

NASPE Communication Awards Nomination

Submission Title: The Torch – March 2010

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- 1. Please provide a brief description of the submission.** The Torch is a monthly newsletter sent electronically to all state employees.
- 2. How long has the submission been in existence?** This particular issue has been available to state employees since March 1, 2010. The earliest copy of a state employee newsletter was January 1980, although we suspect there were newsletters prior to that time, we just have no evidence of any.
- 3. Why was the submission created?** The Torch is our main vehicle for regular communications to all state employees, wherever they are located. The newsletter contains information that impacts state employees and/or is of interest to them. We believe that, as employers, our greatest assets are our employees. Keeping them informed and engaged is critical to our success.
- 4. How does this submission support the goals and objectives of your agenda/department?** The state of Indiana is a performance-based organization that recognizes and rewards employees for their successes. We believe that providing timely and relevant information to our employees

makes them better equipped for their service to the state. This administration promotes government efficiency, exemplary customer service and measures our efforts. One of the articles in this issue, performance management, serves as a reminder that performance is an ongoing effort, not a once-a-year thing. Each month we also inform our employees of the fiscal conditions states across the country.

5. Have you been able to measure the effectiveness of this submission? If so, how? We have witnessed this vehicle morph from a dumping ground for agency press releases to a professional publication that provides timely and important information to its readers. Because of its reputation, we now have requests from employees of separately elected offices to be added to the subscription list. Every two years, we survey our readers and ask for input. Our first survey revealed that 43.2 percent of respondents received their information from The Torch. Two years later, the most recent survey, showed the response spiked to 77.8 percent.

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The Torch

The official newsletter for Indiana state employees

Honest Abe on display at Indiana State Museum

The Indiana State Museum opened two world-class Abraham Lincoln exhibitions in February. The first, *With Malice Toward None: The Abraham Lincoln Bicentennial Exhibition* comes from the Library of Congress and travels to just five U.S. cities.

The exhibit features the Bible upon which Lincoln and, most recently, President Obama took the oath of office. It also includes the contents of Lincoln's pocket: the night he was assassinated, as well as letters, photographs, maps, sketches, political cartoons, period engravings, speeches and artifacts from Lincoln's political career and presidency. This exhibit remains at the museum until April 11.

During February, signed copies of both the Emancipation Proclamation and the 13th Amendment will be on display, after February, they will rotate.



The second exhibition, *With Charity for All: The Lincoln Financial Foundation Collection*, tells the story of Lincoln, the man. The exhibit highlights artifacts that paint a picture of an ordinary man who rose to become, perhaps, the greatest leader in American history. This exhibit will remain open until July 25.

U.S. Census

Be part of the count this spring

Census forms will be delivered starting in March to every residence in the United States and Puerto Rico. The U.S. Census counts every resident in the United States, and is required by the Constitution to take place every 10 years. It's important stuff, so be sure you are counted.

When you receive yours, just answer 10 short questions and then mail the form back in the postage-paid envelope provided. Everyone is expected to return their completed survey by April 1, 2010.

Every 10 years, the Census Bureau takes a snapshot of our population, determining how many people reside within the nation's borders, who they are and where they live. The results help determine your representation in government, as well as how federal funds are spent in your community on things like roads, parks, housing, schools and public safety.

UNITED STATES CENSUS

APRIL 1, 2010

2010 Indiana

Complete and mail your Census form.

Find out more at www.census.gov



Zola Guden, senior curator at the Indiana State Museum, reads for exhibit's patriotic banner that hangs in Ford's Theater for the night *Lincoln* was shot.

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