

**871—2.8(84A) Planning and information services.**

**2.8(1)** Planning and information services staff is responsible for:

1. Serving as the department's liaison with Congress and the Iowa general assembly;
2. Reviewing legislation affecting the department;
3. Developing, presenting, and securing enactment of the department's legislative package;
4. Providing constituent services to Congress and the Iowa general assembly.

**2.8(2)** Public relations and marketing bureau. The public relations and marketing bureau is under the direction of a bureau chief who reports to the division administrator. The public relations and marketing bureau is a resource to help other parts of the department communicate to various audiences. The bureau is responsible for:

1. Coordinating the department's internal and external communication efforts. Functions include providing support in audience and message definition, writing and graphic support, coordinating projects with outside printers and other communication vendors, and serving as a primary media contact.
2. Identifying and managing the department's marketing efforts including selecting and working with outside vendors such as advertising agencies and communication professionals to develop and place advertisements in various media to reach important customers and stakeholders.