NASPE Communication Award Nomination

Title of Nomination: Employee Resource Information Center Communication

State: Utah

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1. Please provide a brief description of the submission.

   In 2010, the State of Utah, Department of Human Resource Management
   (DHRM) developed a proposal to optimize human resources (HR). The proposal
   identified two projects that would change the way DHRM delivered services to
   the State of Utah. The proposal included the following optimization projects:

   a. Develop a shared services model for DHRM. HR shared services would
      centralize all of the HR transactional work including payroll, new hire and
      termination processing, salary actions, benefits etc.

   b. Enhance HR self-service for state employees. Provide 24/7 on-line access
      to HR information to allowing employees to find answers to most of their
      HR questions quickly and easily.

   The shared services business model was implemented within DHRM and a new
   service center created to provide centralized servicing of HR transactional work.
   Additionally, the state employee intranet, the Employee Gateway, was enhanced
   to provide greater employee self-service capability for HR items. The DHRM
   service center was named the Employee Resource Information Center (ERIC) and
   opened on September 19, 2011.

   The ERIC project team determined collaboration and communication would be
   critical to the success of the project. They recommended that a communication
   workgroup be formed to assist with implementation. The workgroup developed
   the following methods to collaborate and communicate with customers,
   stakeholders and HR staff about ERIC implementation and the enhanced
   Employee Gateway:

Methods used to communicate to internal DHRM staff:
- o Bi-weekly webcasts - all DHRM staff were invited to join and receive updates on the project status
- o Communication was a standing agenda item at the monthly Human Resource Manager meeting
- o Weekly updates were posted on the internal DHRM Employee Gateway
- o Monthly articles were posted in the internal DHRM newsletter
- o Monthly email updates to HR staff
- o Dedicated email address was created to answer project questions
- o Internal focus groups were created to gather feedback and input on the project
- o A change management workshop was held for all DHRM employees
- o Service Center naming contest was held
- o A project kick off event was held for internal DHRM employees

Methods used to communicate with customers:
- o Up-to-date project status FAQ's on the Employee Gateway
- o Executive Director updates given at monthly Governor Cabinet meetings
- o "Elevator pitch" text created for managers to share on an informal basis with customers
- o HR staff attended state agency management meetings to discuss project status
- o Established a "change agent network" within field offices to assist with customer communication and gather feedback from customers
- o Created Facebook page for customers to follow progress on the development of ERIC
- o Created PowerPoint slides for HR staff to present at state employee and management team meetings
- o Service Center (ERIC) open house
- o Created and distributed flyers, brochures, posters and business cards (attached)

Methods used to communicate with stakeholders:
- o Meetings with Public Employees Health Program
- o Meetings with the Utah Retirement System
- o Meetings with State Finance

2. How long has the submission been in existence?

ERIC was implemented September 19, 2011. The communication pieces were developed and deployed over a period of time beginning 10 months prior to the implementation date of ERIC.

3. Why was the submission created?

A communication workgroup was formed to develop communication and marketing strategies to ensure that all customers, stake holders, and HR staff were kept informed about the project. The efforts of this workgroup were a key part of a larger change management process to help customers as well as DHRM staff transition to a new HR service delivery model.

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

The core values for DHRM are: increasing customer service, increasing efficiency and increasing management capacity to manage. The communication workgroup's efforts on this project resulted in a smooth transition to a new delivery model that has greatly enhanced customer service and increased efficiencies.

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

The communication plan for ERIC included ongoing communication and marketing using many of the above mentioned strategies. In addition to these ongoing efforts, the plan also included periodic monitoring of the level of customer awareness of ERIC using DHRM's statewide customer satisfaction survey. Prior to launching the communication and marketing strategies , DHRM included the following question on the customer satisfaction survey, *"On September 19th, 2011, DHRM will open the Employee Resource Information Center (ERIC), a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing. Were you aware of this?"*

In November 2010, when the communication strategies were launched, only 33.8% of respondents had heard of ERIC. By March 2011 that number had increased to 51.9% and by September 2011 it had reached 96%. The most recent survey conducted in March 2012 found that this number had increased to 98.5%.

Copies of these surveys have been included with this submission.

DHRM Customer Satisfaction Survey - Stats & Summary - Nov 2010

Agency: ALL   **Agency Desc:** Total of All Agencies

During the past six months, the Department of Human Resource Management staff . . .	Strongly Disagree #	%	Disagree #	%	Agree #	%	Strongly Agree #	%	Not Applicable #	%	Total Resp's #	Score out of 4
1. Has been readily available to meet with or speak with you by phone.	5	1.3	19	5.1	128	34.1	217	57.9	6	1.6	375	3.5
2. Has been available on the days and hours you need.	9	2.4	25	6.7	159	42.4	174	46.4	8	2.1	375	3.4
3. Has responded to your questions/concerns in a timely manner.	4	1.1	24	6.5	159	43.1	174	47.2	8	2.2	369	3.4
4. Has exhibited a solid understanding of employment law, DHRM policy and HR issues while also demonstrating a flexible approach to HR problem solving.	6	1.6	16	4.3	141	37.6	199	53.1	13	3.5	375	3.5
5. Has provided accurate data and information to assist you in evaluating issues, assessing impacts and making decisions.	7	1.9	23	6.1	142	38.0	190	50.8	12	3.2	374	3.4
6. Has sought out opportunities to expand the use and utilitiy of HR data to assist with human resource management for your work unit.	10	2.7	58	15.6	153	41.2	102	27.5	48	12.9	371	3.1
7. Has demonstrated a good understanding of agency operations and strategic planning; is able to partner with you to develop effective solutions.	10	2.7	25	6.7	160	42.8	153	40.9	26	7.0	374	3.3
8. Has managed the job posting and applicant screening processes effectively and provided an adequate number of qualified applicants for your vacant positions.	5	1.3	21	5.6	115	30.9	173	46.5	58	15.6	372	3.5
9. Has provided an acceptable level of communication on benefits & benefits changes.	3	0.8	17	4.5	166	44.4	165	44.1	23	6.1	374	3.4
10. Has provided an effective level of assistance with classification issues.	2	0.5	18	4.9	138	37.5	140	38.0	70	19.0	368	3.4
11. Has conducted training & coaching that has enhanced the capability of supervisors and managers in your work unit to effectively manage the work unit's employees.	8	2.1	44	11.8	163	43.7	102	27.3	56	15.0	373	3.1
T O T A L S :	69	1.7	290	7.1	1,624	39.6	1,789	43.6	328	8.0	4,100	3.4

Overall: Agree or Strongly Agree % (percent): **83.2**   Overall: Agree or Strongly Agree excluding "Not Applicable" % (percent): **90.5**

Sometime during 2011, DHRM anticipates opening a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing.	Aware of service center #	%	Not aware of service center #	%	Total Resp's #
Were you aware of this?	126	33.8	247	66.2	373

Do you anticipate the service center will meet your agency's needs for the transactions listed above?	Yes, definitely #	%	Yes, probably #	%	No, probably not #	%	No, definitely not #	%	N/A–not aware #	%	Total Resp's #
	46	12.5	153	41.5	48	27.4	21	5.7	101	27.4	369

How would you rate your interactions with HR Staff?	Unpleasant #	%	Pleasant #	%	Very Pleasant #	%	Total Resp's #
HR interactions were:	9	2.4	124	33.4	238	64.2	371

Overall: Pleasant or Very Pleasant % (percent): **97.6**

Please indicate your overall level of satisfaction with DHRM operations:	Very Dissatisfied #	%	Dissatisfied #	%	Satisfied #	%	Very Satisfied #	%	Total Resp's #	Score out of 4
Level of satisfaction:	7	1.9	22	5.9	173	46.4	171	45.8	373	3.4

Overall: Satisfied or Very Satisfied % (percent): **92.2**

DHRM Customer Satisfaction Survey - Stats & Summary - Mar 2011

Agency: ALL **Agency Desc:** Total of All Agencies

During the past six months, the Department of Human Resource Management staff . . .	Strongly Disagree #	%	Disagree #	%	Agree #	%	Strongly Agree #	%	Not Applicable #	%	Total Resp's #	Score out of 4
1. Has been readily available to meet with or speak with you by phone.	3	1.0	14	4.7	114	38.3	160	53.7	7	2.3	298	3.5
2. Has been available on the days and hours you need.	5	1.7	19	6.4	126	42.4	142	47.8	5	1.7	297	3.4
3. Has responded to your questions/concerns in a timely manner.	3	1.0	19	6.4	117	39.3	153	51.3	6	2.0	298	3.4
4. Has exhibited a solid understanding of employment law, DHRM policy and HR issues while also demonstrating a flexible approach to HR problem solving.	2	0.7	19	6.4	114	38.3	153	51.3	10	3.4	298	3.5
5. Has provided accurate data and information to assist you in evaluating issues, assessing impacts and making decisions.	3	1.0	19	6.4	120	40.4	143	48.1	12	4.0	297	3.4
6. Has sought out opportunities to expand the use and utilitiy of HR data to assist with human resource management for your work unit.	4	1.4	49	16.6	120	40.5	72	24.3	51	17.2	296	3.1
7. Has demonstrated a good understanding of agency operations and strategic planning; is able to partner with you to develop effective solutions.	6	2.0	25	8.4	125	42.2	122	41.2	18	6.1	296	3.3
8. Has managed the job posting and applicant screening processes effectively and provided an adequate number of qualified applicants for your vacant positions.	4	1.3	17	5.7	114	38.3	116	38.9	47	15.8	298	3.4
9. Has provided an acceptable level of communication on benefits & benefits changes.	5	1.7	29	9.7	136	45.5	114	38.1	15	5.0	299	3.3
10. Has provided an effective level of assistance with classification issues.	5	1.7	13	4.4	118	39.9	99	33.4	61	20.6	296	3.3
11. Has conducted training & coaching that has enhanced the capability of supervisors and managers in your work unit to effectively manage the work unit's employees.	7	2.4	45	15.3	119	40.3	70	23.7	54	18.3	295	3.0
12. Has been both timely and accurate in processing payroll transactions.	5	2	4	1	72	24	118	40	96	33	295	3.5
13. Has provided accurate retirement scenarios and information for employees considering retirement.	5	2	19	6	104	35	74	25	92	31	294	3.2
T O T A L S:	47	1.4	268	8.2	1,323	40.5	1,344	41.1	286	8.8	3,268	3.33

Overall: Agree or Strongly Agree % (percent): **81.6** Overall: Agree or Strongly Agree excluding "Not Applicable" % (percent): **89.4**

Sometime during 2011, DHRM anticipates opening a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing.	Aware of service center #	%	Not aware of service center #	%	Total Resp's #
Were you aware of this?	154	51.9	143	48.1	297

Do you anticipate the service center will meet your agency's needs for the transactions listed above?	Yes, definitely #	%	Yes, probably #	%	No, probably not #	%	No, definitely not #	%	N/A--not aware #	%	Total Resp's #
	29	10.0	124	42.8	59	20.3	22	7.6	56	19.3	290

How would you rate your interactions with HR Staff?	Unpleasant #	%	Pleasant #	%	Very Pleasant #	%	Total Resp's #
HR interactions were:	6	2.0	129	43.6	161	54.4	296

Overall: Pleasant or Very Pleasant % (percent): **98.0**

Please indicate your overall level of satisfaction with DHRM operations:	Very Dissatisfied #	%	Dissatisfied #	%	Satisfied #	%	Very Satisfied #	%	Total Resp's #	Score out of 4
Level of satisfaction:	3	1.0	22	7.4	158	53.4	113	38.2	296	3.3

Overall: Satisfied or Very Satisfied % (percent): **91.6**

DHRM Customer Satisfaction Survey - Stats & Summary - Sept 2011

Agency: ALL   **Agency Desc:** Total of All Agencies

During the past six months, the Department of Human Resource Management staff . . .	Strongly Disagree #	%	Disagree #	%	Agree #	%	Strongly Agree #	%	Not Applicable #	%	Total Resp's #	Score out of 4
1. Has been readily available to meet with or speak with you by phone.	4	1.3	19	6.2	130	42.2	150	48.7	5	1.6	308	3.4
2. Has been available on the days and hours you need.	3	1.0	30	9.7	135	43.8	136	44.2	4	1.3	308	3.3
3. Has responded to your questions/concerns in a timely manner.	5	1.6	24	7.9	117	38.4	155	50.8	4	1.3	305	3.4
4. Has exhibited a solid understanding of employment law, DHRM policy and HR issues while also demonstrating a flexible approach to HR problem solving.	6	1.9	17	5.5	120	39.0	159	51.6	6	1.9	308	3.4
5. Has provided accurate data and information to assist you in evaluating issues, assessing impacts and making decisions.	6	2.0	25	8.2	119	38.9	143	46.7	13	4.2	306	3.4
6. Has sought out opportunities to expand the use and utilitiy of HR data to assist with human resource management for your work unit.	6	2.0	51	16.6	129	42.0	72	23.5	49	16.0	307	3.0
7. Has demonstrated a good understanding of agency operations and strategic planning; is able to partner with you to develop effective solutions.	6	2.0	29	9.4	132	43.0	119	38.8	21	6.8	307	3.3
8. Has managed the job posting and applicant screening processes effectively and provided an adequate number of qualified applicants for your vacant positions.	10	3.3	27	8.8	93	30.3	129	42.0	48	15.6	307	3.3
9. Has provided an acceptable level of communication on benefits & benefits changes.	5	1.6	25	8.1	156	50.8	107	34.9	14	4.6	307	3.2
10. Has provided an effective level of assistance with classification issues.	3	1.0	22	7.2	116	38.0	94	30.8	70	23.0	305	3.3
11. Has conducted training & coaching that has enhanced the capability of supervisors and managers in your work unit to effectively manage the work unit's employees.	10	3.3	55	17.9	108	35.2	79	25.7	55	17.9	307	3.0
12. Has been both timely and accurate in processing payroll transactions.	5	2	15	5	77	25	102	33	108	35	307	3.4
13. Has provided accurate retirement scenarios and information for employees considering retirement.	5	2	22	7	97	32	81	27	100	33	305	3.2
T O T A L S :	60	2.0	306	10.0	1,227	40.0	1,193	38.9	284	9.3	3,070	3.28

Overall: Agree or Strongly Agree % (percent): 78.8   **Overall: Agree or Strongly Agree excluding "Not Applicable" % (percent):** 86.9

On Sept. 19th, DHRM opened the Employee Resource Information Center (ERIC), a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing.	Aware of service center #	%	Not aware of service center #	%	Total Resp's #
Were you aware of this?	12	4.0	289	96.0	301

Do you anticipate the service center will meet your agency's needs for the transactions listed above?	Yes, definitely #	%	Yes, probably #	%	No, probably not #	%	No, definitely not #	%	N/A--not aware #	%	Total Resp's #
	26	8.9	188	64.4	62	21.2	7	2.4	9	3.1	292

How would you rate your interactions with HR Staff?	Unpleasant #	%	Pleasant #	%	Very Pleasant #	%	Total Resp's #
HR interactions were:	7	2.3	127	42.5	165	55.2	299

Overall: Pleasant or Very Pleasant % (percent): 97.7

Please indicate your overall level of satisfaction with DHRM operations:	Very Dissatisfied #	%	Dissatisfied #	%	Satisfied #	%	Very Satisfied #	%	Total Resp's #	Score out of 4
Level of satisfaction:	2	0.7	29	9.7	153	51.0	116	38.7	300	3.3

Overall: Satisfied or Very Satisfied % (percent): 89.7

DHRM Customer Satisfaction Survey - Stats & Summary - March 2012
Overall

During the past six months, the Department of Human Resource Management staff . . .	Strongly Disagree		Disagree		Agree		Strongly Agree		Not Applicable		Total Resp's	Score out of
	#	%	#	%	#	%	#	%	#	%	#	4
1. Has been readily available to meet with or speak with you by phone.	8	3.0	8	3.0	103	38.0	149	55.0	3	1.1	271	3.5
2. Has been available on the days and hours you need.	7	2.6	19	7.0	110	40.6	133	49.1	2	0.7	271	3.4
3. Has responded to your questions/concerns in a timely manner.	9	3.3	14	5.2	99	36.7	144	53.3	4	1.5	270	3.4
4. Has exhibited a solid understanding of employment law, DHRM policy and HR issues while also demonstrating a flexible approach to HR problem solving.	11	4.1	10	3.7	98	36.2	144	53.1	8	3.0	271	3.4
5. Has provided accurate data and information to assist you in evaluating issues, assessing impacts and making decisions.	12	4.4	8	3.0	108	39.9	131	48.3	12	4.4	271	3.4
6. Has sought out opportunities to expand the use and utilitiy of HR data to assist with human resource management for your work unit.	8	3.0	37	13.8	112	41.6	72	26.8	40	14.9	269	3.1
7. Has demonstrated a good understanding of agency operations and strategic planning; is able to partner with you to develop effective solutions.	11	4.1	17	6.3	109	40.2	115	42.4	19	7.0	271	3.3
8. Has managed the job posting and applicant screening processes effectively and provided an adequate number of qualified applicants for your vacant positions.	15	5.6	10	3.7	90	33.5	118	43.9	36	13.4	269	3.3
9. Has provided an effective level of assistance with classification issues.	8	3.0	8	3.0	104	38.5	104	38.5	46	17.0	270	3.4
10. Has conducted training & coaching that has enhanced the capability of supervisors and managers in your work unit to effectively manage the work unit's employees.	13	4.8	40	14.9	99	36.8	68	25.3	49	18.2	269	3.0
T O T A L S :	102	3.8	171	6.3	1,032	38.2	1,178	43.6	219	8.1	2,702	3.3

Overall: Agree or Strongly Agree % (percent)	**81.8**	Overall: Agree or Strongly Agree excluding "Not Applicable" % (percent):	**89.0**

Last September, DHRM opened the Employee Resource Information Center (ERIC), a service center for HR transactions; benefits assistance; retirement consulting and processing; and for some agencies, payroll processing	Not aware of service center		Aware of service center		Total Resp's
	#	%	#	%	#
Were you aware of this?	4	1.5%	263	98.5%	267

Has ERIC been meeting your agency's needs for the transactions listed above?	Yes, definitely		Yes, probably		No, probably not		No, definitely not		N/A–not aware		Total Resp's
	#	%	#	%	#	%	#	%	#	%	#
	32	12.5%	163	63.7%	36	14.1%	17	6.6%	8	3.1%	256

How would you rate your interactions with HR Staff?		Unpleasant		Pleasant		Very Pleasant		Total Resp's
		#	%	#	%	#	%	#
HR interactions were:		2	0.7%	103	38.3%	164	61.0%	269

Overall: Pleasant or Very Pleasant % (percent):	**99.3%**

Please indicate your overall level of satisfaction with DHRM operations:	Very Dissatisfied		Dissatisfied		Satisfied		Very Satisfied		Total Resp's	Score out of
	#	%	#	%	#	%	#	%	#	4
Level of satisfaction:	4	1.5%	19	7.1%	124	46.3%	121	45.1%	268	3.4

Overall: Satisfied or Very Satisfied % (percent):	**91.4%**

ERIC will give you crystal clear answers to your human resource questions.

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D H R M

For more information, talk to your friendly human resource representative.

Ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov
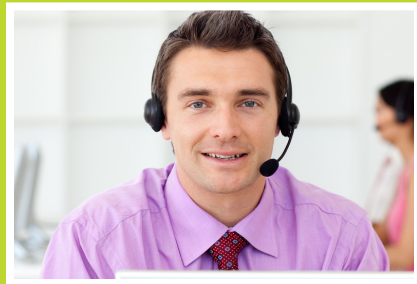
employeegateway.utah.gov

What's ERIC?

What is ERIC?

A: ERIC is the Employee Resource Information Center, which is a centralized team of highly trained human resource staff who will handle the routine human resource work that they have always handled for you. Your agency will still have field office staff assigned to handle more complex human resource actions such as recruitments, liability issues, and assist with strategic management. ERIC will also provide you with 24/7 online access to human resource information.

Q: What kind of human resource work will ERIC handle?

A: This team will handle routine human resource actions such as entering information into the DHRM information system, new hire processing, payroll, benefits, and retirement processing.

Q: Why is DHRM implementing ERIC?

A: ERIC is a part of DHRM's initiative to optimize human resource staff, technology, and process improvement. Our goal is to provide the best customer service possible in a cost-effective way.

Q: How will ERIC ensure quality customer service is maintained?

A: Maintaining quality customer service is one of DHRM's highest priorities. To ensure that ERIC is responsive to its customers and customer service is maintained, ERIC will use various methods to capture customer satisfaction feedback on a routine basis, including surveying our customer agencies. ERIC will then use this feedback to enhance or revise customer service delivery as needed.

Q: How is ERIC going to impact me?

A: The most important way that ERIC will impact you is through immediate 24/7 online access to human resource information, including payroll, benefits, and retirement information. You will also have immediate access to the ERIC team to answer questions during business hours by phone, email, or Instant Message. This is in addition to continued access to your agency HR staff to assist you with recruitment or liability questions.

Q: Why will human resource staff no longer be located on-site in agency offices located in St. George, Price, Provo, Clearfield/Ogden?

A: In order to provide more cost-effective and efficient services, human resource is centrally locating all staff. While human resource staff will no longer be located on-site in some agency offices, human resource staff will still be available to provide the same level of quality human resource services that have been provided in the past to these offices.

Q: When is this going happen?

A: ERIC will begin providing services to state employees on September 19, 2011.

For answers to your human resource questions, ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov
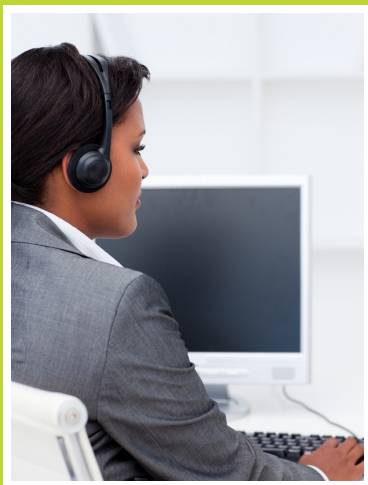
Online 24/7 employeegateway.utah.gov

ERIC will give you crystal clear answers to your human resource questions.

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For more information, talk to your friendly human resource representative.

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Ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov
employeegateway.utah.gov

eric

Wondering what ERIC is all about?

What is ERIC?

A: ERIC is the Employee Resource Information Center, which is a centralized team of highly trained human resource staff who will handle the routine human resource work that they have always handled for you. Your agency will still have field office staff assigned to handle more complex human resource actions such as recruitments, liability issues, and assist with strategic management. ERIC will also provide you with 24/7 online access to human resource information.

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Q: Why will human resource staff no longer be located on-site in agency offices located in St. George, Price, Provo, Clearfield/Ogden?

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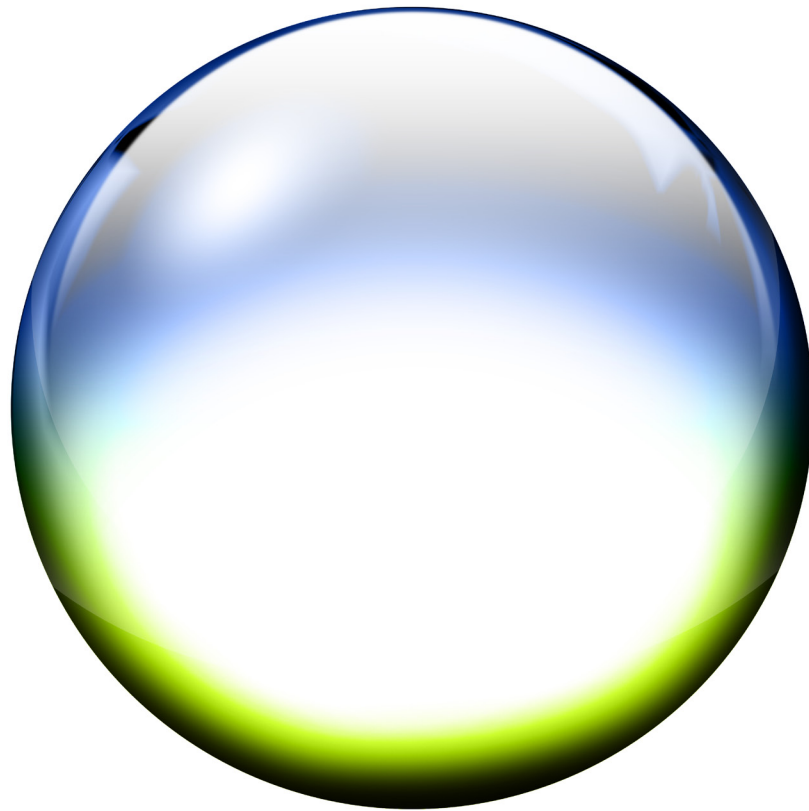
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For answers to your human resource questions, ask ERIC | 801.538.ERIC (3742) | AskEric@utah.gov

Online 24/7 employeegateway.utah.gov

Coming in September 2011

Crystal clear answers to your
human resource questions.

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DHRM

Employee Resource Information Center

Introducing...

ERIC will have the human resource
answers you need when you need them.

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Employee Resource Information Center

Q: what's ERIC?

A: The Employee Resource Information Center. ERIC is a centralized team of human resource staff to assist you with benefits, payroll and other human resource matters during business hours.

ERIC is also an enhanced Employee Gateway portal with a powerful, searchable, user friendly human resource knowledge base you can access 24/7 to answer general HR questions and view your personal employment and benefits information.

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Employee Resource Information Center

For more information talk to your friendly Human Resource representative