

Title: Personnel Connection Online Newsletter  
Submission Category: Communication award (online newsletter)  
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1. **Please provide a brief description of the submission.** The Personnel Connection Newsletter was created to inform employees about the currently held events, awards, contests, useful tips and programs that involve state employees. State employees from every Cabinet all across the state make this newsletter a success. We have several different sections that peak the interests of employees everywhere. Pictures and personal narratives are included in each edition. A newsletter is e-mailed to all state employees every quarter.
2. **How long has the submission been in existence?** The Personnel Connections first edition was created in the winter of 2009.
3. **Why was the submission created?** The Personnel Connection was created to enhance the knowledge of our employees regarding statewide programs, services, events and recognition. We decided to push this information out in the form of a newsletter with bright, vivid colors and faces of actual employees that had something to share and those that did something notable. This is information sharing that promotes a more familial environment.
4. **How does this submission support the goals and objectives of your agenda/department?** The Personnel Cabinet strives to attain the goal of becoming One Employer. We would like to eliminate silo's and cliques. We see this form of open communication as a way for us to unite not only as a Cabinet but state government as an entity.
5. **Have you been able to measure the effectiveness of this submission? If so, how?** We try to measure the effectiveness of this newsletter by comparing the number of hits (the number of times the newsletter is opened) from issue to issue. We use intriguing story headers so that people are more likely to look further than just the front page. A great deal of concentration is placed on the layout and design of the newsletter for the visual appeal. Over 20,000 hits for the Summer edition of this newsletter was an indicator that employees want to stay connected. One must also take into consideration the we have a little over 30,000 employees in the state of Kentucky. Although we cannot prove that each click was made by a different person, we can say that our newsletter created by actual employees was viewed by a significant number of employees.

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## Connection Newsletter

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Serving the People Who Serve the People

### Top Stories

#### Governor's Garden

Leading by example is imperative for teaching Kentuckians how to live more sustainable, environmentally friendly lifestyles. Inspired by the White House's commitment to homegrown produce and fueled by a desire to raise "green" awareness, First Lady Jane Beshear joined with leaders from Western Hills High School, Kentucky Proud and Access Food Pantry to develop and grow the first ever Governor's Garden.



The average meal in the United States travels 1,200 miles from the farm to the dinner table. By growing crops in backyards across Kentucky or buying locally grown produce, families can eliminate wasteful burning of fossil fuels and have access to fresher, healthier produce.

Located on the grounds of Berry Hill Mansion, the garden is comprised of three separate plots. Each of these 16-by-24 foot plots represents a model of what can be grown in backyards and public spaces across the Commonwealth. Two sections of the garden are identical summer garden plots prepared by the Western Hills High School agriculture students and FFA members. Playing host to a diverse variety of crops including tomatoes, sweet potatoes, cantaloupe, corn and watermelons, the garden has already produced a significant summer bounty, including ten-inch squash and cucumbers.

The third plot has been recently planted by Kentucky State University students and garden club members from the Frankfort area. These volunteers have pitched

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