



## STATE TRANSFORMATION IN ACTION RECOGNITION AWARD

for innovative state government programs and services in



Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • Missouri  
North Carolina • Oklahoma • South Carolina • Tennessee • Texas • Virginia • West Virginia



# APPLICATIONS DUE MAY 17, 2020

# STATE TRANSFORMATION IN ACTION RECOGNITION AWARD

## APPLY NOW TO COMPETE FOR RECOGNITION AS ONE OF THE SOUTH'S MOST INNOVATIVE STATE GOVERNMENT PROGRAMS

The Southern Office of The Council of State Governments (CSG) is now accepting applications for its 2020 State Transformation in Action Recognition (STAR) award for innovative state government programs and services. **The deadline for submitting your program for consideration is May 17, 2020.**

The CSG Southern Office recognizes that state employees work hard, not only to provide outstanding services, but also by striving to develop and adapt new and improved programs to make their states a better place to live and work. Such efforts should be recognized, and innovative ideas should be shared among colleagues.

Through the STAR award, the Southern Office recognizes creative, impactful, transferable and effective state government solutions. **Submissions are accepted from a wide array of state agencies, departments and institutions operating within the executive, legislative and judicial governmental branches.**

Following the first of a two-stage review process, five finalists are invited to present their program to the STAR judges panel—comprising state legislators, legislative staff and policy experts—convening **August 4, at the 74<sup>th</sup>**

Annual Meeting of the Southern Legislative Conference in Winston-Salem, North Carolina. There, through the second review process, two exceptional programs will be selected as models of innovation and efficiency in state governments in the Southern region.

The STAR award represents an opportunity to highlight **successful programs implemented within your state**, especially those with the potential for adaptation across state lines.

State programs are evaluated and graded by the following criteria:

- » **Creativity:** Does the program represent a new and creative approach to solving common problems or issues?
- » **Impact:** How far-reaching are the benefits and solutions of the program?
- » **Transferability:** From a logistical and fiscal standpoint, could the program or practice easily be transferred to other states?
- » **Effectiveness:** To what extent is the program successful at addressing an issue, and how efficiently does it operate?

We encourage you to submit one or more of your state programs for consideration. Please note that private sector submissions do not qualify. More information is available at [www.slcatlanta.org/STAR](http://www.slcatlanta.org/STAR) or by calling Nick Bowman in our office at (404) 633-1866.

# 2019 STAR AWARD RECIPIENTS

## KENTUCKY PERSONNEL CABINET

### MYPURPOSE

In 2017, the Kentucky Personnel Cabinet established a talent management strategy and vision to affect how the commonwealth attracts, recruits, and retains talent. Launched in 2018, MyPURPOSE provides 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 a means for state agencies to customize job postings by including videos with job posts.

MyPURPOSE also created an internal portal for state employees, which provides access to promotional opportunities and professional development. State employees can take advantage of a catalog of more than 1,400 curated courses for personal and professional growth, at no cost.



LaDonna Koebel, Chief of Staff, and Katherine North, Communications Director, Kentucky Personnel Cabinet

## TENNESSEE HIGHER EDUCATION COMMISSION

### TENNESSEE RECONNECT

Tennessee Reconnect is an initiative to help more adults return to higher education by providing a last-dollar scholarship that pays any tuition and fees charged at community colleges that are not covered by other sources of grant aid. These scholarship awards, on average, are approximately \$1,000 per student.

In fall 2013, then-Governor Bill Haslam announced his “Drive to 55,” with the goal that 55 percent of Tennesseans would hold a postsecondary credential by the year 2025. At the time, 36 percent of Tennesseans met this benchmark. Following the success of programs serving younger age groups, updates and modifications were made to Tennessee’s free college framework to serve adults. With this scholarship program, Tennesseans of all ages can earn the relevant, marketable credentials necessary to succeed in the labor market. Since implementation, state-wide postsecondary degree attainment has increased to 43 percent.



Mary Laphen, Network Director; Jessica Gibson, Assistant Executive Director of Adult Learner Initiatives; Karla Coleman Garcia, Director of Strategic Alignment; and Tina Shreeve, Outreach Coordinator, Tennessee Reconnect



Emily House, Deputy Executive Director, Tennessee Higher Education Commission



# HOW TO APPLY



## INSTRUCTIONAL OVERVIEW

You may submit an application for the STAR award online at [www.slcatlanta.org/STAR](http://www.slcatlanta.org/STAR), by emailing [star@csg.org](mailto:star@csg.org), or by mailing the application form, with the required attachment(s), to the Southern Office. **To qualify for the first review, applicants must submit answers to all 10 program questions along with the application form.**

In addition to the application form and program questions, you may also submit supplementary materials, such as videos, reports or presentations. We reserve the right to use or publish the information provided in the application in other products. If your agency objects to this policy, please advise us in a separate attachment.

## EXAMPLES OF GOVERNMENTAL POLICY AREAS\*

### ***Agriculture and Natural Resources***

- » Agricultural Education
- » Conservation and Land Use
- » Land Preservation
- » Parks and Recreation
- » Natural Resources
- » Trade

### ***Economic Development, Fiscal Affairs and Transportation***

- » Business and Commerce
- » International Trade
- » Revenue
- » Transportation Infrastructure
- » Tourism
- » Public-Private Partnerships

### ***Education***

- » Administration
- » Management
- » Personnel

### ***Energy***

- » Efficiency
- » Transmission
- » Infrastructure

### ***Health and Human Services***

- » Aging
- » Children and Families
- » Health
- » Housing
- » Human Services

### ***Government Operations and Technology***

- » Administration
- » Elections
- » Information Systems
- » Public Information
- » Telecommunications

### ***Public Safety and Corrections***

- » Corrections
- » Courts
- » Criminal Justice
- » Substance Abuse

\*Your program does not need to align with these categories.

# 2020 STAR AWARD APPLICATION

State	
Policy Area	
Program Name	
Administering Agency	
Contact Name, Title	
Address	
City, State Zip	
Email Address	
Telephone Number	
Web Address	

## Submit your application:



**Online (recommended):**  
[slcatlanta.org/STAR](http://slcatlanta.org/STAR)



**By email:**  
[star@csg.org](mailto:star@csg.org)



**By mail:**  
STAR Award  
Southern Legislative Conference  
1946 Clairmont Road  
Decatur, Georgia 30033

## For more information, contact:

Nick Bowman  
Research and Publications Associate  
Southern Legislative Conference of  
The Council of State Governments

Email: [star@csg.org](mailto:star@csg.org)  
Phone: (404) 633-1866  
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**Application Deadline:**  
**May 17, 2020**

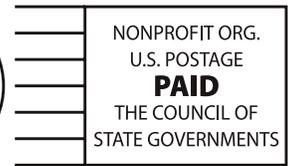
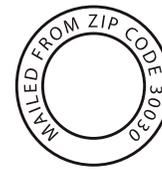
## PROGRAM QUESTIONS

### (ALL ANSWERS MUST BE SUBMITTED FOR CONSIDERATION)

1. When was the program established? What was the month and year of initiation?  
**NOTE: Programs must be between nine months and three years old as of May 17, 2020 (i.e., established between May 17, 2017, and November 17, 2019) to qualify.** Older programs will be considered if significant updates or expansions with tangible results in the same time period can be demonstrated.
2. Why was the program created? What problems or issues is it designed to address?
3. What are the specific activities and operations of the program? (Please list in chronological order, if applicable.)
4. What equipment, technology and/or software (if any) are used to operate and administer the program?
5. What are the annual operational costs of the program? How is it funded?
6. Has the program been effective at addressing the problem or issue? Please provide tangible results and examples.
7. What measurable impact has the program had? Please provide examples.
8. Did the program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and email address.
9. Are you aware of similar programs in other states? If YES, which ones and how does your program differ?
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?



SOUTHERN LEGISLATIVE CONFERENCE



**Southern Office of  
The Council of State Governments**

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**Colleen Cousineau**  
*Director, Southern Legislative Conference*  
*Director, Southern Office of*  
*The Council of State Governments*

# SERVING THE SOUTH

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Mississippi • Missouri  
North Carolina • Oklahoma • South Carolina • Tennessee • Texas • Virginia • West Virginia

Founded in 1933, **The Council of State Governments (CSG)** is our nation’s only organization serving all three branches of state government. CSG is a region-based forum that fosters the exchange of insights and ideas to help state officials shape public policy. This offers unparalleled regional, national and international opportunities to network, develop leaders, collaborate and create problem-solving partnerships.

Opened in 1959 as the final regional office of CSG, the mission of the Southern Office is to promote and strengthen intergovernmental cooperation among its 15-member states, predominantly through the programs and services provided by its **Southern Legislative Conference (SLC)**. Legislative leadership, members and staff depend on the SLC to identify and analyze solutions for the most prevalent and unique state

government policy issues facing Southern states. Member outreach in state capitols, leadership development and staff exchange programs, meetings, domestic and international delegation study tours, and policy fly-ins by the Southern Office support state policymakers and legislative staff in their work to build a stronger region.

Established in 1947, the SLC is a member-driven organization and serves as the **premier public policy forum for Southern state legislatures**. The SLC Annual Meeting and a broad array of similarly well-established and successful SLC programs — focusing on both existing and emerging state government innovations and solutions — provide policymakers diverse opportunities to interact with policy experts and share their knowledge with colleagues.