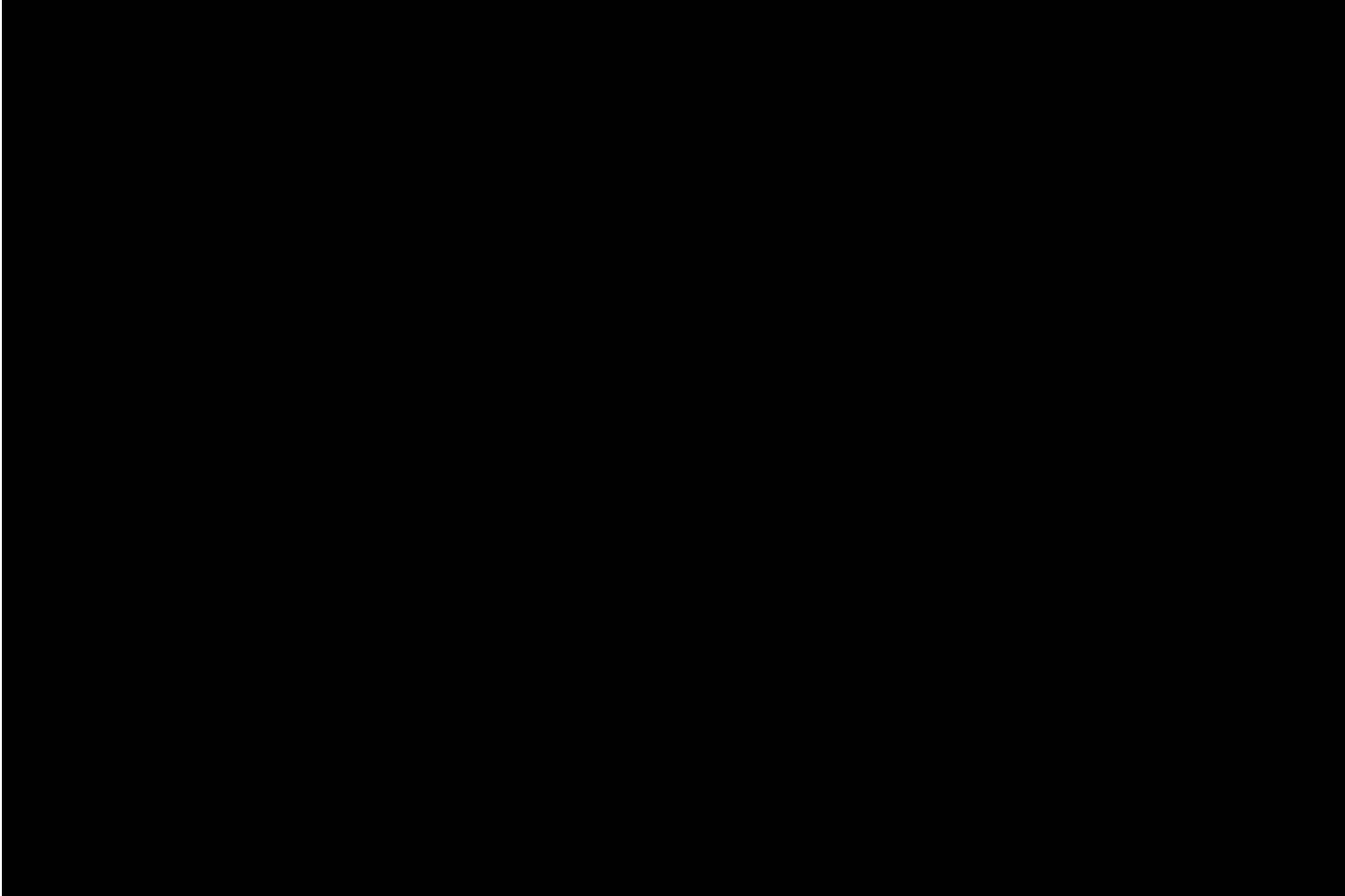
- Stakeholders observe from soundproof lab



Myth: All Auditory



MythUnderstanding



Question 5

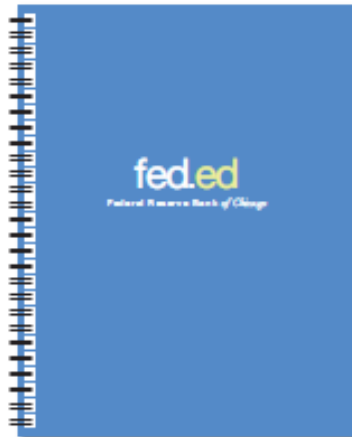
Say hello to your future!

fed.ed

Internal Communications partnered with Human Resources to launch fed.ed, a one-stop training program that houses all of the Fed's learning and development training activities under a unified brand. fed.ed launched October 2010.

Goals

- Inspire staff to develop professionally and grow their career
- Heighten awareness of Bank-wide learning and training programs
- Promote Bank core competencies
- Create a unified brand identity for all Bank offered training



Show 60 Seconds with Althea video clip

Achievements, Cultural Values

Issue 2: 2011



Innovation at Work

After a few minutes talking with Senior Manager Marta Posada, who oversees the support and strategic unit of Police Services, it's easy to think you're in a business school incubator. Over the past few years, Police Services has launched numerous innovations that are receiving national notice. The transformation began with Vice President and District Police Chief Dave Tresmontant's arrival in 2004. "Dave's vision," according to Marta, "broadened the way Police Services sees itself and how we can be more active, engaged, and integrated participants in the Bank and the System."

Initially this vision focused on internal projects such as standardization of procedures, manuals, general orders, and "even the way police officers looked," says Marta. Now, the focus is external, driven by a forward-thinking strategy that is integrating new technologies and process improvements and yielding significant benefits including career development opportunities and System leadership.

More than one dimensional

The Diversification Portfolio is an example of this forward-thinking approach. The intent is to diversify and broaden the Division's core mission with greater integration of Police Services into the Bank's culture and business. Marta says, "Dave recognized that Police Services needed to be viewed as more than one dimensional—more viable talent for the Bank, more integrated, if the need arose." The Diversification Portfolio consists of four programs—Future Predictors, Marketing, Career Lattice, and Collaborative Outreach—directed by committees made up of staff from all offices.

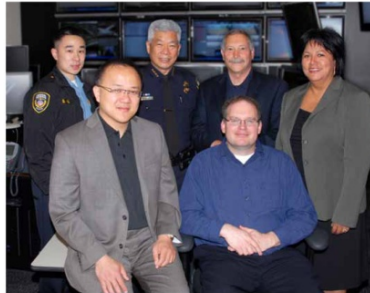
Seattle Branch Police Chief Scott Parsons, the Marketing Committee's co-chair, is "enthusiastic and energized" by the project. Scott, who brings a 29-year career in law enforcement to his current role, says the broader view of Police Services is similar to what's taking place at other organizations and points out the retention benefits when recruits view the Bank as a "desirable place to work and spend a career, rather than a quick stop."

Districtwide Monitoring

The implementation of remote monitoring technology over the past four years is one innovation receiving Systemwide attention. Police technicians at the San Francisco Head Office use the technology to remotely back up the swing and graveyard shifts at the Seattle and Salt Lake City Branches and the Phoenix Processing Center from a newly constructed Central Communications Center. While in the past officers were tethered to the control center, now they can turn the cameras over to the Head Office and augment surveillance of their sites. The surveillance system also connects the Los Angeles Branch, which is scheduled to begin remote viewing of the Phoenix Office and serve as a contingency back-up site for San Francisco by year-end. Alarm and access control monitoring capabilities augment remote viewing. A recently developed Districtwide radio-over-IP network allows technicians to communicate with and dispatch police officers on site.

District Safety and Compliance Manager Jeff Alley, who, with the home-grown technical expertise of Mike Nagel and John Ng, while partnering with Information and Technology Services (ITS), led the implementation effort says, "The technology augments the building's security system and assists on-duty officers with more eyes on the video and alarm monitors." The video system can automatically trigger an alarm with 100 percent accuracy for an intrusion detected by certain camera views, "something impossible for a human to do," adds Jeff. The technology also is a useful business continuity tool when unanticipated events happen. Police Services partnered with ITS to integrate the remote monitoring technology, a completely separate system, into the Bank's network.

Protection Officer Seandun Ng monitors activity from the San Francisco Head Office Central Communications Center.



Standing (Left to Right): Seandun Ng, Frank Lowe, Dave Tresmontant, Marta Posada
Seated (Left to Right): John Ng, Mike Nagel

Setting the stage

A resource deployment efficiency study Marta envisioned resulted in setting the stage for the remote monitoring/Central Communications Center model. The study identified what activities required guns (and therefore, sworn officers) with the goal of determining whether resources could be deployed more cost effectively using civilians for some activities, reducing the need to train officers for all roles. After results revealed only 15 percent of the Division's activities require a police officer, Division management (District Police Chiefs Frank Lowe, Dan Kulisch, Tom Adams, Scott Parsons, and Karl Kjellstrom) piloted programs in San Francisco, Los Angeles, Phoenix, and Seattle using civilians to perform some law enforcement roles. "That's where the police technician program (previously called the "white shirt" program) came in," says Marta. Today, civilians operate the new Central Communications Center at the San Francisco Head Office and perform other roles in the Branches.

Dave and Senior Vice President Roger Replogle, who oversees Police Services, presented the business model to the Conference of First Vice Presidents, where it generated interest. Police Services is piloting a "buddy bank" project with the St. Louis Fed to use remote monitoring as a contingency back-up if either Reserve Bank's surveillance system is down. Other Reserve Banks visited San Francisco to learn about the model.

Incubating Innovation

Police Services is incubating a number of other innovations. In partnership with System and District information technology groups, the Division is identifying a physical access control system design and implementation approach for employee access using a PVI credential (a highly secure, interoperable personal ID). Another project, the Usability Study, involves evaluating where Police Services' activities intersect with other Bank business areas to investigate mutually beneficial process improvement and cost-reduction opportunities.

Along with all of these projects, Marta and other Division staff have extensive lists of projects on their desks. These projects, and all of the transformations shaping the Division, add up to an atmosphere that is making innovation work in Police Services now, and for the next idea.

Police Officer Turns IT Specialist

Former Federal Reserve Police Officer Mike Nagel, now a senior IT specialist in Police Services, reinvented his career when he stepped in to help implement remote monitoring technology in Police Services. Read his story on the 12L Portal.



Familiar 12L Portal Series

- How We Work
- Welcome to the Fed
- Diversity Stories
- Healthy Living Profiles
- What's it like to...

How We Work

How We Work: Mike Nagel

Find out how former Federal Reserve Police Officer **Mike Nagel**, now a senior IT specialist in Police Services, reinvented his career when he played an instrumental role in the implementation of remote monitoring technology in Police Services. Read more about remote monitoring and other innovations in Police Services in the latest [12L Times](#).

How did you transition from police officer to IT specialist?

In 2002, I started taking database and computer programming courses. The courses gave me the skills I needed to take on my first technology project, which was to improve the Bank's quarterly badge access reports. After that, I became deeply involved with the Bank's video surveillance and access control systems, which required me to learn more about networking and system integration. As Police Services began using technology more and more, the department needed its own technical support team with a unique set of skills. This gave me the opportunity to make the transition from law enforcement to technical support.

What's it like to...

What's it Like to Own a Horse?

In the latest installment of this occasional series, **Kevin Kraynak**, a technical support specialist in Statistics, talks about what's it like to own a horse.

How did you come to own Puffa?

I was taking lessons in natural horsemanship, and Puffa was one of the lesson horses I rode. Puffa was well versed in the particular discipline I was studying, so she was a nice match for someone learning the basics. I worked exclusively with Puffa for almost a year, when the owner had to sell. I met with her and convinced her I would be perfect for Puffa. That was a year ago this past August, and I have not regretted my decision for a single moment.

Education



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Catch Up with ECONversation

Missed ECONversation last week, or want a recap? In the latest presentation, Economic Research Vice President Mary Daly interprets why incoming data are giving "pause" for the economic outlook. She also answers a question she and her colleagues often receive these days: Is unemployment stuck at a high level the Fed and monetary policy can no longer help?



ECONversation provides a unique forum to get answers to questions on your mind about the economy and have a discussion with the presenter. If you didn't attend the latest ECONversation, view the program on [Media on Demand](#).

Mark your calendars for the remaining ECONversations this year, which are scheduled for 30 minutes, starting at noon, Pacific Time, on the following dates:


Tuesday, September 13

Monday, November 14

What did you think of today's *In the News* story?
Do you have story ideas?

[Tell us.](#)

Fun



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In the News Archive

District Vaults Make Room for New John C. Williams Dollar Coin

Cash custodians around the Twelfth District are clearing space in their vaults for the John C. William dollar coin, the first coin issued in the U.S. Mint's new Fed Presidents Collection. The dollar coins began circulating today.

The U.S. Mint's coin collections celebrate and honor American people, places, events, and institutions. The Mint will issue a new coin in the Fed Presidents' series each year, working backward from the Twelfth District to the First District. First Vice President John Moore, who heads the Fed's National Cash Product Office, which is based in the Twelfth District, approached the U.S. Mint a number of years ago about the series. The aim is to educate the public about the Federal Reserve System and to celebrate the upcoming centennial.



Each dollar coin issued in the program features a Fed president on the obverse (heads side) design. Inscriptions include the president's name and District. The reverse (tails side) design of the coin depicts the District's geographic region overlaid with iconic images representing major sectors of the regional economy. Inscriptions include *UNITED STATES OF AMERICA*, \$1, and *Federal Reserve System, 1913*.

In its role managing the Fed's coin inventories, the Cash Product Office is coordinating the distribution of the new dollar coins to Reserve Bank vaults around the country. Demand for the new coins in the western United States is not expected to be high, since Williams is such a new president.

Cash windows in the Twelfth District will hold special hours for employees to obtain the coins. Look for more information in the April 4 *Monday Morning Report*.

What did you think of today's *In the News* story?
Do you have story ideas?

[Tell us.](#)