

Georgia State Personnel Administration (SPA)

NASPE Communications Award Submission

Category: Poster

Program Title: Becoming "A Great State to Serve" Program Posters
State: Georgia
Contact Person: Jerri Cloud
Title: Director of Communications
Agency: State Personnel Administration
Mailing Address: 2 Martin Luther King Jr. Drive
Suite 508, West Tower
Atlanta, Georgia 30334
Telephone: 404-463-5914
Fax: 404-656-5979
E-mail: jcloud@spa.ga.gov

1. Please provide a brief description of the submission.

The submission consists of a series of posters created in support of the program, "A Great State to Serve." The program, led by Georgia's State Personnel Administration, is designed to improve employee workplace satisfaction and engagement. Each of the seven state agencies and one college participating in the program selected an employee (two for the very large agencies) to represent the "face" of its workforce. The posters were created in two sizes, 8 ½" x 11" for posting in the jobsite, and a 4" x 4" 'Polaroid' to be given to each employee. On the back of each is a description of the program and a positive message for employees. This program is not supported with a website; however, agencies were encouraged to talk about the program in their existing employee publications.

2. How long has the submission been in existence?

The posters were created and distributed in August 2010. The "Great State to Serve" program has existed since December 2009.

3. Why was the submission created?

The "Great State to Serve" program was designed to reduce employee turnover and increase productivity by focusing on improving workplace satisfaction. A pilot group of seven disparate agencies and one college, representing 24,000 employees or about 20% of the workforce, collaborated to develop plans of action. Based on employee survey data, they implemented best practices around communication and recognition, stressing the relationship between management and employees. These posters were designed to reinforce the message that state government employees are proud of their public service. They also highlight a leadership commitment to valuing employees.

Several tactics to enhance communication and foster identification with the individual pictured are illustrated in these posters:

- The image is a “real” and recognizable employee of the agency or college instead of a stock photo.
- Each poster is personalized with the employee’s name, agency and signature.
- A key customer group for each agency is highlighted, i.e., Georgia Perimeter college “serves students proudly”; the Dept. of Revenue “serves taxpayers proudly.”
- The selection process for the “face” reinforces the same message. Some agencies held essay contests asking entrants to explain why they are “proud to serve.” Others selected an employee of the year, for example.
- The poster also promotes the “Great State to Serve” logo, which appears on all agency communications related to this effort to improve workplace satisfaction.

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

As the state’s personnel agency, the improvement of workplace satisfaction and the reduction in turnover are key missions. SPA is the developer and leader for this program. “A Great State to Serve” strategically aligns with the state goal: “Georgia state government will be an attractive place to work and build a career.”

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

The program is measured through employee surveys, designed and conducted by an independent research organization. At the beginning of the program, employees of a pilot group of seven disparate agencies and one college were surveyed. They were again surveyed one year later. The goal of the program was to increase overall scores by two points, which experts say is difficult. However, the agencies participating in the “Great State to Serve” initiative increased scores by an average of five points, with a low of one point and a high of sixteen points. It is important to note that each of the original participating agency leaders

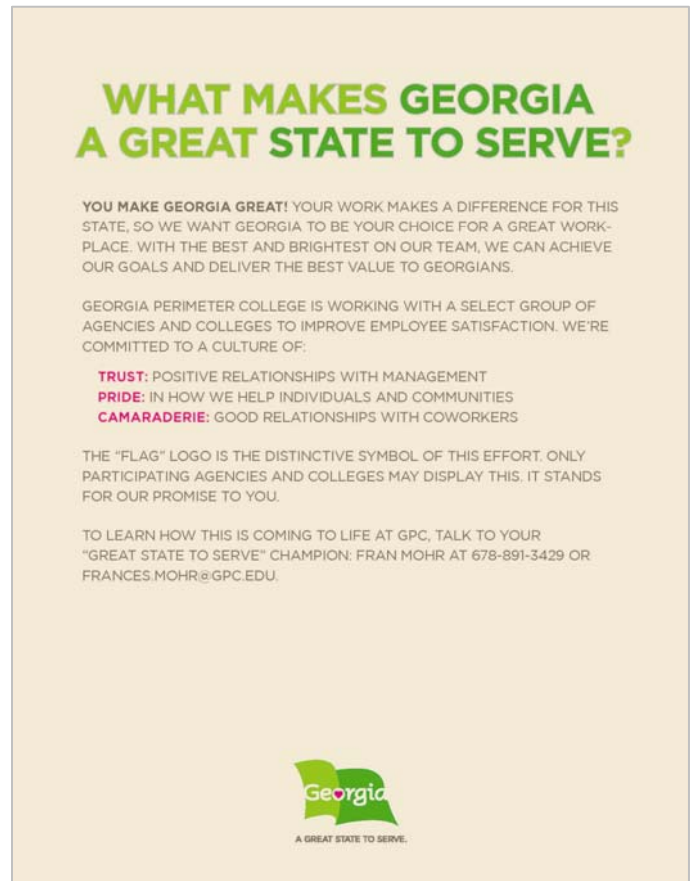
have made a commitment to continue and enhance their efforts. In addition, the program will expand to include additional agencies and colleges.

SAMPLES ATTACHED:

Posters and smaller "Polaroid" prints feature an employee on the front with his/her signature, agency and customer group whom he/she is "serving proudly." On the back is a special message about the initiative. Together, this collection showcases a range of agencies whose people are dedicated and proud to work for the State of Georgia.



(front)



(back)



SERVING *Youth*
PROUDLY.

GEORGIA DEPARTMENT OF JUVENILE JUSTICE
SERVING PROUDLY.



A GREAT STATE TO SERVE.



SERVING Landowners
PROUDLY.

Hal

GEORGIA FORESTRY COMMISSION
SERVING PROUDLY.



A GREAT STATE TO SERVE.



SERVING *Taxpayers*
PROUDLY.

Kristen

GEORGIA DEPARTMENT OF REVENUE
SERVING PROUDLY.



A GREAT STATE TO SERVE.



SERVING *Agencies*
PROUDLY.

Mario

STATE ACCOUNTING OFFICE
SERVING PROUDLY.



A GREAT STATE TO SERVE.

WHAT MAKES GEORGIA A GREAT STATE TO SERVE?

YOU MAKE GEORGIA GREAT! YOUR WORK MAKES A DIFFERENCE FOR THIS STATE, SO WE WANT GEORGIA TO BE YOUR CHOICE FOR A GREAT WORK-PLACE. WITH THE BEST AND BRIGHTEST ON OUR TEAM, WE CAN ACHIEVE OUR GOALS AND DELIVER THE BEST VALUE TO GEORGIANS.

THE STATE ACCOUNTING OFFICE IS WORKING WITH A SELECT GROUP OF AGENCIES AND COLLEGES TO IMPROVE EMPLOYEE SATISFACTION. WE'RE COMMITTED TO A CULTURE OF:

TRUST: POSITIVE RELATIONSHIPS WITH MANAGEMENT

PRIDE: IN HOW WE HELP INDIVIDUALS AND COMMUNITIES

CAMARADERIE: GOOD RELATIONSHIPS WITH COWORKERS

THE "FLAG" LOGO IS THE DISTINCTIVE SYMBOL OF THIS EFFORT. ONLY PARTICIPATING AGENCIES AND COLLEGES MAY DISPLAY THIS. IT STANDS FOR OUR PROMISE TO YOU.

TO LEARN HOW THIS IS COMING TO LIFE AT SAO, TALK TO YOUR "GREAT STATE TO SERVE" CHAMPION: PATTY PERGL AT 404-463-1807 OR PPERGL@SAO.GA.GOV.



A GREAT STATE TO SERVE.