

King County

# **Communications: The Importance of Communication For a Successful Transition to an Electronic Court Record**

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ESTABLISHING YOUR OWN ELECTRONIC COURT RECORDS PROGRAM

CONFERENCE AUGUST 4-6, 2009

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# Communications

You cannot communicate too much

- You cannot under estimate the change that will be taking place
- Communicate a vision beyond the initial implementation
- Make a plan about each and every constituent group

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# Internal Communications

## Initial staff reactions to ECR (change):

- Fearful
- Generally not on board
- Questioning what was happening
- Can feel out of the loop

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# Internal Communications

## Steps we took to alleviate staff fears:

- Created Communications Group
- Sent regular e-mails to keep staff informed on the progress – Weekly *Did you know?* e-mails, countdown, quiz
- Involved employees—asked for input
- Created a video—involved staff & made watching it fun
- Established check-points during the process to celebrate achievements
- Kept management involved and informed through regular management meetings
- Used EAP—experts in change

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# External Communications

## Initial external user reactions to ECR:

- Not ready for change
- Snap reactions to information
- Wanted information and training
- Wanted to be heard

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# External Communications

## Steps to communicate with external users:

- Outsider Involvement
- Assigned a liaison to each agency
- CLEs & Brown Bags
- Involved impacted groups up front
- Identified all necessary training and provided it
- Piloted changes where possible
- Conducted focus groups for input
- Clerk's Alert – mailing list

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# External Communications: General Strategy & Talking Points

- Be ready to answer tough questions
  - Legality issues
  - Technology issues
  - Security and privacy
- Talk about disaster recovery—be honest and forthcoming
- Tell them what's in it for them
- Know that not everyone will embrace change
- Be open to their ideas and suggestions

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# Mandatory E-Filing & Working Copies

- Created a Local Rule
- Established communications team
- Developed FAQs, flyers, posters, webpage, free CLE, articles, TV message, Clerk's Alerts
- Using website as information hub – online training, practice case number

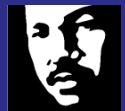
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# Communication techniques

- Think of it as marketing
  - Flyers
  - Brochures
- Press releases
  - Partner with a vendor
- Seek recognition
  - Ash Institute

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# Communications

## Questions?

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