

Eugene H. Rooney, Jr. Awards

Format & Criteria

Please attach a one-page summary of the program and prepare a narrative answer for the questions listed below. Do not send supporting documentation. Provide a narrative answer for each of the following questions. You are limited to four pages (based on regular 8 1/2 x 11 inch paper double-spaced in 12-point font) in addition to a brief program summary, not to exceed one-page. The four-page limit does not include the one-page summary.

1. Please provide a brief description of this program. (1 page) ** See Attached
2. How long has this program been operational (month and year)? July, 2018
3. Why was this program created? (What problem[s] or issues does it address?)

In 2017, the Kentucky Personnel Cabinet established a talent management strategy and vision to strongly impact how the Commonwealth attracts, recruits, and retains talent. The desire was to have an all-inclusive talent management system that streamlined job applications, allowed for targeted recruitment and marketing by state agencies, and provided a customized portal meeting the needs of state employees.

Specifically, a new talent management system, *MyPURPOSE* was created to provide a visually engaging portal for external job applicants, the ability to quickly apply for jobs via mobile or desktop applications or through a LinkedIn profile, and the ability to customize job postings by region of the state, zip code, radius, pay, grade, and more. The prior system showed ALL job vacancies, including positions that were available for internal promotions only. The result was that job applicants would become frustrated when they applied for jobs that they did not meet the qualifications for because they were not internal applicants. The new solution created a streamlined job site at careers.ky.gov and an internal portal for state employees that is truly an investment in our workforce. The internal facing solution has the same look and visual appeal of the external job

site, but provides access to promotional-only opportunities, and includes a desktop benefit of training opportunities.

In addition to the application functions, employees are provided with a catalog of over 1,400 curated courses for personal and professional development in “CommonwealthU” which is available at no cost. These courses can be taken during work hours with supervisor approval, as well as personal enrichment courses that can be taken anytime – from health and wellness to defensive driving, to learning a foreign language. These courses represent a true investment in our employees.

Want to improve your Excel skills? We’ve got a course for that. Want to learn to speak Spanish? We have a course for that too! The enterprise-wide system also created a “connect” feature for employees to connect with coworkers and have discussions similar to a message board on social media, but with professional topics, user groups, and agencies.

4. Why is this program a new and creative method?

This system is the first statewide deployment of an all-inclusive talent management suite for internal and external job applicants, as well as a user interface and training management system for all employees in Kentucky’s Executive Branch. The Personnel Cabinet created a new logo and branding for the rollout of the *MyPURPOSE* system, along with a marketing strategy that included collaboration with multiple state agencies for the technical implementation and rollout, reviewed hundreds of courses in the training catalog, and incorporated custom classes to the offerings, all while supporting the business needs of each agency and enabling a positive user experience through the *MyPURPOSE* system. This branding initiative extended to the job announcements posted on the system. The Personnel Cabinet interviewed existing state employees and created

video commercials for job postings, including a commercial which highlights the benefits of service with the Commonwealth.

5. What was the program's start-up costs? (Provide detailed information about specific purchases for this program, staffing needs and other expenditures, as well as existing materials, technology and staff already in place.) Rollout of the *MyPURPOSE* talent management system was accomplished with no additional budget appropriations. The Personnel Cabinet achieved this through consolidation and elimination of existing contracts and moving content from Commonwealth servers to a cloud storage.

6. What are the program's operational costs? Services are provided to all Executive Branch employees for a small annual software subscription fee of less than \$50 per licensee, in most cases this is paid by the Personnel Cabinet. This recognizes significant savings by providing professional development courses [that could range in the hundreds or thousands of dollars *per employee* without this subscription].

7. How is this program funded? The Personnel Cabinet utilized existing fiscal resources that were available due to restructuring of a maintenance contract and storage platform of the human resources and payroll system.

8. Did this program originate in your state? Yes. The Commonwealth created the logo, branding, images, and customized look and feel of the system. The software is a product of Cornerstone OnDemand.

9. Are you aware of similar programs in other states? If yes, how does this program differ? Many states use job applicant and training software. The Commonwealth of Kentucky is one of a very few Conerstone OnDemand clients that has acquired the entire CSOD suite, as most client have only procured one of two modules. We are unaware of another state that uses a

comprehensive talent management system with the customized features and level of investment in its employees that the Commonwealth's *MyPURPOSE* system provides.

10. How do you measure the success of this program? Through usage of the system by job applicants and state employees. We receive monthly statistics on user engagement and are constantly looking for ways to expand the reach of the system.

11. How has the program grown and/or changed since its inception?

Agencies now have the ability to promote jobs embedding custom video advertisements tailored to their job vacancies. Applicants have access to review and apply for job openings, and employees have access to training courses in CommonwealthU 24/7. In 2019, onboarding for new employees will be made available, and in January of 2020, employees will begin establishing goals and completing performance plans and evaluations online.

Since go live in July 2018, *MyPURPOSE* has:

- 74,000+ registered users (candidates and employees)
- 207,000+ training registrations/completions
- 2,500 candidates hired and growing