

NASPE

4th Annual Communication Award Nomination for
Excellence in
Print, Electronic and Audio/Video

Title: Video Governor's Awards for Excellence

Category: Audio/Video - Video

State: North Carolina

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1. PLEASE provide a brief description of the submission.

The Governor's Awards for Excellence program honors state employees who have provided exemplary service to the state of North Carolina in one of five categories. The award recipients are recognized annually at an awards ceremony. The video submission is shown at the event to give the ceremony attendees the opportunity to relate visually to the award recipients and to learn more about why they are receiving the award.

2. HOW long has the submission been in existence?

The video was created for the January 2010 awards ceremony.

3. WHY was the submission created?

The video serves several purposes: it provides the audience (family, friends, coworkers, state leaders) the opportunity to learn more about the award recipient; it offers the person who nominated the individual an opportunity to speak about the recipient; and it serves as a lasting memento of the occasion for the award recipients and their friends and families. The video also serves as a marketing tool for the Governor's Awards for Excellence program.

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

The North Carolina Office of State Personnel understands the importance of recognizing the valuable contributions its employees make, not only, to state government, but to their communities and beyond our borders. Employee recognition enhances productivity, retention, recruitment, engagement and more. The ceremony and accompanying materials, such as the video production, are sponsored by the State Employees Credit Union, which ties the efforts of state employees to the community at large. The video was a joint effort by the Office of State Personnel and the Dept. of Transportation. This sharing of resources furthers the mission of OSP to work with state agencies to provide a workforce to meet the business needs of state agencies.

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

There has been no official measure of the effectiveness of the program/brochure itself, however the award recipients and family members always request additional copies.

We respectfully submit the Governor's Awards for Excellence
video production for consideration in
the 2010 NASPE Communication Award