

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: Louisiana Jobs Site

State: LA

Contact Person: Jenny Creighton

Contact's Title: Public Information Director

Agency: Louisiana State Civil Service

Mailing Address: 1201 North Third St., Suite 3-280, Baton Rouge, LA 70802

Telephone: 225-342-8274

E-mail: Jenny.Creighton@la.gov

NOMINATOR INFORMATION

Nominator: Byron P. Decoteau, Jr. Title: Director of Louisiana State Civil Service

State: LA

Agency: Louisiana State Civil Service

Telephone: 225-342-8272

E-mail: Byron.Decoteau@la.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 new Louisiana Jobs site is an interactive recruiting site designed to help job seekers connect their passion with the mission of Louisiana State agencies.

Some new features of the site include:

- Job events calendar
- Mission-driven, regional, and agency-specific job search options
- Featured jobs

Louisiana Jobs was fully designed, built, and implemented in-house.

2. How long has the submission been in existence?

The Louisiana Jobs site was unveiled in March 2023.

3. Why was this submission created?

The job seeker website we had at the time was outdated and did not fully show the benefits of working with the State of Louisiana. After COVID, applicant numbers were down, and we wanted to update the way we recruit candidates online and to stay relevant in today's labor market. We designed Louisiana Jobs with the candidate experience in mind. Louisiana Jobs offers multiple ways to search for a job, and the benefits we provide are highlighted front and center.

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

Our Mission at State Civil Service is to provide merit-based, innovative workforce solutions which enable state government to attract, develop and retain a productive, diverse, and engaged workforce that excels in delivering quality services to the citizens of Louisiana. Louisiana Jobs allows us to continue to assist our state agencies in attracting that productive, diverse, and engaged workforce in new and innovative ways. In addition to Louisiana Jobs being more modern in its design and job seeker friendly, the new website is an additional recruiting tool for agencies. Agency-specific career pages are now displayed by logos, showcasing that Louisiana is one employer with a variety of different career options, and our Featured Jobs section gives agencies an opportunity to highlight new or hard-to-fill jobs.

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

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

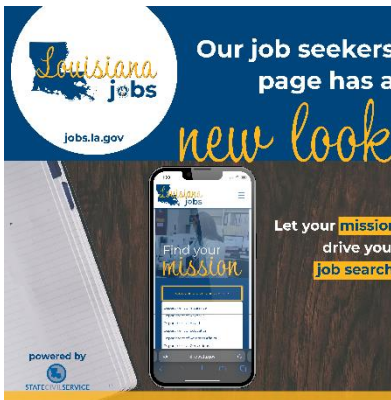
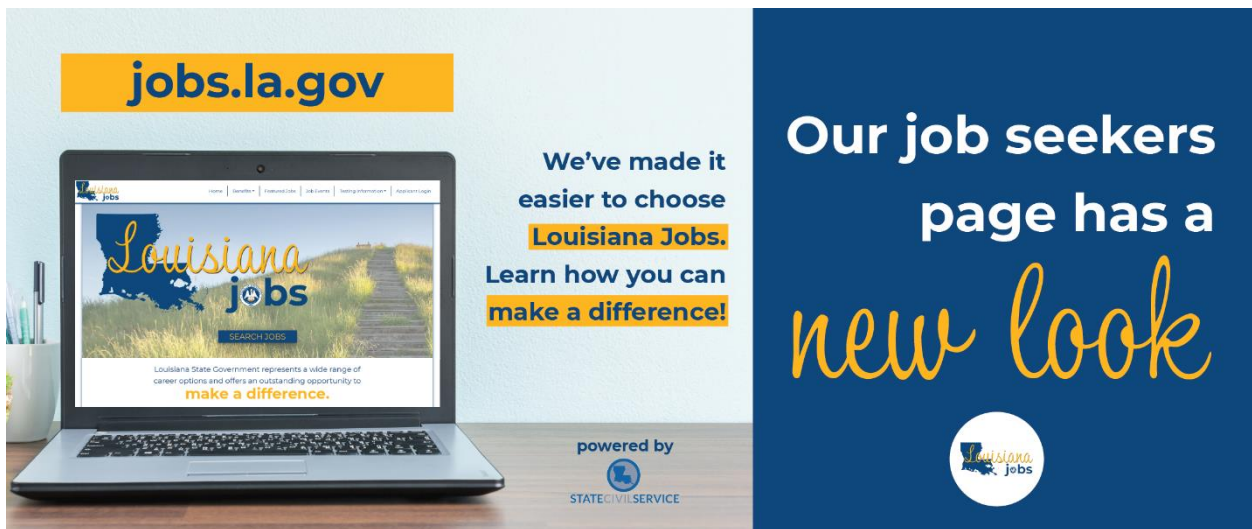
Yes. Louisiana Jobs had 416,920 more visits than the old job seekers site did the previous year and we received over 16,000 more applications. We believe this is a result of the updated, user-friendly site and the additional recruiting opportunities it has provided.

Links and Promotional Materials:

[Jobs.la.gov](https://jobs.la.gov)

[Louisiana Jobs Announcement reel](#)

[Louisiana Jobs celebrates one-year reel](#)



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



ALL SUBMISSIONS MUST:

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