

Program 4: Kentucky MyPURPOSE (Kentucky Personnel Cabinet)

It is with great passion, excitement, and energy that we proudly submit Kentucky's new enterprise-wide talent management system for a STAR Award. This innovative and customized system is truly transforming human resources, recruitment, and professional growth for the Commonwealth's employees. Please feel free to reach out for additional information. We have also included our creative approach to solving the challenges facing recruitment and retention of public employees and creating a modern, comprehensive portal for job applicants and employees.

1. **When was the program established?** What was the month and year of initiation? July, 2018

2. **Why was the program created?** What problems or issues is it designed to 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, which we named *MyPURPOSE* was created (rolled out in July, 2018) 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 giving state agencies the ability to customize job postings by including videos with job posts. Job seekers also now have a way to target jobs by region of the state, zip code, radius, pay, grade, and more. The new *MyPURPOSE* solution created a streamlined job site for external job applicants 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 opportunities for existing state employees, and includes a desktop

benefit of professional development opportunities. State employees are provided with a catalog of over 1,400 curated courses for personal and professional growth in “CommonwealthU” which is available at no cost to them. This represents a true investment in our employees, providing opportunities for growth and development in virtually any area of interest. Courses can be taken during work hours with supervisor approval, or may be taken outside of traditional work hours for personal enrichment – courses include everything from health and wellness to defensive driving, to learning a foreign language.

Want to improve your Excel skills? We have 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.

With historically low unemployment and an aging workforce, it has become increasingly critical to competitively recruit employees through targeted communications. Attracting job applicants who have a desire for purpose and fulfillment by making a difference in their career increases the satisfaction and retention of our workforce.

To accomplish this strategy, the Kentucky Personnel Cabinet developed a communications and marketing strategy for the Commonwealth of Kentucky to recruit new employees by targeted branding of the talent management system, specifically focusing on a tailored talent management system to attract individuals who find satisfaction through positively impacting others. We named our new an all-inclusive talent management system *MyPURPOSE* because we found that employees who stay in public service self-identified as loving their jobs because they “make a difference” and have purpose in what they do. As part of the branding, we developed slogans to go with our recruitment strategy which are promoted in look and feel of the electronic system, published materials, banners, and videos.

Our theme for branding includes the following slogans:

- *Connecting **People** to **Purpose***
- *Come for a job. Stay for a career. Make a difference for a lifetime*
- *Grow, Learn, Lead, & Serve with us*

As part of the overall communications strategy, we interviewed employees, conducted photo shoots and videos of a wide-ranging group of public servants in high demand fields including a laboratory /environmental scientists, nurse, correctional officer, state troopers, pilot, and more. We used the video interviews to create targeted commercials which are imbedded on our careers site with individual job postings to highlight careers in public service. Because we have hundreds of individual careers in state service, we also created a more general overview video which promotes careers in public service that can be imbedded in any job posting. A sampling of our creative approach can be seen through videos in the links provided in response to question 3.

3. What are the specific activities and operations of the program? (Please list in chronological order, if applicable.)

* We created an overview of the specific activities and benefits to employees in MyPURPOSE. Check out the highlights in this 2-minute video: <https://youtu.be/a2lcsnv1ZJk>

* Our new talent management system, MyPURPOSE, offers two job portals: One for external job applicants, and one for internal/promotional applicants;

* The solution is mobile friendly and allows applicants to quickly apply for jobs by linking their LinkedIn profile, uploading a resume, or completing a traditional application;

* Targeted marketing & recruitment through video commercials: The solution gives state government agencies the ability to imbed custom videos to job postings to highlight and market the job through video commercials highlighting actual employees. This gives job applicants the ability to hear from current employees in those agencies about why they should work for the Commonwealth.

Just a few of the custom communications that we created to promote careers in public service and represent our overall communication strategy for recruitment include:

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/pUqlNK-t--o>

* Extensive personal and professional development opportunities: *MyPURPOSE* offers executive branch employees the ability to take over 1,400 curated courses for professional development and personal growth. Employees have access to courses which improve technical job skills, such as Excel and PowerPoint, as well as the ability to learn foreign language, defensive driving skills, and dinner etiquette. Younger job applicants and millennials especially, want access to personal and professional development opportunities and are comfortable with using an online technology platform, thus helping us attract and retain talent;

* *MyPURPOSE* has a connect feature, similar to social media or a discussion board, that can be created for individual groups to discuss topics, issues, ask questions, and connect with their peers. Example: Agency budget staff can create a group where budget personnel connect and share questions or information relevant to their jobs. Human Resources professionals can discuss upcoming regulations changes without starting an expansive email chain. The *MyPURPOSE* connect feature is a great way to gather conversations and share information.

4. What equipment, technology and/or software (if any) are used to operate and administer the program?

Cornerstone OnDemand is the software that we use for the new *MyPURPOSE* solution. It can operated from any desktop computer or mobile device. We use Articulate software to develop training courses for the learning and professional development component of the *MyPURPOSE* system. The

project team spent six months configuring and branding the off-the-shelf software to tailor it to Kentucky's new enterprise-wide talent management system.

5. What are the program's operational costs? Initial 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. 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].

6. Has the program been effective at addressing the problem or issue? Please provide tangible results and examples.

MyPURPOSE dramatically changed the ability of state agencies to promote the recruitment and retention of state employees through a modern, interactive human resources technology system. The system includes modules for recruitment, onboarding, learning, performance management, and employee networking. In creating the system, we recognized that even with the best technology, it would all be for naught without employee engagement. As a result, we have been deliberate in our branding of the system, as well as in our outreach to employees about the new system. Take a look at the website and you will see *MyPURPOSE* on the desktop icon to the top of each page. You will also see our slogan, "Grow with us, learn with us, lead with us, serve with us." But *MyPURPOSE* is not just a catchy logo. We are truly connecting people to purpose with this system.

The recruitment section of *MyPURPOSE* represents an important step forward in how we attract talent. Agencies now have the ability to promote jobs by embedding custom video

advertisements tailored to their job vacancies. This gives applicants the ability to hear from current employees in those agencies about why they should work for the Commonwealth.

The learning section of *MyPURPOSE*, which we call CommonwealthU, includes an on-line course catalog with over 1,400 courses on topics ranging from Excel and PowerPoint to health and wellness. Agencies can also use the system to upload their own content based on their individual needs. This helps agencies meet the needs of employees who may not have traditional training opportunities due to budgetary constraints, working 2nd /3rd shift, or because they are unable to travel to Frankfort, Kentucky where the majority of in-person training events are held.

The networking section of *MyPURPOSE*, *MyCOMMUNITY*, allows employees to engage in different interest groups, share ideas, and engage in problem-solving across agency lines. We aim to be leaders in the talent management and this system is helping us achieve that goal.

7. What measurable impact has the program had? Has it created significant change in your state?

Through implementation of the *MyPURPOSE* system, the Commonwealth of Kentucky has a modern, visually pleasing, and mobile friendly talent management system that assists with targeted marketing of job vacancies and easy application through LinkedIn or by uploading a resume. 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.

The incredible branding and effectiveness of the professional development opportunities is reflected in our overall participation numbers. This is bolstered by our new communications strategy incorporating our public service slogans. Since go live in July 2018, MyPURPOSE has seen:

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

CONNECTING PEOPLE TO PURPOSE

The possibilities are endless with a career in public service

- Accounting
- Administration
- Communication
- Environmental
- Engineering
- Legal
- Technology
- Research
- Mechanical
- Medical
- Law Enforcement
- Parks & Rec
- Health Sciences
- Management
- Skilled Trades



GROW LEARN LEAD SERVE

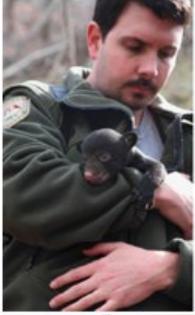
We can take you there

Come for a job

The diversity of our culture and work, our broad customer base, and extensive opportunities to make a difference provide a distinct environment beyond any other.

Search and apply at
careers.ky.gov

Information for veterans:
careers.ky.gov/veterans



#MakeADifference

As the state's largest employer, the Commonwealth offers its team members a rewarding career in public service.

Whether you want to work with children or adults, inside or outdoors, build a better future or preserve the past; there's a place for you to contribute and make a difference.

Stay for a career

Our talented team members join our ranks, and stay! From employee assistance, flexibility, sick leave when we need it, and even adoption and elder care benefits, you can't ask for better work-life balance and support.

- Health Insurance
- Wellness Programs
- Adoption Benefits
- Flexible work options
- Generous holiday and leave package
- Training & professional development
- Community involvement
- Service to others



Make a difference for a lifetime

"I'm surrounded by coworkers who have the same objective: to help protect and support our citizens. It's an honor knowing my work has an impact."

"Above all, I love that I'm able to help provide what I feel is a vital service to others."

"I get to inspire our future decision-makers, discover new stories around every corner, and protect the beauty of this amazing Commonwealth... what an honor!"

careers.ky.gov





careers.ky.gov

502.564.8030

8. **Did the program originate in your state?** If YES, please indicate the innovator's name, present address, telephone number and email address. Yes. Employees with the Kentucky Personnel Cabinet created the logo, branding, images, and customized look and feel of the system. The project team also configured the off-the-shelf software from Cornerstone OnDemand to truly customize the look, feel, and branding for Kentucky's new enterprise-wide talent management system.

Team: The project team was composed of individuals from the Division of Technology Services, Human Resource Administration, and Communications for branding, photographs, employee interviews, custom job commercials, and more. Contact for project teams: LaDonna Koebel, Chief of Staff, Kentucky Personnel Cabinet, 501 High Street, 3rd Floor, Frankfort, Kentucky 40601, Office: 502-564-7430; LaDonna.Koebel@ky.gov

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, or the targeted communications approach with branding and embedding custom videos in job postings.

10. **Is the program transferable to other policy areas or states? What limitations or obstacles might other states expect to encounter when attempting to adopt this program?**

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. Because we customized and configured an off-the-shelf product to accomplish the internal and external talent management portals, it is transferable to other states, as well as other branches of government.

Implementation of the *MyPURPOSE* system has significantly and positively impacted the user experience, employee development, and will reduce costs that agencies face in training their employees. Some agencies may even be able to convert portions of training academies to online courses so that the agencies do not have to pay hotel and travel expenses for as many days. For example, an 8-week regional training academy may be able to be condensed to 6-weeks by moving the classroom training components to an online format for no additional cost and then deploying the trainings in the online portal.

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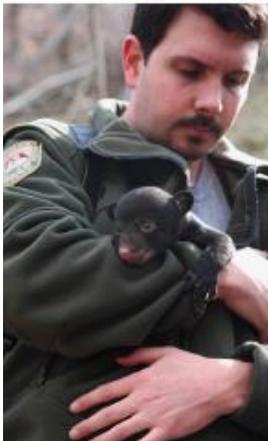
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MyPURPOSE Talent Management System

Results: 1 year after implementation

A Year's Perspective

