

NASPE Communication Awards – Website

Washington State

Workforce Data & Trends Website

<http://hr.wa.gov/WorkforceDataAndPlanning/WorkforceDataTrends>

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1. Please provide a brief description of the submission.

The [Washington State Human Resources](#) website (formerly Washington State Department of Personnel website) is an important resource for state leaders, legislators, agency managers, HR professionals, state employees, the media and the public. In an ongoing effort to provide credible, accurate and timely data for decision-making and transparency, the website was recently enhanced to include a more robust, easier to use compilation of workforce data and trends.

Previously, the website displayed a limited snapshot of workforce data. The new [Workforce Data & Trends pages](#) are more comprehensive and provide trend data that is more meaningful for users. The data is organized into key workforce categories – such as compensation, talent acquisition and retention – to help users see relationships between the different data pieces and how they may inform the overall category. The data is updated quarterly or annually as appropriate. For example, headcount is updated quarterly but workforce age is updated annually.

2. How long has the submission been in existence?

The new Workforce Data & Trends pages were launched in November 2011.

3. Why was the submission created?

The overall drivers were workforce transparency, accountability, and better decision making.

- The legislature, Governor's office, and other state decision makers need timely, accurate, and consistent data as they weigh decisions about the state workforce. This has become increasingly critical as the ongoing budget crisis forces decisions about furloughs, layoffs, pay cuts, benefit reductions and other changes impacting state employees. Having the most asked-for data readily available on the website increases responsiveness and consistency and allows staff to focus on creating customized reports as needed by decision makers.
- The budget crisis has also focused more attention from the media and the public on state workforce data. The website increases transparency and enables reporters to get answers to many of their questions without the need to submit a public disclosure request, saving time for the reporter and state staff.
- Workforce data and trends give agencies context when developing strategies for managing and developing a high performing workforce. They can easily see how their agency compares with statewide trends.

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

Creation of this new sub-site was a direct result of the agency's biennial strategic plan.

- **Goal:** Provide HR Tools, Services & Information
- **Objective:** Provide credible HR expertise, best practice and data.
- **Strategy:** Provide targeted, relevant and up-to-date data and information on the state HR website.

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

Yes, we have positive anecdotal feedback from users as well as the following measurements:

- Reduction in the number of on demand data requests received. For the last four years, we have averaged 42 information requests per quarter. Since the launch of the new data pages, the count has fallen to half that number per quarter.
- More users are accessing the data online. Website analytics show that the views of the web pages have increased significantly:
 - Six months **prior** to launch - 4,150 page views (5/1/2011 – 10/31/2011); Workforce Data and Planning was the 10th most accessed section on the entire site.
 - Less than five (5) months **after** launch - 20,042 page views (11/1/2011 to 3/25/2012); Workforce Data and Planning is now the 6th most accessed section on the entire site.

Recognition of the data/information as a resource:

[Governing Magazine – March 2012](#)

[Publicola Online News – December 2011](#)