

2024 NASPEs AWARD

Eva N. Santos Communication Awards

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.

NOMINATION INFORMATION

Title of Nomination: Enhancing the Employee Experience State: IN

Contact Person: Kirolos Barsoum

Contact's Title: Communications Director

Agency: Indiana State Personnel Department

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Telephone: 3175314373

E-mail: kbarsoum@spd.in.gov

NOMINATOR INFORMATION

Nominator: Jordan Bolden Title: Chief of Staff

State: IN Agency: Indiana State Personnel Department

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E-mail: jobolden@spd.in.gov

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- Meet all eligibility requirements
- Meet deadline requirements
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DETAILS

Feel free to include links to websites and snapshots as part of your nomination.

1. Please provide a brief description of the submission.

In 2022, the Indiana State Personnel Department (INSPD) made Enhancing the Employee Experience a core pillar of its strategic plan – and its communications team has worked to turn that vision into reality. By delivering impactful policies to employees, engaging them in statewide programs, and robust communications, INSPD has created a more engaged state workforce.

This dedication translated to a remarkable increase in participation in the bi-annual employee engagement survey—going from less than 30% in 2019 to more than 61% in 2023—and an engagement score of 3.67/5 to 3.98/5—an almost 8.5% increase in overall employee engagement.

This nomination highlights how INSPD's comprehensive communications and employee engagement approach, firmly aligned with our strategic commitment to Enhancing the Employee Experience, has transformed the state's workplace culture. We'll delve into the specific programs, impactful results, and the strategic communication tactics that drove this success.

State Employee Community Campaign

INSPD's communications team breathed new life into the SECC program. Their dedication to employee engagement helped foster a strong sense of community among state employees. This campaign hit its \$1.5 million fundraising goal in 2023, with a remarkable \$1.4 million coming directly from pledged payroll deductions. Over 5,983--20% of employees—actively participated through payroll deductions or one-time donations. But the SECC goes beyond fundraising. INSPD curated a series of engaging events, both in-person and virtual, to promote participation across the state. From the annual agency vs. agency Paddle Battle on the Indianapolis Canal to a 3-on-3 basketball tournament, to a virtual trivia competition, these events foster camaraderie and a team spirit. The kickoff event, featuring local food trucks, vendors, and over 50 non-profit organizations, strengthened the connection between employees and the community.

Statehouse and Holiday Markets

The Statehouse Market is a beloved tradition organized by INSPD's communications team, demonstrating INSPD's commitment to enhancing the employee experience. Hosted every Thursday in May - September, this market offers a diverse array of rotating food trucks (highlighting healthy choices) and local vendors. Thousands of employees attend the market each week, creating a vibrant community atmosphere and supporting local businesses. Building on the Statehouse Market's success, INSPD debuted the Holiday Market in 2023 hosted inside the Indiana Government Center atrium—and it was an immediate hit! This festive event brought back popular food trucks and invited local artisans and businesses to set up shop, providing employees an opportunity to find special holiday gifts while supporting local vendors. Thousands of employees participated, transforming the workplace into a space for celebration and connection.

Canstruction

INSPD's annual Canstruction competition uniquely blends creativity, philanthropy, and employee engagement. By inviting teams to build creative and fun structures using donated cans, the program

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fosters friendly competition while supporting those in need. The 2023 addition of the "people's choice" award encouraged engagement from employees across the state, with over 2,500 votes cast. The event collects an incredible 27,000 cans, demonstrating widespread participation.

Governor's Long Term Employee Reception

Indiana is committed to honoring long-serving employee through the annual Governor's Long-Term Employee Reception (GLTER). This prestigious event recognizes approximately 300 state employees who have reached significant service milestones of 35+ years. Governor Eric J. Holcomb takes photographs with honorees and their agency leaders, underscoring the state's appreciation for these dedicated individuals. The celebration extends to coworkers and family members, fostering a sense of pride and highlighting the value of long-term service to the State of Indiana.

Governor's Public Service Achievement Awards

Indiana's commitment to recognizing exceptional employees is implemented through the annual Governor's Public Service Achievement Awards. Governor Holcomb honored 100 outstanding state employees who demonstrably contributed to agency efficiency, cost savings, and innovation throughout the year with this award. By showcasing these exemplary individuals, the program not only recognizes their achievements but also inspires others to strive for excellence.

Wellness Communications

INSPD's new innovative Wellness Rewards Program rolled out in 2023 and saw substantial engagement. Eighty-five percent of employees and 61% of spouses actively engage in the program. By incentivizing preventive care, the program has yielded tangible results: a 5% increase in annual physical compliance rates from 2022 to 2023, and an impressive \$6.34 million earned by employees in rewards. This program isn't just about compliance – it's empowering employees to invest in their health, leading to a healthier and more engaged workforce.

Employee Communications

INSPD's communications team understands that effective dissemination of information is crucial for program success and employee engagement. They employ a multi-pronged communications strategy, leveraging email, our agency's website, and "InterComms"—a network of internal communicators across 40 of Indiana's agencies. In 2023, the INSPD team has:

- Robust Email Outreach: INSPD sent 425 statewide emails in 2023. Key components include the monthly "Torch" newsletter and the weekly "Around the Circle" circular.
- Web Presence: INSPD's website (in.gov/spd) is a vital resource, attracting an average of 59,305 monthly users and 206,862 monthly page views.
- Social Media Reach: The state's LinkedIn presence is robust, with 58,919 followers and an average of 59,221 monthly impressions.

2. How long has the submission been in existence?

While many of these programs have been in existence prior to 2023, the addition of several new engagement opportunities along with robust communications efforts and the introduction of several new employee-focused policies have tipped engagement sentiment and resulted in an enhanced employee experience for all.

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3. Why was this submission created?

Research shows a strong connection between employee engagement and employee retention and performance. By investing in a healthier, more engaging workplace culture, we retain employees for longer and reap the benefits of better performance for Hoosiers statewide.

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

Enhancing the Employee Experience has been one of INSPD's five Strategic Plan Pillars since 2022 and all of these programs have been dedicated to strengthening this pillar.

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

We measure statewide engagement through a statewide employee engagement survey called "The Pulse Survey." Over the last several years we have seen increasing participation and increasing engagement:

2019: 29.7% participation; 3.67/5

2020: N/A

2021: 26.3% participation; 3.89/5

2022: 55.25% participation; 3.95/5

Spring 2023: 61% participation; 3.98/5

State Employee Community Campaign: \$1.5m in payroll deductions; 5,983 participants; 9 statewide engagement events.

Canstruction: 27,000 cans collected, 38 teams participating

LinkedIn:

58,919 Followers

59,221 Monthly Impressions

Governor's Long Term Employee Reception

350 honorees

Governor's Public Service Achievement Awards

100 honorees

Statehouse Market

Serves 10,000 Indiana Government Center Employees

18 Market Weeks

61 Local Food Trucks and Vendors on Rotation

Statehouse Market satisfaction survey 2023: 8.25/10

Communications

425 Statewide Emails Sent

The Torch Employee Newsletter: 44,000 subscribers

InterComms Network Monthly Newsletter: 118 internal communicators; 81% open rate

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Enhancing the Employee Experience



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Pulse Survey

Measures statewide employee engagement.

Year	Participation	Pulse Score
2023	61%	3.98/5
2022	55.25%	3.95/5
2021	26.3%	3.89/5
2020	N/A	N/A
2019	29.7%	3.67/5

State Employee Community Campaign



\$1.5 million
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5,983
Participants



9
Engagement
events

Canstruction



27,000
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