2024 NASPEs AWARD

Eugene H. Rooney, Jr. Award Nomination
Innovative State Human Resource Management Program

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

PROGRAM INFORMATION

Program Title: MO Cred   State: MO

Contact Person: Dr. Tom Joseph

Contact's Title: Sr. Talent Development Specialist

Agency: Office of Administration
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NOMINATOR INFORMATION

Nominator: Dr. Tom Joseph   Title: Sr. Talent Development Specialist

State: MO   Agency: Office of Administration

Telephone: 5737516554

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DETAILS

Please attach a one-page summary of the program. Provide a narrative answer for each of the questions. You are limited to four pages (based on regular 8 1/2 x 11-inch paper double-spaced in 12-point font). The four-page limit does not include the one-page summary.

1. Please provide a brief description of this program.

MO Cred is a digital credentialing platform new to the State of Missouri that provides a non-monetary form of rewards and recognition for team members' learning, skills, and achievements. Digital credentialing allows us to email a badge or certificate to a team member, which can then be shared on social media, added to email signatures, or printed as a certificate. This innovative approach to rewards and recognition allows us to invest in team members in a new and exciting way while publicly showcasing our amazing work.

2. How long has this program been operational (month and year)?

MO Cred began as a pilot in June 2022 and launched statewide in February 2023.

Since statewide launch: 1 year

3. Why was this program created? (What problem[s] or issues does it address?)

We distribute an organizational health survey, the Quarterly Pulse Survey (or QPS), each quarter. In the summer of 2022, team members shared that we needed to improve non-monetary rewards and recognition. Digital credentialing emerged as a possibility in researching various methods, so we launched a pilot and saw immediate success. Now, team members can share to social media, add to their email signatures, or print certificates for various initiatives we've added to MO Cred. Currently, we have over 40 credentials distributed from just our

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statewide account – this does not include individual departments sending their own. We have credentials for completing major training modules (50 hours of content), statewide years of service, and governor's awards.

4. Why is this program a new and creative method?

In our research, no other state government is distributing digital credentials. We all compete with the private sector, and they regularly send credentials. Now, we can do the same while promoting our own internal programs and maintaining our branding. Furthermore, digital credentialing is an easy win for low-cost recruitment and retention. Sharing digital credentials on social media gets the word out of our work and our investment in team members. And, we know that team members who feel valued are more likely to stay with the organization.

5. What was the program's startup costs? (Provide detailed information about specific purchases for this program, staffing needs and other expenditures, as well as existing materials, technology, and staff already in place.)

The pilot launch with vendor A was $1,000 with about 40 hours of total time invested, which included demoing the software, working with marketing, answering questions, and managing analytics.

Once we received approval to take the program statewide, much more time and effort were involved. In the pilot, we identified several areas where vendor A was not meeting our needs, so after more research and demoing, we landed with vendor B.

For a three-year contract, we received a discounted rate of about $60,000 per year, which covers distribution for all employees, if needed. There was a heavy lift (20 hours) on our IT and cybersecurity teams to connect the vendor's software to ours, including authentication to sign in. It was about 100 hours, spanning several months for statewide administration and launch. Finally, there were several constituent meetings, which totaled 20 hours.

6. What are the program's operational costs?

We signed a multi-year contract, so the only operational costs are FTE hours spent. Statewide administration is about 10 hours per week, with 2 hours or less per week for department administrators.

7. How is this program funded?

MO Cred launched as a governor's priority. Following the pilot's success, our governor included it in his priorities for FY 24, which included it being added as an NDI to our division budget moving forward.

8. Did this program originate in your state?   ☒   ☐

9. Are you aware of similar programs in other states?   ☐   ☒

  If yes, how does this program differ?

10. How do you measure the success of this program?

The primary metric we use to measure program success is the engagement rate. In the administrator portal, we can view a breakdown of the number of credentials distributed and the number engaged. We all feel the email fatigue, so seeing engagement numbers rise and be consistently high is an excellent indicator of the program's success.

Other indicators we use to measure success are the number of inquiries we receive about the program, someone's credentials, or the addition of other initiatives to MO Cred.

Finally, due to the success of MO Cred, some departments have begun to tie the program to other key initiatives to boost engagement. One department offered digital credentials for participation in QPS and saw its completion rate increase by 20% over two cycles.

11. How has the program grown and/or changed since its inception?

The program began as a small pilot within one department and only included about 400 supervisors. It has expanded to a statewide audience of 50,000 team members, and we've purchased administrative accounts for each executive department. Furthermore, we launched the program as a governor's priority, which is incredible. Currently, the program is only available to State of Missouri employees. We've discussed the possibility of expanding our audience to retirees and the public (for example, a company wins an accessibility award from the State of Missouri). There is no timeline for when or if this expansion will occur.

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One Page Summary

[MO Cred](#) ("cred" is short for "credential") is the State of Missouri's newest rewards and recognition program. It is an outcome of our organizational health survey, the [Quarterly Pulse Survey](#) (QPS), wherein team members shared that we needed to do better in non-monetary rewards and recognition.

The idea behind MO Cred is that it allows state government to innovate and be competitive with the private sector while doing so at low cost and providing a non-monetary form of rewards and recognition. Private companies often send digital credentials for certifications, such as SHRM or SCRUM. These are the credentials we see on networking sites like LinkedIn, wherein our peers are sharing they received a particular certification from a company. Now, the State of Missouri can distribute its own credentials for learning, skills, and achievements.

MO Cred began as a pilot in June 2022 with supervisors from the Office of Administration (about 400 personnel). By August 2022, we had a 40% engagement rate with the distributed credentials. Following this success, we received approval to take the program statewide with a February 2023 launch.

Bringing MO Cred statewide was no easy feat. Our contracting and implementation spanned September 2022 to February 2023, wherein we demoed other vendors, worked with cybersecurity and financial offices, and then secured a contract for statewide use. We also worked with each department to secure a "MO Cred administrator" team of up to three personnel. Since we purchased a premium package, we can brand the credentialing pages to match our own state-branded content. Each department has an administrator seat, so they have their own credentialing pages ([mocred.oa.mo.gov](#), [mocred.dolir.mo.gov](#)), with unique branding and URLs.

Since the program's launch, we have seen tremendous success. This fiscal year, statewide engagement is over 85% (a 45% increase from the pilot). Currently, we are distributing credentials exclusively for learning, skills, and achievements related to the State of Missouri (an external training opportunity would be excluded). Team members regularly share their credentials on social media, add to their email signatures, or print certificates to display in the office.

The Office of Administration (which distributes both for itself and statewide programs) has sent 29,000 credentials. Furthermore, we've leveraged MO Cred's excitement to boost engagement in our other programs, like the QPS. One department distributed credentials for completing the QPS and saw their rates increase by 20% over two cycles.

With MO Cred's low implementation and FTE maintenance cost (less than $2/team member and < 0.5 FTE), it is easily transferable to other states. State employees are eager for innovative approaches to rewards and recognition, and digital credentialing is an easy win for everyone.