

2018 NASPE AWARD

Eva N. Santos Communication Awards

Nominations from dues-paying states are considered for eligibility. Nominated leaders and programs should have a positive effect on the administration of state human resource programs. A state's central human resource department or line agency human resource operations may administer nominated programs.

Programs and projects must have been operational for at least six months and must be transferable to other states. Selection criteria are based on the questions asked on the award application. Included in this packet are the specific criteria for each award and their categories. Nominations are encouraged in all areas of human resource management administration.

Additionally, please provide the project initiative in one of the following formats:

- Web link
 - Snapshot
 - PDF
-

NOMINATION INFORMATION

Title of Nomination: Pay Equity Project Webpage <http://payequity.oregon.gov> State:
OR

Contact Person: Mark Rasmussen

Contact's Title: Classification and Compensation Manager

Agency: Department of Administrative Services

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Meet all eligibility requirements. • Meet deadline requirements stated on the NASPE website. • Be entered in the correct category and be correctly identified. • Include a complete nomination packet. • Conform to all copyright laws.

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NOMINATOR INFORMATION

Nominator: Madilyn Zike Title: Chief Human Resource Officer

State: OR Agency: Department of Administrative Services

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DETAILS

1. Please provide a brief description of the submission.

The submission is the webpage for the Pay Equity Project, a statewide project sponsored by the state Chief Human Resource Office and the Governor's Office to comply with the Pay Equity Act (HB 2005), which was recently adopted by the Oregon state legislature and signed into law by Governor Brown in June 2017. The purpose of the webpage is to provide information to employees, state leadership and agency HR departments about the project, guidance and communications for employees completing the Pay Equity survey and resources for HR professionals.

Guidance and communications for employees include videos explaining why they should complete the survey, Frequently Asked Questions, step-by-step survey instructions, a webinar discussing the survey with project team members and resources for employees to access if they require additional assistance.

2. How long has the submission been in existence?

Webpage was established in August 2017, re-launched in December 2018 and has been in existence for eight months (as of March 2018).

3. Why was this submission created?

The Pay Equity Project required data from more than 34,000 state employees regarding their experience, education, trainings and certifications that was to be collected via an electronic online survey. This was a massive effort, spanning multiple agencies, requiring statewide collaboration and a comprehensive communications plan. To our knowledge, a statewide effort to collect employee data from Oregon state employees has never been done before.

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The webpage is a key part of the communications plan, where agencies, HR professionals and employees could access information, tools and resources. It also informed stakeholders about the new law, the project, its activities and why they are important. It communicated changes to state HR policy as a result of the new legislation and continues to serve as the hub for employees who are returning from leave and need to complete their survey.

Along with the toolkits, videos, FAQs and guides available on it, the webpage was a resource to state employees seeking assistance in completing the survey and communicates the goals of the project and the importance of providing their information via the online survey.

4. How does this submission support the goals and objectives of your agenda/department?
The goal of the Pay Equity Project is to implement the requirements of the new Pay Equity law passed by the Oregon Legislature in 2017. The project includes a statewide equal pay analysis of Oregon state government employees. To comply with the intent of the law, Oregon state government must address any pay inequities it identifies as a result of the equal pay analysis.

To effectively conduct an equal pay analysis of Oregon state government's workforce, the project objective was to achieve a 90-95% survey response rate from a population of 34,715. With data collected from employees, the project will be able to conduct an equal pay analysis of its workforce, identify employees who potentially are being compensated less than their peers doing similar work with similar qualifications and make recommendations to address these inequities to state leadership. The webpage was a key communications tool that contributed to a 96% survey response rate within a period of seven weeks.

Collection of employee data also aligns with a separate agenda of the state Chief Human Resource Office, the implementation of a new HRIS. Oregon state government's current HRIS system, which is more than 30 years old, is being updated with a modern system called Workday. With Workday, Oregon state government will have the ability to conduct workforce analytics and make data-informed decisions. Data collected from the survey will be migrated into Workday and be available to HR professionals contributing to the adoption and utilization of this new system.

5. Have you been able to measure the effectiveness of this submission? If so, how?
Effectiveness of the submission was measured by webpage analytics and survey respondent data. The survey opened on January 8, 2018 and closed on February 28, 2018. During that time, traffic to the main payequity.oregon.gov webpage increased from 5,180 views in December to 15,187 in January and 9,787 in February.

Additionally, the exit survey page, which is where survey respondents are directed to after they complete the survey, increased from 25 views in December (prior to the survey opening) to

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13,515 in January and 16,960 in February. This aligns with the project objective of achieving a 90-95% response rate and is reflected in survey tracking data where 33,342 of 34,715 employees (a final response rate of 96%) accessed and submitted their survey either by clicking the direct link from an email or visiting the payequity.oregon.gov webpage.

Finally, the two videos produced by the project for state employees received 1,572 and 1,275 views respectively since they were uploaded. These videos were written, produced and acted by state agency employees who contributed to the project.

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