

2009 NASPE Communication Awards Nomination

Submission Title: Direct Deposit Awareness Campaign

Submission Category: Print – Brochure

State: Georgia

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1. Please provide a brief description of the submission.

The Strategy, Marketing and Communications team developed a direct mail postcard aimed at employees who currently do not have their payroll checks electronically deposited. The cards which were mailed directly to the employees' home address depicted the benefits of direct deposit.

2. How long has the submission been in existence?

The cards were produced and mailed in October 2008.

3. Why was the submission created?

Currently the state of Georgia pays over 80,000 employees through the PeopleSoft Payroll. Prior to the campaign, there were 63,306 employees who used the convenience of direct deposit, and there were 17,232 employees who received a paper check. Most employees who do not participate in direct deposit are either un-banked or have access to direct deposit but do not use it because of perceived lack of reliability. Reluctance to use direct deposit may stem from a lack of awareness that it is a safer, easier, and timelier form of pay. During a time of economic downturn, the state of Georgia continues to look at ways to cut cost and increase efficiencies. Through this campaign, cost savings from printed paychecks could yield an annual savings of approximately \$600,000 to the state.

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

The goal is to generate cost savings through the elimination of printed paychecks by 80% -- 13,786 employees. The postcard series reinforced the advantages of direct deposit – safe, simple, and secure. As an added incentive, the first 50 employees to sign up for direct deposit by the stated deadline received a gift!

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

Targeted employees were given thirty days to sign up for the direct deposit. The success of the campaign was tracked in the PeopleSoft Payroll tool by calculating the percentage decrease in the number of printed paychecks. By end of the 30-day direct mail campaign, 816 employees signed up for this cost-saving benefit. The State Personnel Administration also partnered with the State Accounting Office during this campaign to expand PeopleSoft Employee Self-Service capabilities to include an online direct deposit registration feature. To date, the state is averaging around 800 new direct deposit participants per month.