

Title: Personnel Cabinet Internet  
Submission Category: Communication award (internet)  
State: KY  
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1. **Please provide a brief description of the submission.** The current Personnel Cabinet’s internet site has been in existence since 2008. We decided to create a fresh and new site for better usability for those seeking employment, current and previous employees, stakeholders and shareholders. We researched the usage of certain colors and decided that green was suitable and our seal would allow for easy recognition. We rearranged some things so that they could be found in less clicks by grouping all benefits together, all things for employees are in a group as well as retirees. All of our partnerships are easily found on the left navigation. In our spotlight section on our home page, we store information for employees and those new to the site would need to find in two clicks or less such as facility closures and press releases.
2. **How long has the submission been in existence?** The new look for the internet was created in April 2008.
3. **Why was the submission created?** The internet underwent transformation for better customer accessibility.
4. **How does this submission support the goals and objectives of your agenda/department?** The new order to our internet helps to promote the customer value portion of our strategic plan which is spelled out in our 4 Big Questions garnered by the executive staff members. We asked newly hired employees what they would like to see on the site and also if there were things they were looking for and could not find. This inspired us to create the current categories found at the top of the home page; job seekers, employees, HR Administrators, Retirees, management. This shows that we value the time of those who choose to browse our site and that we put a lot of thought into the layout and organization of our site.
5. **Have you been able to measure the effectiveness of this submission?** If so, how? We have a “contact us” section and we have only received positive feedback. Our Cabinet Secretary was contacted by state government executives in California that gave high marks to our site as they look to improve their own. We are viewed as a benchmark of success.



# Kentucky Personnel Cabinet

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