



NASPE – Eva N. Santos Communication Award Nomination



KENTUCKY HR
Policy and Procedure Publication

Presented by:



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1. Please provide a brief description of the submission.

The *KY-HR: Policy & Procedure Publication* is a communication tool developed and distributed monthly by the Kentucky Personnel Cabinet's Department of Human Resources Administration (DHRA). For Commonwealth of Kentucky HR administrators, both physically and organizationally decentralized among Kentucky's 200+ Executive, Legislative, and Judicial Branch agencies, the newsletter serves as a consistent and reliable source for important policy, procedure, and system updates.

2. How long has the submission been in existence?

Records indicate that this longstanding publication originated as early as 1987, as the *UPPS Newsletter: Bulletins on Health Insurance, Personnel, and Payroll*.

Years later, the need to provide guidance and awareness on pressing issues beyond health insurance, personnel and payroll became apparent. With this evolution, the publication received a face-lift and earned the new name, *Personnel Issues and You*. This makeover in July 2000 added details of extra HR-related topics beyond the tri-fecta of the health insurance, personnel and payroll information previously reported on. The newsletter adapted more of a proactive approach and included HR legal updates, and employee onboarding tips. Special announcements and topics related to compensation, recruitment, and employee management became more prevalent, as well.



In 2014, the Personnel Cabinet focused efforts on improving the organization's branding to better reach and communicate with the intended audience. This endeavor included a complete redesign of their website, which housed information for current and prospective employees, non-employee health insurance participants, agency HR administrators, and the general public. As a result, multiple secondary websites were developed, extending from the cabinet's primary website (<https://personnel.ky.gov>). The redesign facilitated a clear line of communication to these different audiences and the Personnel Cabinet's HR website was created to cater specifically to the agency HR audience. In addition to the organization's website, this rebranding also affected other means of communication. With this, in April 2014, the publication received yet another face-lift, becoming the *KY-HR: Policy and Procedure Publication*.

3. Why was this submission created?

DHRA oversees the administration of the Commonwealth's employment application process; creation and issuance of employment registers; state payroll functions; personnel processing and maintenance of permanent employee personnel records; classification and compensation system for employees; management of the organizations' structure, and the statewide Performance Management Program. The department is also responsible for assisting with the implementation, and maintenance of strategic Human

Resources projects including the Career Opportunities System (COS), the Kentucky Human Resource Information System (KHRIS), and the Personnel Cabinet's information technology (IT) services.

Operating with a decentralized human resources conglomerate is a challenging task. Monitoring moving pieces from afar, across organizational lines, is nearly impossible. DHRA focuses on a clear line of communication – ensuring that the ever-evolving HR issues remain front and center. While the HR website provides documented resources needed by agency HR administrators, DHRA also utilizes an electronic ticketing system, through the HR website, which allows agency HR administrators to submit business requests for assistance. This ticketing system provides the agency HR staff a means to communicate with the Personnel Cabinet, categorizing issues or questions so that they are assigned and responded to appropriately. Using this system allows DHRA to track the type of assistance that is commonly requested. Repetitive or recurring issues often result in additional communication in the *KY-HR: Policy and Procedure Publication*, or additional materials made available on the HR website. DHRA limits the number and type of communications that are delivered via email, so essentially, this publication ties everything together! Agency HR administrators know that they can rely on the *KY-HR: Policy and Procedure Publication* to be a valued source for important announcements as well as policy, procedure, and system changes.

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

The Personnel Cabinet's motto is "Serving the People Who Serve the People". With that in mind, DHRA strives to ensure that agency HR administrators have all of the information they need to perform their duties most efficiently, effectively, and accurately. In addition to the HR website and electronic ticketing system, the department employs business experts in the areas of organizational management, classification and compensation, recruitment and applicant processing, and personnel, time and pay administration to serve as consultants to agency HR administrators. The *KY-HR: Policy and Procedure Publication*, supports the department goals and objectives by combining the guidance obtained from the consultants, along with policy and procedure changes, system and website updates, etc... and presenting the information holistically to the agency HR administrators in a single source, and in a clear and concise manner. The contents of each communication are also archived for future reference, including a searchable index that chronologically and alphabetically lists more than 1,700 articles, which have been published since 2000.

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

The effectiveness of the *KY-HR: Policy and Procedure Publication* is measured daily as our consultants interact with the agency HR administrators. Between their regular communications, reviewing and responding to business requests for assistance and reviewing the actions processed through any of our HR systems, consultants can clearly see when the publication has been effectively utilized and leveraged with their work. DHRA also sends out occasional agency surveys, which includes questions about the value of the *KY-HR: Policy and Procedure Publication*, to gather insight from the agency perspective. Changes are implemented, based upon ongoing feedback, to ensure the publication continues to meet their needs.