



## **NASPEs 2019**

**Eva N. Santos Communications Award of Merit**

***Kentucky Personnel Cabinet***

***Connecting People to Purpose***

***Marketing and Communication Strategy with Branding, Logos and Custom Job Videos***

The Kentucky Personnel Cabinet created a complete marketing and advertising strategy to accompany its new and improved career jobs site (careers.ky.gov). Recognizing the changing and competitive quest for workforce talent and with research showing younger employees seek to be involved in meaningful careers and have opportunities to get experience at a young age, Kentucky targeted its communications to the one thing longtime employees said made their job meaningful: Purpose.

The theme of Kentucky's recruiting strategy is "Connecting People to Purpose." This slogan, along with "Come for a job. Stay for a career. Make a difference for a lifetime" is incorporated throughout printed materials, video commercials, and as part of the overall recruiting strategy – Grow, Learn, Lead, and Serve with the Commonwealth.

The new MyPURPOSE careers system has dramatically changed the ability of state agencies to promote recruitment and retention of state employees through a modern, interactive human resources technology system with positive branding. Agencies now have the ability to promote jobs by embedding custom video advertisements tailored to their job vacancies.

**Connecting People to Purpose:** <https://youtu.be/bffqKRuPN-4>

**Grow with Us:** <https://youtu.be/rY8-7Uf-hkQ>

**Lead with Us:** <https://youtu.be/iU8EnaTwics>

**Serve with us:** <https://youtu.be/pUqINk-t--o>

