



State of Illinois
Department of Central Management Services



2022 NASPEs

Eva N. Santos Communications Award
CMS Celebrates: Women's History Month



NOMINATION INFORMATION

Title of Nomination: 2022 Women’s History Month Campaign State: IL

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NOMINATOR INFORMATION

Nominator: Sarah Kerley Title: Chief Administrative Officer

State: IL Agency: Department of Central Management Services

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DETAILS

Please provide a brief description of the submission.

Since 2019, the Illinois Department of Central Management Services (CMS) has increased its efforts to celebrate and recognize diversity in the workplace, including celebration and recognition of history months, heritage months, etc. Building on the successful campaign in 2021, CMS crafted a **2022 Women's History Month campaign** designed to both recognize the efforts of hard-working women in public service, but also focusing on recruitment for hard-to-fill positions. This approach allowed us to leverage our diversity efforts to further our imminent recruitment goals, as well.



The 2022 Women's History Month campaign evidenced a comprehensive, multi-platform communications strategy, incorporating [LinkedIn](#), [Facebook](#), [YouTube](#), as well as a designated subsite of the [CMS website](#), and consistent email communications to State of Illinois employees and external partners.

In order to further the discussion around in-demand careers and the success of women in those fields, each week of March, we highlighted an in-demand career/industry by posting video messages and still image posts from women in those fields, as well as a compilation of the diversity of women in that field across the State. The **Women's History Month campaign** culminated in a webinar featuring State employees in the targeted fields.



For more information about how this communication plan was implemented, including links to fliers, session recordings and interviews, please visit <https://www.illinois.gov/cmswomenshistory>, [LinkedIn](#), [Facebook](#), [YouTube](#).

How long has the submission been in existence?

Illinois Department of Central Management Services has placed greater emphasis on promoting diversity and inclusion in the workplace since 2019. While the WomenIn series was launched in March 2021, it was fine-tuned in 2022 as an opportunity to promote women in the workplace and serve as an explicitly targeted recruiting tool.

Why was this submission created?

As March is Women's History Month, we strove to both recognize women in our enterprise, as well as to highlight the exciting careers (including difficult-to-fill positions) within State service. The communications strategy and the resultant materials are assisting with our recruitment efforts on an ongoing basis.

This was our largest and most robust communications strategy in support of a recognition month, which we are replicating for other recognition months and with different target industries. For example, in May 2022, we are highlighting Asian American/Pacific Islander employees in finance and audit. The success of the **2022 Women's History Month Campaign** laid the foundation for more and varied communications in support of other programming in the future.

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

The Illinois Department of Central Management Services is firmly committed to creating a workforce that reflects the State of Illinois' diversity and leverages the knowledge, creativity, and determination of our staff to advance the Administration's priorities. CMS has built and will continue to foster an inclusive agency that treats each employee with respect and dignity and feels empowered to serve the residents and State agencies of Illinois.

Pursuing excellence through diversity, equity, and inclusion (DEI) is a primary focus of our agency. Our mission and commitment to diversity, equity and inclusion is to develop equity-based inclusion strategies that will ensure all have the right to the same fair treatment and level of services. It is a work environment that is expected from our top leadership and that is reflective of the many diverse populations who call this great State of Illinois home. Celebrating diversity in the workplace is consistent with our diversity, equity, and inclusion plan.

Moreover, CMS is working hard to implement recruitment strategies in the difficult employment market that show the value of public service, mission-driven work, and diverse workplaces. Our **2022 Women's History Month campaign** combines these two important goals and initiatives into one effective effort.

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

While we do not have specific analytics, we had fantastic participation and follow-up from participants across the State enterprise, as well as with our external partners. Anecdotally, various (male and female) interviewees have mentioned our **2022 Women's History Month campaign** and programming as content and messaging that resonated with them during the recruitment process.

Sample 2022 Women's History Month Campaign Materials

CMS CELEBRATES
Women's
HISTORY MONTH
March 2022

WomenIn Science

Dr. Melissa Pardi
Assistant Curator of Geology
Illinois State Museum

"My favorite part of my job is that there is always something new to learn every day. My advice to women and girls considering a career in science is to ignore people who try to tell you that you don't belong. If you have an interest and want to do the work, you already belong."

To learn more, visit www.illinois.gov/cmswomenshistory

CMS CELEBRATES *Women's* HISTORY MONTH

WomenIn Demand Webinar
Highlighting the achievements of women serving the State of Illinois in in-demand careers.

Thursday, March 31, 2022
12:00 PM, CST

Public Safety Science Healthcare IT

CMS CELEBRATES
Women's
HISTORY MONTH
March 2022

WomenIn Public Safety

CPO Audrey M. Hoftender #469
IDNR Conservation Police

"I feel the most important part of working in public service is good communication. My advice for women and girls considering a career in public safety is to always follow your dreams. Learn from negative comments and interactions and turn them into positive motivation."

To learn more, visit www.illinois.gov/cmswomenshistory

CMS CELEBRATES *Women's* HISTORY MONTH

CARING TROUBLESHOOTER OUTGOING

EMPATHETIC **WomenIn Healthcare** EFFICIENT

IDEALISTIC STRENGTH-BASED PERSISTENT

WORK FOR **ILLINOIS**
work.illinois.gov

CMS CELEBRATES *Women's* HISTORY MONTH

Col. Margaret McCreal
Illinois State Police Deputy Director

CMS CELEBRATES *Women's* HISTORY MONTH

AMBITIOUS PERSONABLE CONSCIENTIOUS

RELIABLE **WomenIn Public Safety** TENACIOUS

DRIVEN MULTI-TASKER INDUSTRIOUS

WORK FOR **ILLINOIS**
work.illinois.gov



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WomenIn Demand Webinar
[Click here to register now](#)

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For more information, please visit
www.cms.illinois.gov/cmswomenshistory

JOIN US

Women's History Month is about honoring women all over the world. It's about celebrating the huge strides women have made (and are making) in government, health care, social justice, science, math, technology, and all across the board. The Illinois Department of Central Management Services (CMS) is teaming up with multiple State Agencies to host this special event in celebration of Women's History Month. We will hear talks from women from diverse backgrounds and lived experiences who will shed light on their personal and career journeys, strides they made to get to where they are today, and the "why" behind their public service careers. At this session, you will hear from:

-  WomenIn Public Safety
-  WomenIn Science
-  WomenIn Healthcare
-  WomenIn IT

Don't just find a job, find your career.




FEATURED SPEAKERS

				
Sarah Kerley Chief Administrative Officer Illinois Department of Central Management Services	Robin J. Woolery Deputy Director Illinois State Police Division of Forensic Services	T'Kira Siler-Wilkerson Senior Public Service Administrator Illinois Veterans' Home at Chicago	Lora Rensing Bureau Chief of Construction Illinois Department of Transportation	Dessa Gypalo Chief Data Officer Illinois Department of Innovation & Technology