

# 2017 NASPE 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.

Additionally, please provide the project initiative in one of the following formats:

- Web link
- Snapshot
- PDF

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## **NOMINATION INFORMATION**

Title of Nomination: eLearning Course Trailers                      State: LA

Contact Person: Lindsay Ruiz de Chavez

Contact's Title: Public Information Director

Agency: Louisiana State Civil Service

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### **ALL SUBMISSIONS MUST:**

Meet all eligibility requirements. • Meet deadline requirements stated on the NASPE website. • Be entered in the correct category and be correctly identified. • Include a complete nomination packet. • Conform to all copyright laws.

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### NOMINATOR INFORMATION

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

State: LA Agency: Louisiana State Civil Service

Telephone: (225) 342-8272 Fax: Click or tap here to enter text.

E-mail: Byron.Decoteau@la.gov

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### DETAILS

1. Please provide a brief description of the submission.

Our submission is a series of in-house videos created as trailers for our eLearning courses. These videos include Preventing Sexual Harassment 2017 WBT Trailer (<https://www.youtube.com/watch?v=PMKoNN6HZjQ>), Designing Engaging Visuals, and (<https://www.youtube.com/watch?v=yBLcjCcAQfl>), Working through Challenging Times Promo (<https://www.youtube.com/watch?v=fBYqwC-altM>). These videos are hosted on the Comprehensive Public Training Program YouTube Channel ([https://www.youtube.com/channel/UCsYQ4\\_9w4ksDnPoFxChjrIA](https://www.youtube.com/channel/UCsYQ4_9w4ksDnPoFxChjrIA)). All of these videos were written, recorded, directed, produced, and animated in house by State Civil Service staff.

2. How long has the submission been in existence?

The first trailer, Working through Challenging Times, was released July 2016. Designing Engaging Visuals was released on October 2016. Each video took approximately 20 hours to create.

3. Why was this submission created?

Article X of the Louisiana State Constitution empowers State Civil Service to require and provide employee training through the Comprehensive Public Training Program. These videos were created to raise awareness and to increase interest related to generate interest in our eLearning courses and the Comprehensive Public Training Program.

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

One of the goals of our department is to become a partner to state employees in their own development. While our courses have a narrative description on our LMS and website, it is sometimes difficult to excite the learner through those channels. The creation of course trailers has allowed us to market our courses more effectively and have sparked interest from state

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employees who are more visually oriented. Additionally, these videos are hosted outside of our LMS, which makes them more available to mobile users.

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

We are able to measure the number of views these videos have had on our YouTube page. Course trailers have been viewed over 250 times over the past 7 months. We are also able to identify that we achieved roughly five times more course completions shortly after the release of the course trailers than we had prior to or after the trailer was released.

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