

# 2019 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: Every Day for Every Citizen – A Louisiana Pop-Up Video      State: Louisiana

Contact Person: Lindsay Ruiz de Chavez

Contact's Title: Public Information Director

Agency: Louisiana State Civil Service

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## NOMINATOR INFORMATION

Nominator: Byron P. Decoteau, Jr.

Title: State Civil Service Director

State: Louisiana

Agency: Louisiana State Civil Service

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E-mail: [Byron.Decoteau@la.gov](mailto:Byron.Decoteau@la.gov)

### **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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### **1. Please provide a brief description of the submission.**

[“Every Day for Every Citizen – A Louisiana Pop-Up Video”](#) is a short video produced to highlight how state government services impact and enrich the daily life of the citizens of Louisiana. The video follows the morning routine of a Louisiana citizen, depicting how she encounters numerous services provided by multiple State Agencies and how those services enrich all of our lives daily. At every stage of her routine, a pop-up appears indicating which government agency provides and/or supports whatever she is doing in that scene. A subsequent pop-up presents more information on the agency and the program. For example, information about the Safe Water Program by the Louisiana Department of Health appears while the woman is brushing her teeth. Later on in the video, the woman walks her toddler into a day care, as the pop-up highlights the Louisiana Department of Education program that inspects all childcare facilities. Overall, 19 different agencies and over 25 different programs are highlighted in the video.

### **2. How long has the submission been in existence?**

Post-production of the Pop-Up Video was completed in March 2018, which an [official media release](#) on March 5, 2018.

### **3. Why was this submission created?**

The Pop-Up Video was created as part of an agency initiative to educate the public and legislators on the practical, everyday role of state government agencies. Frankly, state employees in Louisiana have a bad reputation; the goal of the video was to change that by showing the important part that state employees play in the lives of all Louisiana citizens.

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

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The Pop-Up Video supports the values of State Civil Service: Integrity, Customer Commitment, Innovation and Accountability. State Civil Service believes there is nothing more important than our reputation and the reputation of all classified state employees, and that trust is key to the relationships with our stakeholders. We feel that by showing the citizens of Louisiana, our biggest stakeholder, the variety of services provided by state employees in a new and innovative way, we would ensure they know they are receiving top-notch services from an engaged, diverse and productive workforce.

The idea for the hashtag, #EveryDayForEveryCitizen, was developed during the production of the Pop-Up Video. Since the idea was developed, State Civil Service has used this hashtag extensively. It sums up our mission, vision and agency values very succinctly – to show that state employees really do work hard every day, for every citizen in ways that may not be realized.

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

We have measured the effectiveness of the Pop-Up Video by the number of views on the State Civil Service YouTube channel and number of views/hits on our Social Media platforms. The video has had over 2,000 views on YouTube, and has amassed a reach of over 2,700 on Facebook. State Civil Service has used this video as a launching tool for rebranding our agency and the image of state employees. We feel that since the release of the video, state employees, legislators, and the citizens of Louisiana have been more engaged with our message and focused on the positive aspects of state government.

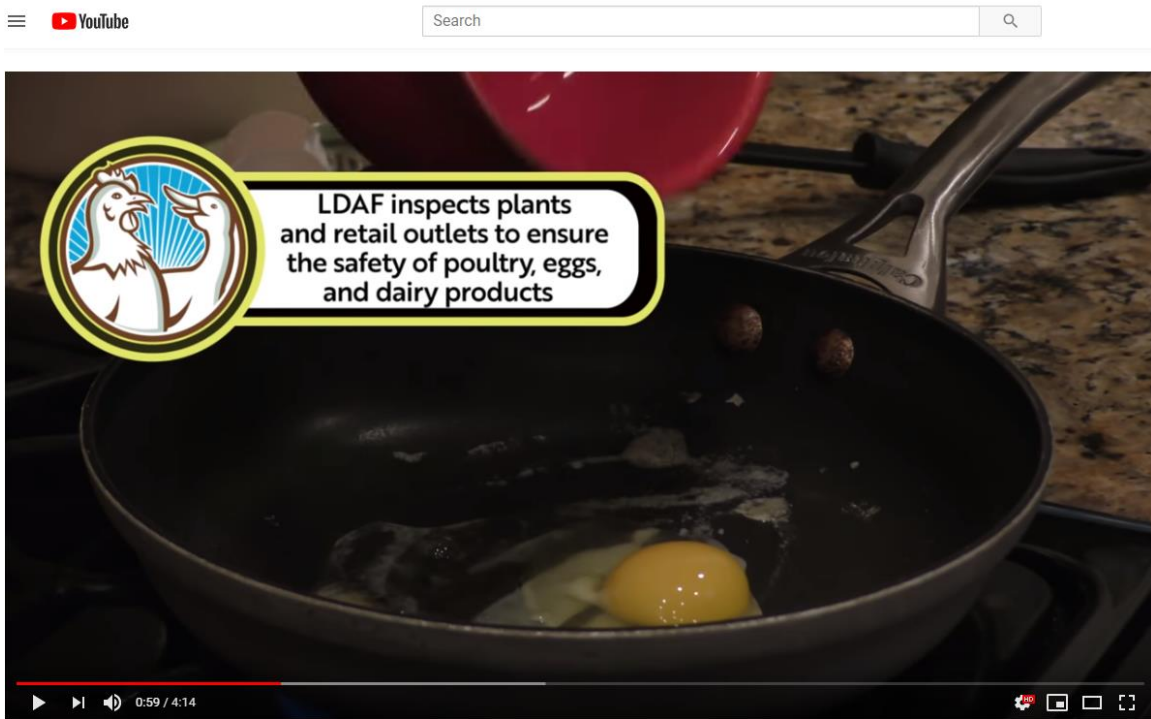
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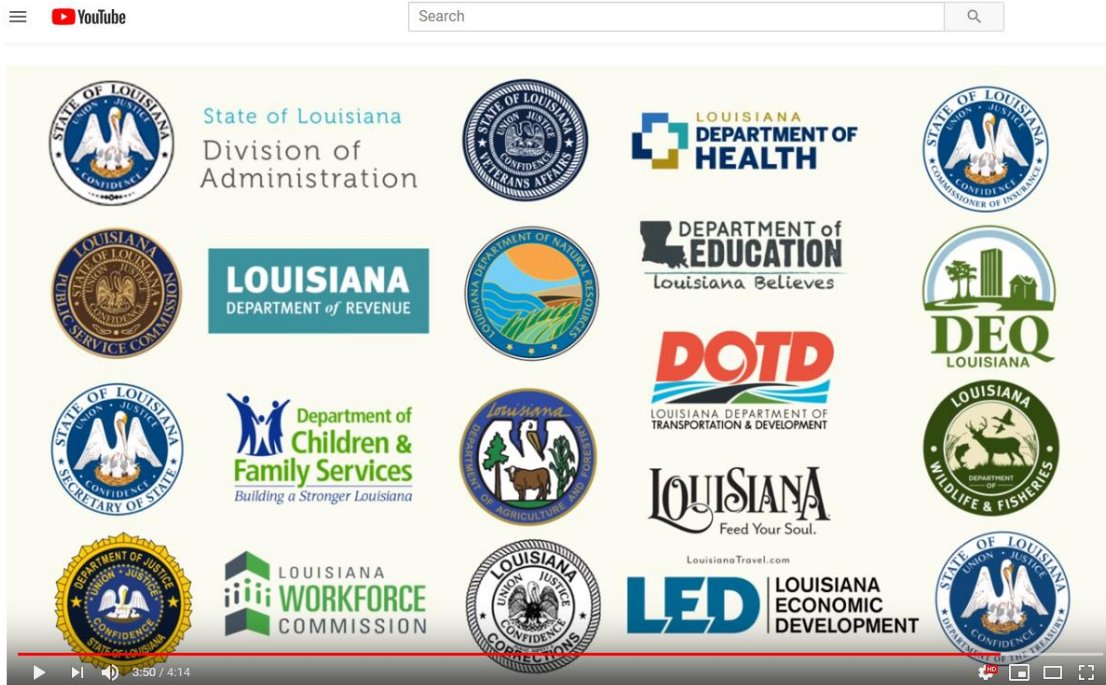
## *Eva N. Santos Communication Awards*

Video still from the State Civil Service YouTube channel of the Pop-Up Video.



#EveryDayforEveryCitizen  
Every Day for Every Citizen – A Louisiana Pop-Up Video

Logos of the agencies featured in the Louisiana Pop-Up Video.



#EveryDayforEveryCitizen  
Every Day for Every Citizen – A Louisiana Pop-Up Video

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