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## Top Stories

**2/11/10: Recruitment Shared Services:** Washington State contracts with NEOGOV for new online recruiting system. It will be in place by summer.

[More News . . .](#)

## HR Professionals

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## Quick Links

- [Search for State Jobs](#)
- Job Openings at DOP
- Workforce Data & Trends
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## Highlights

**State Workforce Data** - The [2009 State Workforce Report](#) contains data and trends related to the state government workforce.

**Employee Layoff Information and Resources** - If you are a state employee who has been laid off, or is at risk of being laid off, there are [resources available to assist you](#).

**Statewide Hiring Freeze** - A [statewide hiring freeze](#) goes into effect on March 17, 2010. This freeze applies to all positions except those that provide specified services.

**DOP Priorities** - The Department of Personnel will focus on delivering results in the following [four priority areas](#) during this fiscal year (July 2009 - June 2010).

**Recruitment Shared Services** - [Recruitment Shared Services](#) will mean a single point of entry for job seekers, through a new online recruiting system that will replace E-Recruiting in July 2010.

**Key Stakeholder Groups Provide HR Leadership** - DOP is leading statewide efforts to identify and address workforce issues by bringing together [key groups of stakeholders](#).

## Coming Events

**Search the DOP Calendar** to view a full list of coming events

**March 19:** Free half-day layoff information session

**March 25:** Classification & Compensation Roundtable "Overtime: Managing Risk"

**March 30:** Free half-day layoff information session

**April 5:** Free Employment Workshop

**April 13:** Free half-day layoff information session

**April 22:** Free half-day layoff information session

## Find State Jobs



Washington's Public Employee Giving Program

[Give Today](#)

**Submission title:** Washington State Department of Personnel website  
([www.dop.wa.gov](http://www.dop.wa.gov))

**Submission category:** Electronic: Web site

**State:** Washington

**Contact person:** Donna Bogumill

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

The Washington State Department of Personnel (DOP) website – [www.dop.wa.gov](http://www.dop.wa.gov) – provides easy access to the most current state workforce news, reports, tools and data. The new site, which was launched in 2009, was developed and tested to help users get what they need as easily and quickly as possible. In addition to having a fresh look and a structure that is much easier to navigate, the site has all new content. A cross-division team representing every business area within DOP worked together for more than a year to make sure that the new site delivers accurate, current information that meets the needs of state government, state employees, and other site visitors. A special Strategic HR section provides data, strategies, and research to support best practices in workforce management and planning.

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

The improved website was launched March 17, 2009.

**3. Why was the submission created?**

The Department of Personnel has been at the forefront of a number of trends in Washington State government, including:

- Better use of data to guide decision-making and workforce planning
- Greater emphasis on performance and accountability in workforce management

- More flexible rules and decentralized decision-making based on business needs
- Sharing of services and resources when it makes sense for efficiency and cost-savings

To support these trends, state leaders, agency managers, and others needed better access to information, tools, and data related to all aspects of state human resource management. Customer feedback and usability studies showed the content and functionality of the existing website was not meeting customer needs and did not reflect DOP services and business priorities.

In addition, DOP was experiencing an increase in demand for data from a variety of audiences, including state employees, managers, media, legislators, and the public. Due to the recent implementation of a new payroll system, the department had a wealth of current data about the state workforce, but this data wasn't readily available to those who needed it.

To address these problems, the DOP Web Strategy Team was formed, bringing together representatives from all areas of the agency. This group drove the design process with a vision to align the website with the department's lines of service and business goals while creating a sense of shared ownership throughout DOP.

The team made a goal of constructing the new site in a way that data could easily be shared with various audiences. Content from the former website was updated and rewritten to be easier to understand. Information that was no longer relevant was deleted and new content based on customer feedback was added.

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

The mission of DOP is to provide human resource guidance and services to maximize state government's ability to serve citizens of Washington. A top priority for the department is to increase effectiveness and reduce costs by sharing resources and integrating the HR systems. The new website supports our mission and goals by delivering current information and tools to help customers be more self-sufficient and providing ready access to key workforce data for better decision-making.

The Web Strategy Team identified the following goals for the new site:

- Users can quickly and easily find what they need
- Content is informative, current, reliable, and easy to understand

- Site is professional looking, content-rich, inviting, and encourages repeat use

Usability tests and customer surveys conducted on the previous and new websites, as well as ongoing feedback from customers, demonstrated that all of these goals were accomplished.

The design and content were based in part on needs identified by customers, and usability testing was conducted at several stages of the design process. The result is a site that provides quick and easy access to DOP services and resources for HR professionals, employees, legislators, the media, and job seekers.

Highlights of the revision include:

- A straightforward tab function makes services readily accessible and easy to find. (See fig. 1)
- Clearly marked menu items in the body of the home page direct specific user groups to areas of interest, saving time and reducing navigation errors. (See fig. 2)
- Clear, concise, visually pleasing pages contain current and relevant information, related links, news and events, featured items and contact information. (See fig. 3)
- A new Strategic HR section shares best practices, research and resources in key areas such as workforce planning and performance management. (See fig. 4)
- Continuously updated data related to the state workforce is used by state leaders, legislators, and agency managers to make informed decisions. (See fig. 5)

Figure 1: A new tab function helps users find information quickly and easily.



Figure 2: Clearly marked menu items in the body of the homepage help primary customers find topics of interest at a glance.



Figure 3: The Recruitment tab gives managers ready access to recruitment tools and services. "News & Events" and "Related Links" offer additional resources.

The screenshot shows the HR website for the Washington State Department of Personnel. At the top, there is a navigation bar with links for Contact Us, About Us, Topic Index A-Z, Forms, Reports & Publications, and Calendar. Below this is the HR logo and the text "Washington State Department of Personnel". A search bar with a "GO" button is located to the right. A horizontal menu contains buttons for Home, Strategic HR, Compensation & Job Classes, Training, Recruitment (which is highlighted), Rules, Diversity, Payroll, and More DOP Services. The main content area is titled "Recruitment" and includes a breadcrumb trail "Home > Recruitment & Assessment" and a "Print Friendly" link. A large photograph of a smiling man in a police uniform is on the left. The text describes recruitment services, mentioning a "basic recruitment process" approved by the HRM Advisory Group in July 2009. It lists "Recruitment Shared Services" (selecting and implementing a new online recruiting system), "Recruitment and Outreach" (getting ready to recruit, planning, attracting talent, screening, tools, e-recruiting, and more information), and "Assessment and Selection" (assessment tools, job analysis, frequently asked questions, and more information). On the right, there are two yellow boxes: "News & Events" with links to Employment Workshops, Online Recruiting System Project, and Recruiter Roundtable; and "Related Links" with links to Best Practices and Benchmarks, and careers.wa.gov. A "Contact Us" section with an "Email Us" link is at the bottom right.

Contact Us About Us Topic Index A-Z Forms Reports & Publications Calendar

**HR** Washington State  
Department of Personnel

Home Strategic HR Compensation & Job Classes Training **Recruitment** Rules Diversity Payroll More DOP Services

Home > Recruitment & Assessment [Print Friendly](#)

## Recruitment

Our specialists provide expert consultation, practical tools and customized services to help you recruit the best talent consistent with the states [basic recruitment process](#) which was approved by the [HRM Advisory Group](#) in July 2009. View our [summary of services](#) here.

### Recruitment Shared Services »

- Selecting and Implementing a new online recruiting system.

### Recruitment and Outreach »

- Getting Ready to Recruit
- Planning Your Recruitment
- Attracting and Finding Talent
- Assessing and Screening Candidates
- Tools and Resources
- E-Recruiting
- More Information »

### Assessment and Selection »

- Assessment Tools and Resources
- Job Analysis
- Frequently Asked Questions
- More Information »

### Our Services

View a summary of our [Recruitment and Assessment Services](#)

### News & Events

- [Employment Workshops](#)
- [Online Recruiting System Project](#)
- [Recruiter Roundtable](#)

### Related Links

- [Best Practices and Benchmarks](#)
- [careers.wa.gov](#)

### Contact Us

[Email Us](#)

**Figure 4: The Strategic HR tab contains information for HR professionals as well as employees, legislators and the public. A featured item is the 2009 Workforce Report, an overview of the latest state workforce data.**

[Contact Us](#) [About Us](#) [Topic Index A-Z](#) [Forms](#) [Reports & Publications](#) [Calendar](#)



Washington State  
Department of Personnel

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[Home](#) > Strategic HR

## Strategic HR

Strategic HR is about improving business performance by anticipating human resource needs, planning and executing workforce strategies, and monitoring success

### HR Shared Services »

- Vision for HR Shared Services
- Recruitment Shared Services
- HR Governance - Interagency Groups

### HR Management Performance & Accountability »

- HR Management Report
- HRM Logic Model
- HRM Performance Measures
- More...

### Workforce Data & Trends »

- Washington State Employee Data
- Washington State Employee Survey

### Workforce Planning »

- Succession Programs (PDF file)
- Developing Staffing Plans
- Managing Staffing Reductions
- Competencies

### Featured Items

[2009 State Workforce Report](#)

[October 2009 HRM Report](#)  
(PDF file, 503KB)

[DOP Strategic Plan](#) (PDF file, 139KB)

See all [Reports](#)

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### News and Events

12/18/09 [October 2009 Statewide HR Management Report](#)  
shared with [state leadership](#)


For full text and past News, see [Announcements](#)

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### Contact Us

[Planning & Performance Division](#)

Figure 5: State managers and other decision-makers have ready access to current data about the state workforce, such as the state employee satisfaction survey shown below.



Washington State  
Department of Personnel

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- HR Management Performance & Accountability
- Workforce Data & Trends ▶
- Workforce Planning
- Employee Performance Management
- Research & Resources

Home > [Strategic HR](#) > [Workforce Data & Trends](#) > [WA State Employee Survey](#) > Survey [Print Friendly](#)

Results & Analysis

### Survey Results & Analysis

Agency and Enterprise results help inform and monitor workforce management practices statewide.

- Analysis
  - [Oct 2009](#) (PDF, 69 KB) (full report coming later this winter)
  - [Nov 2007](#) (PDF, 102 KB)
  - [Apr 2006](#) (PDF, 69 KB)
- [By Question bar chart](#) (PDF, 32 KB)
- [By Agency results](#) (PDF, 40 KB)

**Contact Us**

Survey administration:  
[Loi Wells](#)  
(360) 664-6345

Survey analysis:  
[Sheri Hruby](#)  
(360) 664-6367

Results

#	Survey Questions	Average rating*			
		Apr 2006	Nov 2007	Oct 2009	+/- Change
1	I have the opportunity to give input on decisions affecting my work.	3.50	3.56	3.58	+ .02
2	I receive the information I need to do my job effectively.	3.80	3.77	3.84	+ .07
3	I know how my work contributes to the goals of my agency.	4.12	4.14	4.21	+ .07
4	I know what is expected of me at work.	4.28	4.25	4.31	+ .06
5	I have opportunities at work to learn and grow.	3.59	3.66	3.60	- .06
6	I have the tools and resources I need to do my job effectively.	3.76	3.75	3.80	+ .05
7	My supervisor treats me with dignity and respect.	4.29	4.29	4.33	+ .04



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

User surveys showed marked improvement in customer satisfaction with the new site compared to the previous site:

- User rating of information being clear and easy to understand increased from 3.43 out of 5 to 4.16 out of 5.
- User rating of the website being easy to use and easy to find information improved from 2.82 out of 5 to 4.07 out of 5.

The Web Strategy Team worked with usability experts to conduct a baseline usability assessment of the then-current site in Nov. 2008. In June 2009, three months after launching the new site, a comparison study was conducted with the same scenarios and customer representation used in the baseline study. The comparison study showed measurable improvements in all areas. Some of the improvements noted in the comparison study include:

- When looking up a job class and salary range, 24 percent more participants had success finding the answer and 35 percent more understood the answer.
- The average time on task was reduced by 15 seconds.
- There were 28 fewer navigation errors.
- Average perception of task difficulty improved by 21 percent.

The department's primary user groups are state employees, managers, HR professionals and payroll professionals. A few customer comments about the new site include:

- *The way it's laid out is so much better and the information seems like it's much easier to find. It's more intuitive, as opposed to the old site. (Payroll Professional)*
- *It's user friendly, very informative with a variety of information and even additional things I would not expect to be there! (HR Professional)*
- *I found what I needed immediately. The web page is very friendly, professional and offers what we were looking for. Good job DOP! (Manager)*

In its first year, the DOP website has seen considerable traffic. As of January 2010, the site was receiving nearly 2,800 visits per day.