

## 2009 NASPE Communication Awards Nomination

**Submission Title:** Career Testimonials

<https://www.careers.ga.gov/>

**Submission Category:** Audio/Video -- PSA

**State:** Georgia

**Contact Information:** Deborah Williams,  
Director

Strategy, Marketing and Communications Division

State Personnel Administration

2 M. L. King, Jr. Drive, N.W.

Suite 504 West Tower

Atlanta, Georgia 30334

(404) 657-0373 (404) 656-5979 FAX

[deborah.williams@spa.ga.gov](mailto:deborah.williams@spa.ga.gov)

**1. Please provide a brief description of the submission.** Six one-minute videos were produced with one central theme to promote the state of Georgia as an employer of choice. These videos, which were shot at different locations and in diverse work environments around the state, feature current employees in mission critical and hard to fill positions to promote the opportunities and benefits available as a state employee.

**2. How long has the submission been in existence?** The six testimonial videos were released as part of the launch of the Career.ga.gov web site on July 1, 2008.

**3. Why was the submission created?** The State recognized the changing needs of the new and emerging workforce and was looking at ways to keep the state competitive in the marketplace. In today's workforce climate, many employers will employ a multi-generational workforce with very different workplace values and to meet the challenge of vying for talent in a competitive labor market, these videos highlighted non-traditional jobs available in state government and focused on the generous benefits available to its employees: career development and advancement opportunities, flexible work schedules, excellent health and flexible benefits, retirement and pension benefits, generous paid vacation, sick leave and holidays.

**4. How does this submission support the goals and objectives of your agenda/department?** The state policy area of Best Managed State has the following strategic goal: *State government will be an attractive place to work and build a career.* The agency's goal to acquire and retain the right talent supports that goal through the development of the state's new recruiting site. The testimonial videos were a special feature of the redesigned site. They reinforce the state and agency goals by highlighting the state's image and appeal as an employer of choice, and creating a brand image and messages that appeal to prospective employees.

**5. Have you been able to measure the effectiveness of the submission? If so, how?** Since the launch of the job site redesign there has been a substantial increase of potential employees. There are approximately 6,000 visitors per day; a 23% average increase in site traffic from the previous job site.