

NASPE Communication Award Nomination

Submission Title: 2009 State Workforce Report

Submission Category: Any Format HR Report

State: Washington

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1. Description of Submission

Washington's 2009 State Workforce Report is a departure from the traditional recitation of workforce statistics. It is designed to turn state workforce data into valuable information for the Governor, Legislature, and other key decision-makers, as well as the media and public. It highlights key workforce issues and trends that impact public policy.

Key attributes of the report include:

- Organized in select strategic workforce management areas including headcount and distribution, compensation, talent acquisition, retention, employee performance management, and employee satisfaction.
- Includes external benchmark data.
- Provides analysis of major issues affecting workforce management strategies.
- Integrates well with Washington State's comprehensive Strategic HR website (www.dop.wa.gov), which includes additional drill down of workforce statistics, workforce planning resources, and additional best practices and benchmark information.
- Posted on DOP website as an HTML file as well as PDF. The HTML posting makes it accessible to persons with disabilities.

Drawing on experience from past legislative sessions and the key issues likely to surface in 2010, the Department of Personnel designed the report in anticipation of the data the Governor

and lawmakers would need. The report proved to be an invaluable tool during a difficult legislative session where the focus was often on state managers and employees. T

The report was given to the Governor in late November 2009, and provided to her Executive Cabinet in December. It was posted on the Department of Personnel website in late December 2009. Prior to the 2010 session, legislative and committee staff were notified via e-mail and through session preparatory meetings that the report was available, how to get it, and what it contained. Copies were provided to individual Legislators as appropriate.

The 2009 Washington State Workforce Report focuses on permanent and non-permanent employees in the state's executive branch (*excluding Higher Education institutions*). The majority of the report data is aligned with the state fiscal year which begins on July 1 and ends on June 30. The data contained in this report is as of June 30, 2009, unless otherwise noted.

The style of the 2009 Workforce Report is easy to understand, providing a balance of graphics and text. It is 18 pages long. The report is pleasant to read in print, or on-line. It prints and reads well either in color or in black and white.

The department maximized production savings by compiling, designing and printing using only agency resources. Print orders are done on demand. The online version is so print-friendly that most prefer to print their own copies rather than wait for copies to be mailed.

2. How long has it been in existence?

The Washington State 2009 Workforce Report was published in December 2009. It is the first such document published in the state in 20 years.

3. Why was the submission created?

A key role of the Department of Personnel, as the state's central human resource agency, is to ensure that leaders have easy access to current and credible human resource data to make informed decisions about workforce issues. The Department created and produced the 2009 Workforce Report in anticipation of the need for accurate, understandable information to make difficult workforce and budgetary decisions during this challenging economic time.

The report also serves as a quick reference for questions about state workers – who they are, where they are located, how much they are paid, and how they feel about their work. It is easily accessible to citizens and external groups, particularly the media who often use the data to substantiate information they've received from other sources.

The 2009 State Workforce Report goes hand-in-hand with the state's annual Human Resource Management Report, which is a roll-up dashboard describing agencies' progress against key workforce management performance measures. Together, these two reports provide a wealth of information for setting priorities, making improvements, and monitoring accountability.

4. How does the 2009 State Workforce Report support the goals and objectives of the Department of Personnel?

The 2009 State Workforce Report aligns directly with the Department's key goals of providing HR leadership and ensuring that credible workforce data and information is available for decision-making, improvement, and accountability. The Workforce Report arms state leaders, policy-makers, and staff with information and analysis that helps them to:

- Assess workforce and management trends
- Monitor progress and performance
- Identify issues and risks
- Identify successes

The Department also seeks to share HR resources across the enterprise and reduce overall costs of state HR services. An ongoing strategy for the Department has been to maximize the potential of the enterprise data available in its new HRMS and translate it into information for decision making.

The availability of data on the system has allowed the Department to become proactive in anticipating and meeting the needs of leadership and stakeholders. Historically, compiling a state workforce report was so manually intensive it precluded producing a report on a regular cycle. The Department now has the ability to produce credible and timely information on a regular basis.

By producing a cost-efficient, universally accessible, enterprise level report of the state workforce, DOP provides reliable data at no additional cost to state leaders. The ability to centrally produce the report not only eliminates the redundant work done by all state agencies to respond to requests for workforce data, it ensures consistent, objective reporting. The Workforce Report helps support the Department's goal to better integrate state HR systems, share resources across agencies, and reduce overall costs of state HR services.

In addition, the department maximized production savings by compiling, designing and printing using only agency resources. Print orders are done on demand. The online version is so print-friendly that most prefer to print their own copies rather than wait for copies to be mailed

5. Measuring the effectiveness of the Report.

- **Accessibility**

An objective measure of the report is a simple count of the number of times the report has been downloaded from the web site. Since the report was posted online in late December 2009, it has been downloaded 1,629 times and counting.

- **Usability and Credibility**

The Department's Director and our Legislative Liaison report that they have received multiple comments, compliments and testimonials from the Governor's staff, legislators and legislative staff about the report and its value in their work. Examples include:

"The 2009 State Workforce Report is a very useful, accessible overview of our state government workforce. It provides the legislature, our workforce, and most importantly the public, an exceptionally valuable set of insights. With its excellent graphics and data displays this is one of the few government reports that I keep on my desk."

Representative Larry Seaquist

The report was distributed in print format to the Governor's Executive Cabinet in preparation for the January 2010 legislative session.

The Governor's special assistant and legislative liaison printed copies of the report and distributed at a hearing of the Senate Ways and Means Committee.

The media and other citizens who request statistics are now referred to the DOP website and this report. This saves staff time and provides media and other data users answers to the most frequently asked questions about the state agency workforce.

Individual agencies have requested a template of the report so that they can replicate it internally for their specific agency workforce and management.