NASPE Communication Award Nomination

Title of Nomination: Employee Resource Information Center Communication

State: Utah

Contact: Jeff Herring, Executive Director, Department of Human Resource Management, State Office Building, Suite 2120, SLC UT 84114, 801-538-3080, jherring@utah.gov

1. Please provide a brief description of the submission.

   In 2010, the State of Utah, Department of Human Resource Management (DHRM) developed a proposal to optimize human resources (HR). The proposal identified two projects that would change the way HR delivers services to the State of Utah. The proposal included the following optimization projects:

   a. Develop a shared services model for DHRM. HR shared services is the centralization of HR transactional work including payroll, new hire and termination processing, salary actions, benefits etc.
   b. Enhance HR self-service for state employees. Provide 24/7 on-line access to HR information to allow employees to find answers to most of their HR questions.

   The shared services business model was implemented within DHRM and a new service center was created to provide centralized servicing of HR transactional work. Also, the Employee Gateway, was enhanced to provide greater employee self-service capability for HR items. The DHRM service center was named the Employee Resource Information Center (ERIC) and opened on September 19, 2011.

   The ERIC project team determined collaboration and communication would be critical to the success of the project. They recommended that a communication workgroup be formed to assist with implementation. The workgroup developed the following methods to collaborate and communicate with customers, stakeholders and HR staff about ERIC implementation and the new Employee Gateway:

Methods used to communicate to internal DHRM staff

- Bi-weekly webcasts - all DHRM staff were invited to join and receive updates on the project status
- Communication was a standing agenda item at the monthly Human Resource Manager meeting
- Weekly updates were posted in the internal DHRM employee gateway
- Monthly articles were posted in the internal DHRM newsletter
- Monthly email updates to internal staff
- Internal email address created to answer project questions
- Internal focus groups were created to gather feedback on the project
- A change management workshop was held for all DHRM employees
- Service Center naming contest
- A project kick off event was held for internal DHRM employees

Methods used to communicate with customers

- Up-to-date project status FAQ's on the State's Gateway
- Executive Director updates given at monthly Governor Cabinet meetings
- Elevator pitch created and shared with customers
- HR staff attended state agency management meetings to discuss project status
- Established a "change agent network" to assist with customer communication and gather feedback from customers
- Created Facebook page for customers to follow progress on the development of ERIC
- Created PowerPoint slides for HR staff to present at state employee team meetings
- Service Center (ERIC) open house
- Created and distributed flyers, brochures, posters and business cards (attached)

Methods used to communicate with stakeholders

- Meetings with Public Employees Health Program
- Meetings with the Utah Retirement System
- Meetings with State Finance
- Created an Executive Advisory Committee to help guide the project. This group is made up of the Governor's Cabinet level staff. Meetings are held quarterly in order to gain feedback etc.

2. How long has the submission been in existence? ERIC was implemented September 19, 2011. However, the communication pieces were developed and deployed over a period of time beginning 10 months prior to the implementation of ERIC.

3. Why was the submission created? A communication workgroup was formed to develop communication and marketing strategies in order to keep all customers, stakeholders and HR staff informed about the project. The efforts of this workgroup were a key part of a larger change management process to help customers as well as DHRM staff transition to a new HR service delivery model.

4. How does this submission support the goals and objectives of your agenda/department? The State of Utah, Department of Human Resources core values are increasing customer service, increasing efficiency and increasing management capacity to manage. The communication workgroup's efforts on this project allowed for a smooth transition to a new delivery model that has greatly enhanced customer service and increased efficiencies.

5. Have you been able to measure the effectiveness of this submission? If so, how? Prior to the communication strategy launch, we included the following question on a state-wide customer service satisfaction survey, "*On September 19th, 2011, DHRM will open the Employee Resource Information Center (ERIC), a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing. Were you aware of this*?" In November 2010, when we launched the communication strategy, only 33.8% of employees surveyed had heard of ERIC. By March 2011 that increased to 51.9% and by September 2011 it increased to 96%.

Fold here

Fold here

ERIC will give you crystal clear answers to your human resource questions.

eric DHRM

For more information, talk to your friendly human resource representative.

Ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov
employeegateway.utah.gov

What's ERIC?

ERIC Info Brochure art (B).indd 1

9/12/11 4:30 PM

Fold here

Fold here

What is ERIC?

A: ERIC is the Employee Resource Information Center, which is a centralized team of highly trained human resource staff who will handle the routine human resource work that they have always handled for you. Your agency will still have field office staff assigned to handle more complex human resource actions such as recruitments, liability issues, and assist with strategic management. ERIC will also provide you with 24/7 online access to human resource information.

Q: What kind of human resource work will ERIC handle?

A: This team will handle routine human resource actions such as entering information into the DHRM information system, new hire processing, payroll, benefits, and retirement processing.

Q: Why is DHRM implementing ERIC?

A: ERIC is a part of DHRM's initiative to optimize human resource staff, technology, and process improvement. Our goal is to provide the best customer service possible in a cost-effective way.

Q: How will ERIC ensure quality customer service is maintained?

A: Maintaining quality customer service is one of DHRM's highest priorities. To ensure that ERIC is responsive to its customers and customer service is maintained, ERIC will use various methods to capture customer satisfaction feedback on a routine basis, including surveying our customer agencies. ERIC will then use this feedback to enhance or revise customer service delivery as needed.

Q: How is ERIC going to impact me?

A: The most important way that ERIC will impact you is through immediate 24/7 online access to human resource information, including payroll, benefits, and retirement information. You will also have immediate access to the ERIC team to answer questions during business hours by phone, email, or Instant Message. This is in addition to continued access to your agency HR staff to assist you with recruitment or liability questions.

Q: Why will human resource staff no longer be located on-site in agency offices located in St. George, Price, Provo, Clearfield/Ogden?

A: In order to provide more cost-effective and efficient services, human resource is centrally locating all staff. While human resource staff will no longer be located on-site in some agency offices, human resource staff will still be available to provide the same level of quality human resource services that have been provided in the past to these offices.

Q: When is this going happen?

A: ERIC will begin providing services to state employees on September 19, 2011.

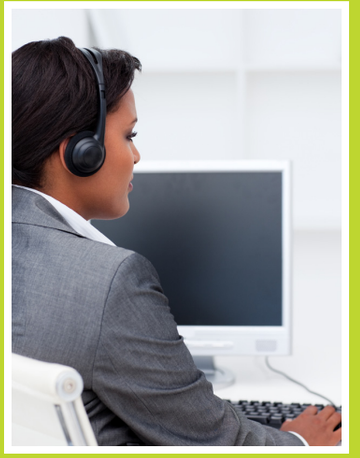
For answers to your human resource questions,
ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov

Online 24/7 employeegateway.utah.gov

ERIC Info Brochure art (B).indd 2 9/12/11 4:30 PM

Fold here

Fold here



ERIC will give you crystal clear answers to your human resource questions.

ERIC DHRM

For more information, talk to your friendly human resource representative.

Ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov
employeegateway.utah.gov

Wondering what ERIC is all about?

ERIC Info Brochure art (A).indd 1

9/12/11 4:31 PM

Fold here

Fold here

What is ERIC?

A: ERIC is the Employee Resource Information Center, which is a centralized team of highly trained human resource staff who will handle the routine human resource work that they have always handled for you. Your agency will still have field office staff assigned to handle more complex human resource actions such as recruitments, liability issues, and assist with strategic management. ERIC will also provide you with 24/7 online access to human resource information.

Q: What kind of human resource work will ERIC handle?

A: This team will handle routine human resource actions such as entering information into the DHRM information system, new hire processing, payroll, benefits, and retirement processing.

Q: Why is DHRM implementing ERIC?

A: ERIC is a part of DHRM's initiative to optimize human resource staff, technology, and process improvement. Our goal is to provide the best customer service possible in a cost-effective way.

Q: How will ERIC ensure quality customer service is maintained?

A: Maintaining quality customer service is one of DHRM's highest priorities. To ensure that ERIC is responsive to its customers and customer service is maintained, ERIC will use various methods to capture customer satisfaction feedback on a routine basis, including surveying our customer agencies. ERIC will then use this feedback to enhance or revise customer service delivery as needed.

Q: How is ERIC going to impact me?

A: The most important way that ERIC will impact you is through immediate 24/7 online access to human resource information, including payroll, benefits, and retirement information. You will also have immediate access to the ERIC team to answer questions during business hours by phone, email, or Instant Message. This is in addition to continued access to your agency HR staff to assist you with recruitment or liability questions.

Q: Why will human resource staff no longer be located on-site in agency offices located in St. George, Price, Provo, Clearfield/Ogden?

A: In order to provide more cost-effective and efficient services, human resource is centrally locating all staff. While human resource staff will no longer be located on-site in some agency offices, human resource staff will still be available to provide the same level of quality human resource services that have been provided in the past to these offices.

Q: When is this going happen?

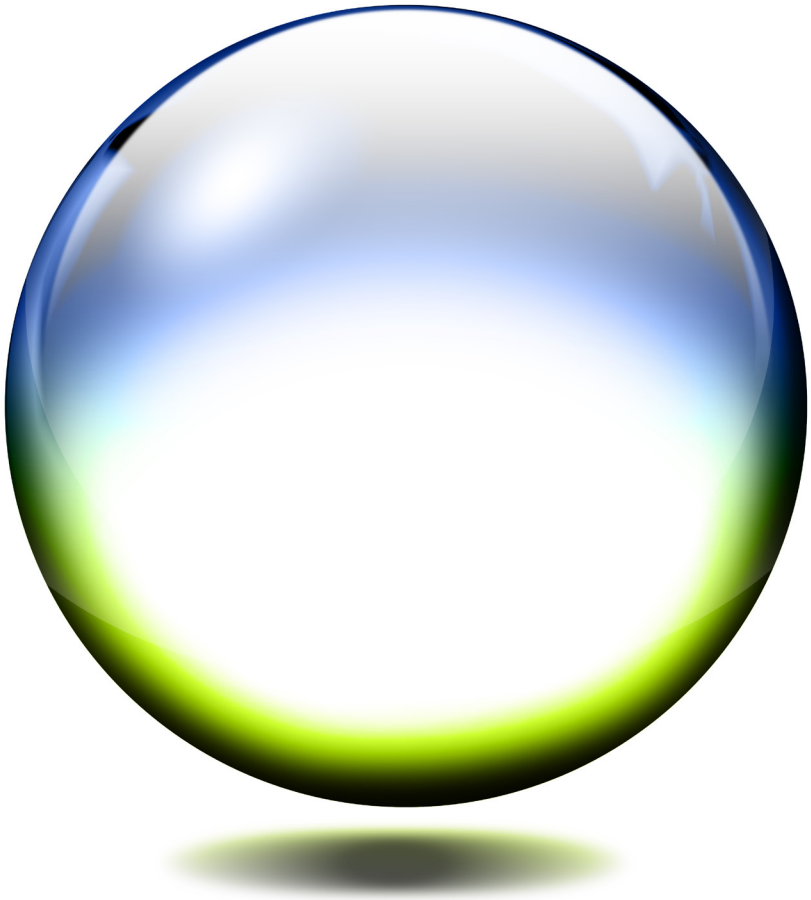
A: ERIC will begin providing services to state employees on September 19, 2011.

For answers to your human resource questions,
ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov

Online 24/7 employeegateway.utah.gov

ERIC Info Brochure art (A).indd 2 9/12/11 4:31 PM

Coming in September 2011



Crystal clear answers to your human resource questions.

erc DHRM

Employee Resource Information Center

For more information talk to your friendly Human Resource representative

Introducing...

ERIC will have the human resource answers you need when you need them.

eric DHRM

Employee Resource Information Center

For more information talk to your friendly Human Resource representative

Q: what's ERIC?

A: The Employee Resource Information Center. ERIC is a centralized team of human resource staff to assist you with benefits, payroll and other human resource matters during business hours.

ERIC is also an enhanced Employee Gateway portal with a powerful, searchable, user friendly human resource knowledge base you can access 24/7 to answer general HR questions and view your personal employment and benefits information.

eric DHRM

Employee Resource Information Center

For more information talk to your friendly Human Resource representative