

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: Kentucky Personnel Cabinet "Brochure Site"

State: KY

Contact Person: Steeley Shacklette

Contact's Title: Executive Director, Office of Public Affairs

Agency: Kentucky Personnel Cabinet

Mailing Address: 501 High St. Frankfort, KY

Telephone: (502) 564-6552

E-mail: steeley.shacklette@ky.gov

NOMINATOR INFORMATION

Nominator: Mary Elizabeth Bailey Title: Cabinet Secretary

State: KY

Agency: Kentucky Personnel Cabinet

Telephone: 502-564-6616

E-mail: marye.bailey@ky.gov

ALL SUBMISSIONS MUST:

- Meet all eligibility requirements
- Meet deadline requirements
- Include a complete nomination packet
- Conform to all copyright laws

2024 NASPEs AWARD

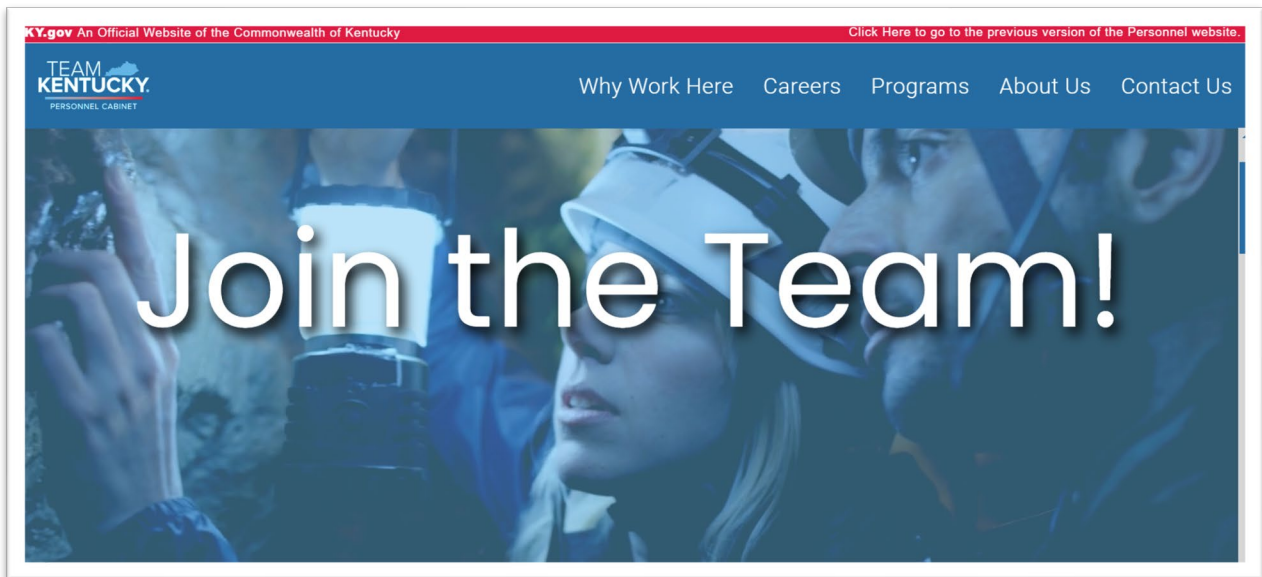
Eva N. Santos Communication Awards

DETAILS

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

1. Please provide a brief description of the submission.

The Personnel Cabinet “Brochure Site,” personnel.ky.gov, acts as marketing material for state government employment. This site provides a high-level overview of employee benefits to prospective employees, answering the age-old question asked to recruiters, “Why should I work here?” On this site, the Personnel Cabinet Office of Public Affairs and Division of Technology Services emphasized user experience, navigability, and eye-catching design to aid in recruiting top-notch talent.



Screenshot of the Brochure Site's Homepage

2. How long has the submission been in existence?

This website launched on January 30, 2023.

3. Why was this submission created?

The Personnel Cabinet created the Brochure Site as a recruitment tool based on feedback received from other Kentucky state government agencies. Before the launch of this site, all employee benefits information was listed in-depth on our public-facing website. While it is necessary for current employees to be able to access in-depth information regarding their

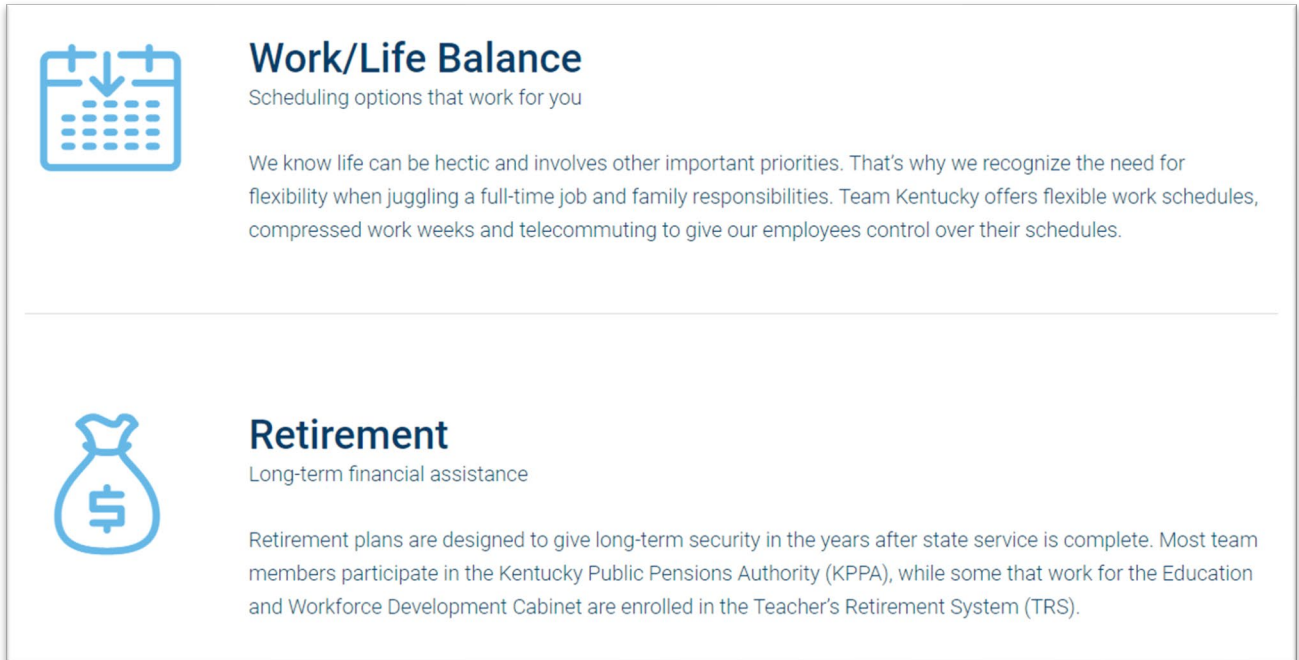
ALL SUBMISSIONS MUST:

- Meet all eligibility requirements • Meet deadline requirements
- Include a complete nomination packet • Conform to all copyright laws

2024 NASPEs AWARD

Eva N. Santos Communication Awards

benefits, directing prospective employees to the employee-centered information in order to attract them to state government was not effective. When recruiting top-notch talent, the Personnel Cabinet aims to make the application process as easy as possible from initial contact to their starting date. The Personnel Cabinet knew that there was a better way to market state government benefits and recruit talent—and that’s precisely what this website accomplished.



The screenshot displays two benefit categories. The first is 'Work/Life Balance', represented by a calendar icon with a downward arrow, with the subtext 'Scheduling options that work for you'. The second is 'Retirement', represented by a money bag icon with a dollar sign, with the subtext 'Long-term financial assistance'. Both sections include descriptive text about the benefits offered.

Work/Life Balance
Scheduling options that work for you

We know life can be hectic and involves other important priorities. That’s why we recognize the need for flexibility when juggling a full-time job and family responsibilities. Team Kentucky offers flexible work schedules, compressed work weeks and telecommuting to give our employees control over their schedules.

Retirement
Long-term financial assistance

Retirement plans are designed to give long-term security in the years after state service is complete. Most team members participate in the Kentucky Public Pensions Authority (KPPA), while some that work for the Education and Workforce Development Cabinet are enrolled in the Teacher’s Retirement System (TRS).

Screenshot of how benefits are listed under the "Why Work Here" tab. This screenshot is a small portion of what is listed on the Additional Benefits page.

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

The Personnel Cabinet’s recruitment goal is to position the Commonwealth of Kentucky as the state’s employer of choice. While the Commonwealth offers a very competitive benefits package, an organization’s benefits are only as good as their employees’ knowledge of them. The launch of this website helps agencies inform those interested in state government employment about the benefits offered to employees, and website visitors are gently guided to the careers site where they can browse job openings and submit applications.

ALL SUBMISSIONS MUST:

- Meet all eligibility requirements • Meet deadline requirements
- Include a complete nomination packet • Conform to all copyright laws

2024 NASPEs AWARD

Eva N. Santos Communication Awards

What is State Government?

+ *Executive Branch

+ Judicial Branch

+ Legislative Branch

Types of Employment

+ Merit System Employment

+ Non-Merit Employment (Unclassified Service)

+ Other Employment

[Search Available Jobs](#)

[Salary Schedule*](#)

[Job Class Specifications*](#)

*The Salary Schedule and Job Class Specifications linked above are only applicable to executive branch employees. For judicial and legislative branch employees, please contact your Human Resources Administrator.

Screenshot of information found in the "Careers" tab.

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

Two months before the launch of the Brochure Site, the Personnel Cabinet hosted a demonstration for all members of the HR community within Kentucky state government. The Cabinet received many positive reviews, and the HR community voiced their gratitude for the new resource available for distribution to prospective employees. Members of the executive branch HR community also reported that the site is a helpful quick-reference resource for current employees as well. In addition to the word-of-mouth feedback that the Cabinet has received, as of April 1, the "Careers" page of the Brochure Site has received 19,000 views in 2024 alone. This page has direct links to the website careers.ky.gov, where prospective applicants can submit applications. careers.ky.gov, as of April 1, has experienced more than an 18% increase in views compared to the previous quarter. While an increase in page views on careers.ky.gov cannot be directly tied to the implementation of the Brochure Site, it reflects the success of the multi-faceted recruitment efforts of the Commonwealth.

ALL SUBMISSIONS MUST:

- Meet all eligibility requirements • Meet deadline requirements
- Include a complete nomination packet • Conform to all copyright laws