

NASPE Communication Awards Nomination

March 2010

Submission Title: “Got Ideas?” Notes Poster
Submission Category: Print - Poster
State: Nevada
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1. Please provide a brief description of the submission.

The Director of Personnel and Public Information Officer worked together to develop a concept and design for a series of posters to promote the Department of Personnel’s (DOP) new “Got Ideas?” employee feedback program. The intent of the poster was to catch employees’ attention, communicate aspects of the new program and present the program as an approachable and comfortable option for employees to provide suggestions.

Due to severe budget limitations the poster could only be printed with the Department’s color printer, so the size was limited to 8.5 x 11 paper size. High quality photo paper was used to improve the overall look of the posters.

Three different poster designs were created so they could be changed out periodically to keep the campaign fresh. Since the name of the feedback program was a play on the familiar “got milk?” campaign, the design was specifically modeled to be similar to “got milk?” magazine ads.

2. How long has the submission been in existence?

The “Got Ideas?” posters were created and displayed starting in March of 2009.

3. Why was the submission created?

The posters were created to promote the Department of Personnel’s new “Got Ideas?” employee feedback program. The program relied on the willingness of employees to submit ideas. Since the program uses an electronic submission form posted on the Department’s Intranet rather than a traditional comment box, it was imperative to have some sort of visual reminder of the program.

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

One of the primary reasons the “Got Ideas?” program was created was to get suggestions on how to reduce costs and improve efficiency within the Department of Personnel. The goal of the “Got Ideas?” program is to provide a means of submitting ideas that is convenient and confidential while also being a comfortable way to express opinions. This poster communicates all of these elements and encourages employees to use the new program.

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

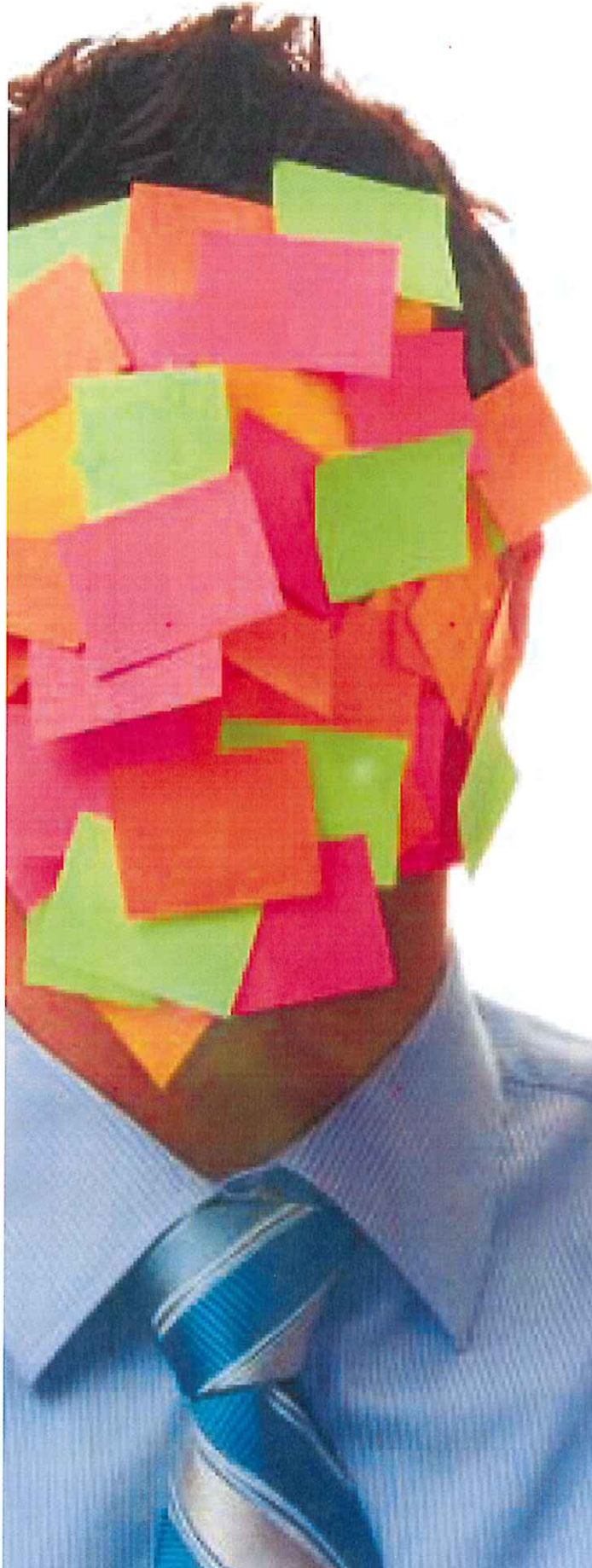
The “Got Ideas?” poster was part of a comprehensive effort to promote the new program to DOP employees so there are no results that can be tied directly to the poster. However, the program has gotten 42 idea submissions within its first year.



got ideas?

Don't keep them to yourself!

It's a well known fact that the best ideas come from within an organization. That's why the DOP would like to hear from you. Go to the DOP Intranet (<http://kaizen/joomla/>) and click on the "got ideas" logo to submit your suggestions.



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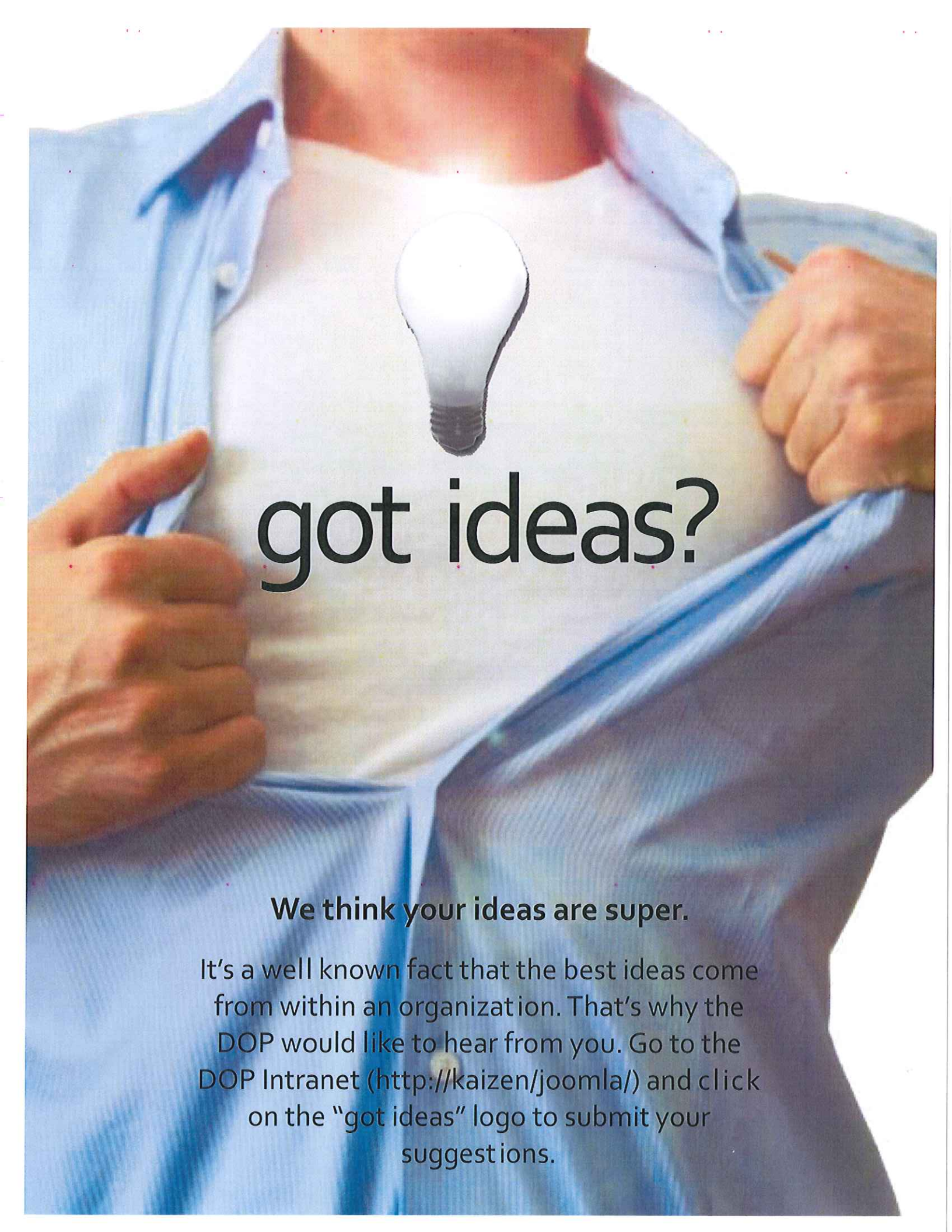


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A person wearing a light blue button-down shirt is pulling the shirt open with both hands. In the center of their chest, a glowing white lightbulb is superimposed over the white t-shirt underneath. The background is plain white.

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