



National Association of State Personnel Executives

2015 Eva N. Santos Communication Award Nomination

Newsletter

Kentucky
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1. Brief description of the submission

The Kentucky Employee Connection news brief is an electronic newsletter published monthly and distributed to executive branch employees. The newsletter includes pertinent and timely information for employees regarding benefits, changes in policy, awards and recognition, events and opportunities.

2. How long has the submission been in existence?

An online, electronic version of the newsletter began in 2013. Prior to 2013, the newsletter was created and distributed through email; however, the articles and information were not linked to a web site.

3. Why was the submission created?

The Personnel Cabinet's newsletter was created to provide timely information about news and events impacting employees, activities of interest, employee benefits, and recognition. It created an effective means of communicating to more than 33,000 employees across the state.

The news brief also established an official source of accurate information for state government employees. It consequently limited misinformation and rumors.

4. How does this submission support the goals and objectives of your agenda/department?

The news brief supports our department's primary goal of providing accurate, timely

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information to our employees. It offers a means of communicating across all state government agencies, reaching more than 33,000 employees in all parts of the state.

It is an established, centralized and recognized source of information – one voice - which supports our agency’s goal of creating a “one employer” concept and helping to remove the silos typical of a large, multi-agency government. Information included in the newsletter is received from all agencies, also supporting the one employer concept.

The news brief provides a vehicle to promote employee benefits and services, highlight events and offerings, recognize employee achievements, and highlight opportunities for learning and development. As a result, we are supporting our goals of establishing Kentucky state government as an employer of choice; creating a learning and development culture, and enhancing customer (employee) value.

5. Have you been able to measure the effectiveness of this submission? If so, how?

February 2015 stats:

More than 70 percent of recipients opened the newsletter, receiving it favorably.

Links included in the newsletter were clicked more than 3,250 times.

This indicates increased readership (only 40 percent of recipients opened the newsletter in November, 2014). The value of the newsletter continues to be realized, and employees are turning to it more and more as a source of reliable information. More than 200 others, including previous employees and retirees, have requested to be placed on the email distribution list.

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Agency contributions and requests also continue to increase, suggesting that readership is likewise increasing, and that the credibility of the newsletter is being realized.

[Kentucky Employee Connection news brief](#)

