

## **NASPE Communication Awards Nomination**

### **State of Wyoming's Human Resources Division Website**

State: **Wyoming**

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**Project Initiative:** Web link: [http://www.wyoming.gov/loc/06012011\\_1/Pages/default.aspx](http://www.wyoming.gov/loc/06012011_1/Pages/default.aspx)

#### **1. Provide a brief description of the submission.**

The Human Resources Division (HRD) conducted a careful analysis of how state employees retrieved information from the existing site. The Division recognized that consolidation of fragmented information from many independent locations into one powerful web presence would better serve our state community. HRD set out to replace and revamp its out-of-date web presence. A web design company was chosen, and in less than one year, a website was launched that encompassed the dynamics of the plans and dreams of the HRD. Numerous meetings were held to discuss updates, collaboration of details and to develop a plan to integrate the fragmented data. A totally new website which includes energetic visual information, including video documentation and instruction was developed. The HRD website is a further example of the exemplary leadership HRD provides the citizens of Wyoming while serving as a “welcome mat” to all outside the state of Wyoming.

The Division completely replaced a twenty year old website in less than a year with updated information and content that will better match our constituent's needs and desires. Within 251 days of the first meeting with the vendor, our new website was open for business in a much more

user friendly format. The old website looked like an ordinary, kind of boring, government website. The Division wanted to develop a modern, user-friendly, we're here to help applicants, state employees, legislators, and elected officials. In addition, the Division wants to change the constituents' image of Wyoming state government. The old website had to go. The new website is colorful. It includes pictures and videos. It is the State's door to transparency in human resources, so it is loaded with as much information as possible.

**2. How long has the submission been in existence?**

The go-live date for the new website was October 23, 2011. The website is in its fifth month of operation. Following is a table of the time-frame used to develop and implement this site:

2/14/2011	First Implementation Meeting
3/1/2011	First Meeting with Vendor (Warehouse21)
4/21/2011	Started Statement of Work (SOW) for contract.
5/19/2011	Submitted Contract to Attorney General Office.
5/26/2011	Notified by Attorney General Office that Contract was ready.
5/30 2011	Scope of Work from Warehouse 21 stated as start date.
6/2/2011	Second Meeting with Vendor (Warehouse 21).
6/10/2011	10 Meetings with Vendor (Warehouse 21).
8/26/2011	
9/8/2011	Total of four (4) hours of website maintenance training with the vendor (Warehouse21).
9/22/2011	
10/13/2011	Last documented structured contact with vendor (Warehouse21). Discussed site and training.
10/23/2011	Go live date of site.

This timeline doesn't adequately represent the many hours of meetings and collaboration shared between HRD staff and the web design company, Warehouse 21. Considerable analysis was done by the committee to determine the appropriate design structure and placement of information as well as what dynamic components best fit the material. Countless hours have been spent organizing and validating data, developing links, and programming the website to

populate the rich environment. All the planning and preparation prior to going “live” paid off when a virtually seamless transition took place on the launch date. Just 3 days prior to the launch of website, the Division’s newly created Performance Management Initiative was ready to be released. The required training for the initiative was immediately accessible online due to the dynamic capabilities of the newly released website.

### **3. Why was the submission created?**

In our communication age, a website is the “welcome mat” to any and all businesses, corporations, city, state, and federal government agencies. Virtually anyone wishing to communicate information to the public uses the internet. Recognizing this, the HRD administrator has been an innovator amongst other Wyoming state agencies to research, organize and implement a substantial redo of the former existing, meager web presence. The difficulty of designing a new, robust website was not near as daunting to the HRD staff as were the problems related to collecting site statistics, determining video storage, and making site content available to all state personnel regardless of network limitations. HRD even had to overcome some agency rules restricting internet accessibility. The new HRD web presence has forged a vital path for other agencies to follow. The website has become the portal to state employment opportunities, agency policies and services, tourism, weather, and other vital information. This serves not only the HRD, but all those who seek to know about the great State of Wyoming.

Often the first exposure a person has to the Wyoming State Government is through the Human Resources website. The HRD administrator believes the old website was not providing the progressive image commensurate with the division, and it didn’t properly present up-to-date information. The website needed an easily searchable format for the many vital functions of information management. The goal is to provide an innovative format with a graphic and media

rich site. This website is expected to communicate more than just Human Resources information but also to provide a portal guiding the user to numerous possibilities and areas of life, work and interest in Wyoming. The users coming to the HRD website are a diverse group. Among those are the public looking for employment opportunities; employees and HR professionals looking for the full range of Human Resources guidance and materials; and agency personnel as well. Employees from the university to the community colleges and now encompassing the school districts seek information regarding the employee group insurance and benefits information, the website needed to encompass a broad range of data and information.

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

The new website incorporates the mission, goals and vision of the division to be progressive and professional by presenting a more polished, contemporary and astute site with the tools available in the form and presentation that today's users are most likely to expect them. The Human Resources Division is dedicated, committed and accountable to all of the users who may be clients and is trying to find more innovative ways to serve them and find solutions to their needs. This website is constantly updated with new items of interest, new featured job openings and updated files, documents and presentations. HRD is always looking for better ways to present information as well as also looking for tools to add to the functionality of this website.

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

- All of the Performance Management Training resource materials and training modules were available through this website. A copy of the actual training videos is available on the website twenty-four hours a day, seven days a week. This is to provide reference and assistance to supervisors and employees as the performance evaluation process proceeds throughout the year. PMI guidelines for employee participation in the performance

appraisal process are also available on the website. HRD hopes this has encouraged many state employees to access the communications on the PMI. The Division hopes it isn't true, but there is a possibility that some current state employees haven't looked at our website since turning in an application for their job, the new website should change this.

- Since the go-live date in October, HRD has received significant positive praise and feedback from around the state. State agency officials and administrators have been very impressed with the look, usability and content of the website.
- HRD website design is becoming a model for many other Wyoming state agencies.