

# GETTING STARTED

- Start planning early.
- Determine the scope of the initiative and identify planning team members (coordinate with Governor's Office, agency HR representatives, and individual employees).
- Identify the goals of the initiative.
- Nail down a budget. This will determine strategies to be used.
- Identify strategies to accomplish goals.
- Develop a project timeline.
- Communicate a summary of the strategies to agency HR directors.
- Implement the strategies and monitor progress.
- Communicate regularly with planning team members.
- Develop a summary report of the initiative.
- Communicate the summary report to NASPE, agencies, and others as necessary.
- Meet with planning to review the report, evaluate the initiative and make recommendations for the following year.

## SAMPLE PROJECT TIMELINE

### January

- ❑ Identify planning team members and brainstorm focus of initiative and preliminary strategies for consideration by Governor's Office.
- ❑ Meet with Governor's Office staff to finalize state-level focus and strategies.
- ❑ If state-level awards program is planned, establish categories and criteria.

### February

- ❑ Forward to Governor's Office draft of Governor's Proclamation and accompanying message to state employees.
- ❑ Send memo to state agency directors and HR directors summarizing state-level plans and request that they plan a recognition activity. Attach Suggested Activities list. Request that agencies report activities to state HR director.
- ❑ Send memo to agency directors and HR directors with information on awards criteria and deadline for nominations, if state-level awards program is planned.
- ❑ Send letter to businesses and merchants, if discounts or donated items are to be sought.

### March

- ❑ Issue Governor's Proclamation.
- ❑ Finalize details of proclamation signing ceremony and awards ceremony or other event, if planned.
- ❑ Finalize copy and design for payroll message, letters to the editor, banners, flyers, ads, billboards, press releases, public service announcements, and any other promotional strategies.

### April

- ❑ Select winners of awards program; communicate winners to agencies.
- ❑ Write summary information on award winners for Governor's remarks at ceremony and draft press release on winners.
- ❑ Follow-up with merchants on discounts, donated items; send memo/flyers to agencies to promote discounts, etc.
- ❑ Tape public service announcements.
- ❑ Distribute press releases, public service announcements to media; distribute all promotional ideas.
- ❑ Forward Governor's Proclamation and message to agency directors and HR directors for distribution to state employees.

### May

- ❑ Broadcast closed circuit message from Governor, if using.
- ❑ Hold Governor's Proclamation Signing/Awards Ceremony
- ❑ Hold all agency recognition events.
- ❑ Send follow-up memo to agency directors and HR directors summarizing initiative, highlighting successes, and thanking them for extra effort.

### June

- ❑ Complete summary report of all state and agency activities.
- ❑ Reconvene planning team to evaluate the initiative and make recommendations for following year.