

3-01/110.45 - Business Cards

Sworn members performing duties involving direct public contact must possess business cards, which must be presented to members of the public upon request.

Members shall issue only Department approved business cards for official business. The Jail Enterprises Unit's (JEU) print manager maintains the Department's approved format for business cards and issuing cards that deviate from the format is prohibited.

The approved format includes size and type of paper, color of ink, dimensions, style, and locations of all inscriptions. This format also includes design elements that are the "Intellectual Property" of the Sheriff's Department (refer to section 3-01/040.62).

Department members shall only obtain business cards from the authorized Department agreement vendor at:

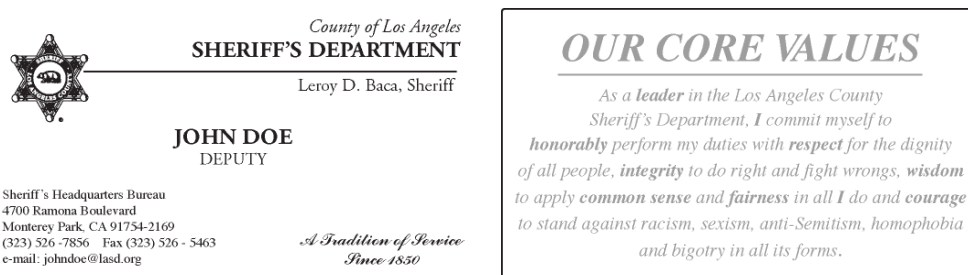
<http://orders.cgintl.com/cgforce/Converge/LASD/redirect.html>.

Self-printed cards shall be created utilizing only the Department's authorized template. Self-printed cards shall be printed using a laser quality color printer on card stock provided by each individual unit. The Department's authorized template shall be maintained by JEU and available through the intranet at:

<http://intranet/Intranet/BusinessCards/index.html>

Unit business cards are no longer authorized for issue. The cards were formerly pre-printed with unit identifying information and contained a space for personnel to hand-write or stamp their name.

Sworn members (regular and reserve) along with full-time professional staff members may issue business cards of the following format:



(FRONT)

(BACK - BLANK)

The following provisions apply:

Department Members

- The Sheriff, Undersheriff, and assistant sheriffs will possess special engraved gold Sheriff star logo cards that are printed on cream colored stock. All other members requiring business cards may use the standard engraved gold Sheriff star logo cards at the member's expense;

- For sworn members, the title line must be rank and/or service position title, such as "Deputy Sheriff," "Pilot," "Canine Deputy," "Detective," etc.;
- For reserve members, the title line must contain "Reserve Deputy Sheriff";
- For professional staff members, the title line must contain the member's civil service position title. At the member's option, a second line may describe the member's functional title (e.g. "Printing Manager");
- The address information must correspond to the member's unit of assignment;
- For all Department personnel, sworn and civilian, their name on the card must be the same as indicated on the employee's Personal Information Sheet (SH-AD-91A). No nicknames, initials, or abbreviations should be used. Any exceptions must be approved by the Sheriff; and
- For all Department personnel, sworn and civilian, their email address on the card shall be their Department's email address, with the exception of retired members.

Members assigned to inter-agency task forces, where a common business card is deemed necessary for all members, may issue business cards differing from the above format with the approval of their division chief or division director.

Retired Members

Honorably retired members of the Department may be authorized to purchase business cards indicating their retired affiliation with the Sheriff's Department. Retired members who request business cards shall submit a completed request through the Department's official business card ordering website at the following link:

<http://orders.cgintl.com/cgforce/Converge/LASD/redirect.html>

The following provisions apply:

- These cards shall indicate "Retired" below the title line;
- Personal addresses shall not be included on the card. Personal phone numbers and personal e-mail addresses are acceptable; and
- The authority to obtain or use these cards may be withheld or withdrawn by Personnel Administration Bureau, the Sheriff, Undersheriff, or concerned assistant sheriff.

All requests are subject to verification by Personnel Administration Bureau.

Volunteers

Volunteers and other persons having an affiliation with the Sheriff's Department and having a need for business cards may be issued cards of the following format:

[IMAGE] [IMAGE]

The following provisions apply:

- Requests for cards shall be evaluated by the volunteer's unit of assignment and approved only where there is a need for the volunteer to possess cards;
- The title line shall include "Volunteer." It may also include their functional title, such as:

- Chaplain;
 - Station Clergy; or
 - Canine Handler;
- The address and telephone information must be a Sheriff's Department facility. Only Departmental e-mail addresses shall be listed. The use of residential and/or private business information is prohibited.

Inmate Welfare commissioners may receive business cards. The address on the business cards shall be an appropriate Sheriff's Department facility. Personal phone numbers and personal e-mail address are acceptable.

NOTE: Inmate Welfare commissioners shall receive the standard engraved gold star business card and not the standard volunteer business card.

Inappropriate Business Card Use

Business cards shall not be issued nor used:

- For the purpose of obtaining special privileges or benefit for any reason;
- To request the bearer receive any type of favorable consideration; or
- To indicate the relationship of the individual to the member named on the card.

Business cards shall not bear notations or endorsements other than those pertaining to official functions of the Department.

Unit Commander's Responsibilities

Unit commanders shall ensure their personnel carry a sufficient quantity of business cards to accommodate all reasonable requests. During periodic personnel inspections, supervisory personnel shall check for compliance of this policy.

All units that have a desk area for the public shall maintain a sign (black background with white lettering) in public view with the following message:

SWORN DEPARTMENT PERSONNEL SHALL PROVIDE A BUSINESS CARD BEARING THEIR NAME UPON REQUEST.

BUSINESS CARDS SHALL NOT BE USED BY ANY PERSON WITH THE INTENT TO INFLUENCE LAW ENFORCEMENT OFFICER DISCRETION.

This sign shall be printed in English, Spanish, and any other language predominantly used in the unit's area.
