

**U.S. IMMIGRATION AND CUSTOMS ENFORCEMENT
ENFORCEMENT AND REMOVAL OPERATIONS
ICE HEALTH SERVICE CORPS**

COMMUNICATIONS Directive

**IHSC Directive: 01-06
ERO Directive Number: 11705.1
Federal Enterprise Architecture Number: 306-112-002b
Effective Date: August 16, 2021**

By Order of the Assistant Director

(b)(6),(b)(7)(C), DHSc, FACHE

(b)(6),(b)(7)(C)

1. **PURPOSE:** The purpose of this directive is to establish policies and procedures to guide official IHSC communications.

2. **APPLICABILITY:** This directive applies to all U.S. Immigration and Customs Enforcement (ICE) Health Service Corps (IHSC) personnel, including but not limited to, U.S. Public Health Service (PHS) officers, civil service employees, and contract personnel. It is applicable to IHSC personnel supporting health care operations in ICE-owned and contracted detention facilities (CDFs), and to IHSC headquarters (HQ) staff. This directive applies to contract personnel when supporting IHSC in detention facilities and at HQ. Federal contractors are responsible for the management and discipline of their employees supporting IHSC.

3. **AUTHORITIES AND REFERENCES:**
 - 3-1. Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998.
 - 3-2. Public Law 111 - 274 - Plain Writing Act of 2010.
 - 3-3. Associated Press Stylebook, 2020. Published by the Associated Press.
 - 3-4. DHS Office of Public Affairs, DHS Writing Style Guide, July 2014.
 - 3-5. DHS Directive 110-1, Privacy Policy for Operational Use of Social Media, and Instructions for DHS Directive 110-1.

- 3-6. ICE Policy Number: 10083.1, Use of Public Online Information for Non-Law Enforcement Work-Related Activities.
- 3-7. ICE Office of the Executive Secretariat, ICE Style Guide, October 2009.
- 3-8. ICE Office of Public Affairs, ICE Website Guidelines and Standards.
- 3-9. IHSC Directive 01-47, Continuing Professional Education Program.
- 4. **POLICY:** The IHSC Communications Unit (ICU) oversees all aspects of official IHSC communications with internal and external audiences, guides the processes and procedures that govern communications, and supports and coordinates with other IHSC units and components in implementing effective communications practices.
 - 4-1. ICU ensures all internal and external communications are consistent, clear, and presented in a highly professional and polished manner.
 - 4-2. ICU and ICE Office of Public Affairs review all official communications and materials shared with external audiences for approval. These materials include speaking engagements, patient education materials, poster presentations, manuscripts, and select publications. ICU and the ICE Office of Public Affairs review, edit, and provide clearance prior to release. In addition, the IHSC Ethics Office reviews speaking engagement requests from outside organizations.
 - 4-3. ICU reviews all documents and reports that IHSC submits for inspections, audits, court cases, or departmental, congressional, or presidential reviews.
 - 4-4. ICU offers expert advice on communication-related matters and serves as a resource for IHSC leadership and staff who seek assistance with the following communications-related services.
 - 4-4.1 Strategic messaging and professional editing.
 - 4-4.2 Photography and graphic design.
 - 4-4.3 Information dissemination to the IHSC workforce, or a select audience.
 - 4-4.4 IHSC branding.
 - 4-4.5 Content development and review for the IHSC internet and intranet sites.

- 4-4.6 Clearance for external communications, including speaking engagements and poster presentations.
- 4-4.7 Communications consultation and training.
- 4-4.8 Document design and layout.
- 4-5. ICU facilitates strategic and routine communications through the following:
 - 4-5.1 IHSC Town Hall meetings.
 - 4-5.2 Electronic publications, such as broadcast messages, electronic newsletters, observances, Positive News, information papers, organizational overview materials and presentations.
 - 4-5.3 Print publications, such as the Communicator magazine, organizational overview materials, and brochures.
 - 4-5.4 Internal and external IHSC websites, such as the main IHSC SharePoint page and subsites, InSight pages, and website pages.
- 4-6. ICU coordinates the IHSC Field Communications Workgroup and facilitates the IHSC Idea Factory.
- 4-7. ICU maintains a repository of cleared presentations, manuscripts, and publications for external audiences, effective October 1, 2020.
- 4-8. IHSC adheres to ICE social media policies and procedures.
- 5. **RESPONSIBILITIES:** See Appendix A to view a list of clearing officials for specific publications.
 - 5-1. **Assistant Director (AD)**
 - 5-1.1 Establishes organizational communications priorities for IHSC.
 - 5-1.2 Leverages the IHSC Town Hall, Communicator, broadcast messages, and other publications to communicate with and guide the IHSC workforce and address organizational and health system issues and concerns.
 - 5-1.3 Considers staff-submitted innovations and improvements submitted to the IHSC Idea Factory, as recommended by the IHSC Innovation Team, and endorsed by the IHSC Executive Governing Board.

5-2. Deputy Assistant Directors (DADs)

- 5-2.1 Review and approve updates to division materials and websites at least annually.
- 5-2.2 Leverage the IHSC Town Hall, Communicator, broadcast messages, IHSCInfo, and other publications to communicate with the IHSC workforce.
- 5-2.3 As members of the IHSC Executive Governing Board, consider staff-submitted innovations and improvements submitted to the IHSC Idea Factory, as recommended by the IHSC Innovation Team.

5-3. Chief of Staff (CoS)

- 5-3.1 Oversees ICU and IHSC communications functions and coordinates strategic communications on behalf of the AD and senior leadership team.
- 5-3.2 Reviews and approves updates to division materials and websites at least annually.
- 5-3.3 Leverages the IHSC Town Hall, Communicator, broadcast messages, IHSCInfo, and other publications to communicate with the IHSC workforce.
- 5-3.4 As a member of the IHSC Executive Governing Board, considers staff-submitted innovations and improvements submitted to the IHSC Idea Factory, as recommended by the IHSC Innovation Team.

5-4. Deputy Chief of Staff (DCoS)

- 5-4.1 Oversees ICU and supports IHSC senior leadership strategic communications.
- 5-4.2 Supports the CoS in performing the duties listed above.
- 5-4.3 Facilitates senior leadership review of IHSC Idea Factory submissions; communicates decisions and further direction to the IHSC Innovation Team.

5-5. ICU Chief

- 5-5.1 Oversees and manages all aspects of ICU's communications operations and functions.

- 5-5.2 Ensures the highest level of quality, professionalism, and polish in all deliverables produced; and ensures ICU continually provides excellent customer service and support to IHSC leadership and stakeholders.
- 5-5.3 Supports and facilitates senior IHSC leadership strategic communications.
- 5-5.4 Establishes standards and guidance for official IHSC communications, including the IHSC Style Guide.
- 5-5.5 Approves and assigns ICU service requests to appropriate staff.
- 5-5.6 Serves as the release authority for ICU publications and products; the chief may delegate this authority.
- 5-5.7 Coordinates IHSC Town Hall meetings with IHSC senior staff and speakers.
- 5-5.8 Fills the position of Editor-In-Chief for the Communicator magazine.
- 5-5.9 Appoints members of the Field Communications Workgroup annually.
- 5-5.10 Monitors, maintains, and updates IHSC overview materials, presentations, and websites annually.

5-6. Writer/Editor

- 5-6.1 Manages the ICU Communications Team and workload; oversees all aspects of ICU's routine publications; establishes the ICU publication schedule and development timelines; manages requested projects and tasks; further assigns the projects and tasks among communications specialists.
- 5-6.2 Fills the position of copy and managing editor for the Communicator magazine. Prepares an overall theme for each edition and coordinates with authors to submit articles.
- 5-6.3 Provides professional writing and editing services, ensuring all written communications, publications, and presentations are timely, highly professional, and polished; adheres to agency standards and guidance; complies with the Plain Language Act, and communicates clearly to the intended audience.
- 5-6.4 Supports the ICU chief to coordinate and host IHSC Town Hall meetings and publishes minutes on the IHSC InSight page.

- 5-6.5 Serves as the clearing official for publications as described in Appendix A.
- 5-6.6 Coordinates the IHSC Field Communications Work Group (FCWG) and oversees the IHSC Idea Factory and Innovation Team. The FCWG assists ICU in identifying strengths and weaknesses in communications within IHSC, especially between headquarters and field sites, and offers suggestions to improve the overall communications environment. The FCWG collaborates on projects that serve to increase the effectiveness of IHSC's communications.
- 5-6.7 Refer to the IHSC FCWG standard operating procedures for additional details.

5-7. Communications Specialists

- 5-7.1 Write and/or edit content on a wide variety of topics, ensuring content is accurate and tailored to convey the intended message; all written communications, publications, and presentations adhere to agency standards and comply with the Plain Language Act; and communication clearly conveys appropriate information to the intended audience.
- 5-7.2 Assist and collaborate with authors throughout the review, editing, clearance, and publication process for all routine ICU publications.
- 5-7.3 Support IHSC Town Hall and FCWG meeting coordination, facilitation, and documentation and publication of minutes. Supports the IHSC Idea Factory Innovation Team.
- 5-7.4 Provide photographic, design, and layout services.
- 5-7.5 Support special projects that promote communications and awareness of IHSC within ICE, as needed.

5-8. IHSC Idea Factory Innovation Team

- 5-8.1 Reviews potential innovations and improvements submitted by staff to the IHSC Idea Factory. Innovation Team members assess submissions based on pre-determined criteria and recommends ideas that meet all criteria to senior leadership through the IHSC Executive Governing Board for approval and potential implementation.

5-8.2 See the IHSC Idea Factory SharePoint site and FCWG standard operating procedures for additional information.

5-9. Taskings and Program Support Unit (TPSU) Chief: Coordinates with ICU chief regarding media requests and emergency notification system alerts.

5-10. Medical Education and Development Unit (MEDU) Chief:

5-10.1 Coordinates with ICU chief to review, update, and clear materials and presentations for the IHSC New Employee Orientation and IHSC TRAIN learning management platform.

5-11. Unit Chiefs, Discipline Leads, and Program Leads:

5-11.1 Review and approve content from their respective components prior to ICU Service Request submission.

5-11.2 Ensure staff within their organizational components submit external presentations and publications to ICU in accordance with established guidance and timelines. Refer to IHSC Directive 01-47, *Continuing Professional Education Program*, and IHSC 01-06 G-01, *Communications Guide*.

5-11.3 Nominate a Field Communications Workgroup representative annually.

5-11.4 Review and update unit, discipline, or program-specific materials and websites annually.

5-12. Health Services Administrators (HSAs):

5-12.1 Review and approve content from their respective facilities prior to ICU service request submission.

5-12.2 Ensure facility staff submit external presentations and publications to ICU in accordance with established guidance and timelines.

5-12.3 Nominate a representative for the Field Communications Workgroup annually.

5-13. IHSC staff:

5-13.1 Use the approved templates and comply with the IHSC Style Guide and Associated Press (AP) Style Book for all official IHSC communications and publications.

- 5-13.2 Obtain approval from their supervisory chain prior to requesting ICU services.
- 5-13.3 Submit requests through the ICU service request system for communications services.

6. PROCEDURES: The IHSC 01-06 G-01, *Communications Guide*, is available in the IHSC Policy Library and provides detailed procedures for each ICU service and publication.

- 6-1.** Author drafts the message, obtains supervisor and additional approvals prior to submission to ICU, and submits the service request to ICU.
- 6-2.** All official IHSC communications with internal audiences, shared with all or large subsets of the IHSC workforce, should undergo ICU review and edit prior to release.
- 6-3.** IHSC staff members must request ICU services by completing and submitting a service request on the [ICU SharePoint](#) page. The service request system automatically generates an email to the requestor and supervisor once submitted. Once approved and completed, the system sends another email to the requestor.
- 6-4.** Submissions and approvals should adhere with the following specifications.
 - 6-4.1 Broadcast messages.** ICU publishes announcements on behalf of the IHSC AD, CoS, DADS, and unit chiefs to all, or select segments of the IHSC workforce.
 - 6-4.1.a** IHSC staff should submit requests at least three business days prior to the requested publication date. For urgent messages, IHSC staff must communicate requests to the ICU chief.
 - 6-4.1.b** Once drafted, the communication specialist sends the broadcast message to the division lead (DAD or CoS) or unit chief for clearance prior to publication.
 - 6-4.2 IHSCInfo.** ICU publishes announcements from IHSC divisions and units on a bi-weekly schedule, every other Wednesday.

- 6-4.2.a IHSC staff must submit content to ICU by the Friday preceding the scheduled publication date.
 - 6-4.2.b ICU publishes submissions in the following publication if requests are made after the above deadline. Exceptions require ICU chief approval.
 - 6-4.2.c Submissions should not exceed 250 words.
 - 6-4.2.d Prior to submission to ICU, IHSCInfo submissions require supervisory chain approval from the unit chief for unit-specific or program announcements, and CoS or DAD approval for division-level announcements.
- 6-4.3 **Positive News.** This publication highlights positive events, interactions, or program activities that happen daily across IHSC (i.e., new certifications, graduate degrees, personal accomplishments such as running a marathon, job promotion, professional committee appointment). This publication recognizes and celebrates the IHSC workforce.
- 6-4.3.a IHSC staff must submit content by the fifteenth day of the month for inclusion in that month's publication.
 - 6-4.3.b Submissions should not exceed 250 words.
 - 6-4.3.c Staff must obtain supervisory approval from the unit chief or HSA prior to submitting to ICU.
- 6-4.4 **Observances.** Observance messages allow the IHSC assistant director, discipline chiefs, unit chiefs, and other leadership to recognize health care disciplines, public health professions, and health care administrative professionals. Observances follow an annual publication schedule that aligns with national observance dates.
- 6-4.4.a ICU maintains the annual observance publication schedule and initiates the submission process by reaching out to the respective discipline chief, unit chief, or other leadership.
 - 6-4.4.b Submissions should not exceed 500 words.
- 6-4.5 **Communicator.** The Communicator is an internal employee

magazine that recognizes the actions and contributions of IHSC staff members in the field and HQ. ICU publishes the Communicator magazine each quarter and disseminates the publication to all IHSC staff.

6-4.5.a IHSC staff may reference 01-06 G-01, *Communications Guide* for publication schedules and guidelines.

6-4.5.b IHSC staff must receive supervisory review and approval through their unit chief or HSA before submitting to ICU.

6-4.6 **Communicator Now.** Encompasses a wide range of topics such as special events, professional developments, or congratulatory messages. ICU publishes Communicator Now articles on an ongoing basis, usually highlighting articles submitted for previous or future Communicator issues.

6-4.6.a Articles for Communicator Now follow the same guidelines as the Communicator magazine. Staff may reference the 01-06 G-01, *Communications Guide* for submission guidelines.

6-4.6.b Prior to submission to ICU, submissions require supervisory approval through the unit chief or HSA.

6-4.7 **Information Papers.** Information papers are one-page documents that provide bottom-line, up-front information about the division, unit, office, or program. Information papers include purpose, mission, staffing and presence, operating environment and situation. Updated annually, the review process begins at the start of each new fiscal year.

6-4.7.a ICU initiates the review of existing information papers and provides guidance for new information papers annually.

6-4.7.b Submissions should not exceed one page.

6-4.7.c ICU seeks division lead or unit chief clearance prior to publication on the IHSC SharePoint site.

6-4.8 **Website Content.** IHSC has content on both the ICE website accessible to the public (www.ice.gov) and the ICE intranet

(inSight) accessible to employees who have access to the internal ICE network.

6-4.8.a ICU coordinates with ICE OPA to update IHSC website content on www.ice.gov.

6-4.8.b ICU coordinates with the ICE SharePoint team to update website content on IHSC inSight pages. Division and unit pages include the component's mission, purpose, program information, and staff contact information.

6-4.8.c ICU's Web Services Team (formally SharePoint Team) regularly reviews website content to ensure information is current. Refer to IHSC Directive 01-52, *Web Services*, for additional information.

6-4.8.d Prior to submission to ICU, submissions require supervisory approval through the unit chief or HSA.

6-4.9 Speaking engagements and poster presentations to audiences external to IHSC and IHSC TRAIN.

6-4.9.a Staff must use the approved IHSC PowerPoint template when preparing slides for their presentation.

6-4.9.b Staff must first submit their abstract to ICU for approval. Include a speaker request form and allow four weeks for clearance.

6-4.9.c Staff must clear research data with their division and the DHS Compliance Assurance Program Office prior to submitting their presentation to ICU.

6-4.9.d For conferences where staff request travel funds, submit a continuing professional education program (CPEP) request to MEDU for approval. Allow up to 90 days for processing.

6-4.9.e Consult IHSC Directive 01-47, *Continuing Professional Education Program*, for information on submitting requests for travel funding.

6-4.9.f After the conference approves the abstract, speakers

must submit their slides, with a speaker's request form, to ICU for review. Allow six weeks for processing prior to the speaking engagement.

6-4.9.g Staff must recognize the deadlines as well, in addition to those from ICU, for the abstract or poster approval of the conference in they wish to participate.

6-4.10 Manuscripts.

6-4.10.a Manuscripts require DAD approval prior to submitting to ICU for review.

6-4.10.b ICU reviews manuscripts to ensure IHSC organizational data is accurate.

6-4.11 Hail and Farewell Publication

6-4.11.a ICU publishes a monthly publication to recognize new PHS officers, General Schedule (GS) civil service, and contractor staff with their picture and a brief biography. The publication features a farewell column for staff preparing to transition or retire, for their contributions.

6-4.11.b ICU contacts unit chiefs and HSAs at the start of each month requesting information for staff members. Information requested includes the staff member's name, position title, unit or facility, a short biography, and picture. If the staff members are preparing to transition or retire, include their major contributions and activities while with IHSC.

6-4.11.c Chiefs and HSAs may submit staff information on [ICU's SharePoint homepage](#) and select "Staff Hails and Farewells" under Project Type. Submissions to this publication is voluntary.

6-5. ICU Liaises with ICE Office of Public Affairs (OPA)

6-5.1 Facilitates ICE clearance of speaking and poster presentations that contain IHSC data and subject matter.

6-5.2 Informs OPA of IHSC manuscript submissions and publications.

- 6-5.3 Facilitates official photos of IHSC leadership and staff.
- 6-5.4 Schedules IT support for IHSC Town Hall meetings
- 6-5.5 Facilitates OPA support for graphics, video, or photography support for IHSC staff.
- 6-5.6 Ensures Section 508 compliance for documents added to public-facing platforms.

6-6. ICU coordinates with the Taskings and Program Support Unit to respond to media requests.

7. HISTORICAL NOTES: This directive replaces IHSC 01-06, *Office of Communications Directive*, dated November 10, 2015.

7-1. Summary of Changes.

- 7-1.1 Changed office name from IHSC Office of Communications to the IHSC Communications Unit.

8. DEFINITIONS: See IHSC Glossary of Terms.

9. APPLICABLE STANDARDS: None.

10. RECORD KEEPING: IHSC creates, receives, stores, retrieves, accesses, retains, and disposes of these records in accordance with ICE Records and National Archives and Records Administration approved records retention schedules. Contact the IHSC Records Liaison for further information or guidance.

11. NO PRIVACY RIGHT STATEMENT: This directive is an internal directive statement of IHSC. It is not intended to and does not create any rights, privileges, or benefits, substantive or procedural, enforceable against the United States; its departments, agencies, or other entities; its officers or employees; or any other person.

12. POINT OF CONTACT: Chief, IHSC Communications Unit.

Appendix A: IHSC Routine Publications

Publication	Schedule	Required approvals prior to publication
Broadcast message – Assistant Director	Upon request	AD or CoS
Broadcast message – Division or Unit	Upon request	CoS, DCoS, DAD, or unit chief
IHSCInfo	Wednesdays, bi-weekly	Supervisory chain through unit chief or HSA
Positive News	Monthly	Supervisory chain through unit chief or HSA
Observances	Annual schedule	AD, COS, and discipline chief
Communicator	Quarterly	Supervisor
Communicator NOW!	Ongoing	Supervisor
Information papers	Annual; every fall	DAD, unit chief, or program lead
Website content (InSight)	Annual; ad hoc	DAD or unit chief
Document reviews (includes policies)	Upon request	NA – return to requestor
Speaking engagements, including conference posters and TRAIN presentations	Upon request	Supervisory chain through DAD or CoS prior to submission. ICU, ICE OPA and ICE Ethics prior to public release.
Manuscripts	Upon request	Supervisory chain through DAD or CoS prior to submission. ICU, ICE OPA and ICE Ethics prior to public release.
Hail and Farewell Publication	Monthly	Supervisory chain through unit chief or HSA