How to Engage Employees in Policy Initiatives

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Presentation to:
NASWA Communications Committee
Winter Policy Forum
February 2020
Agency Profile

- Six divisions
- 1,292 employees
- 12 member Executive Team
- 200+ managers/supervisors
- 300+ field staff
Vision
A working economy that elevates all of Colorado.

Mission
Working together to promote a thriving employment environment with opportunity for every Coloradan to prosper.
Agency priorities

Model Employer - Lead the state in becoming a model employer
Workers Prosper - Through meaningful employment, every Coloradan prospers
Exceptional Services - Exceptional execution of core services in collaboration with partners and stakeholders
Employers Thrive - Cultivate policies and processes that help Colorado employers thrive
Future of Work - Ensure Colorado is prepared for the Future of Work
Communications Challenges

- Change in Administration - New Mission/Vision/Priorities
- Low morale - Lack of opportunity for promotion/growth
- Disengaged field staff
- Cascading key info vertically to front line

Communications Opportunities

- Change in Administration - New Mission/Vision/Priorities
- Increased use of technology
- Supportive Executive Branch
- Attrition
Rollout Strategy

MAY
- Share with all managers/supervisors at all leaders meeting
- Workshop division strategies
- Document results in Google sheets and share out with managers
- After hours “street team” - one pager, sticker, phone screen changeover
-Email from Executive Director
-Reinforced email from managers/supervisors

JUNE
- Executive Forum Series
  - Live webinar
  - Pre Submitted questions
  - Live Q and A
  - Follow up email to all staff

JULY
- Division-specific strategies - assign champions
- Performance Plan due to Governor/Legislature
1. Choose one goal (please circle):
   - Assess CDLE values to reflect their alignment with the new areas of emphasis by Dec 31, 2019
   - Create a model workplace by conducting a landscape analysis in best practices for Diversity, Inclusion and a Safe and Healthy Workplace, and create a scorecard by Jun 30, 2020.
   - Create a culture of leadership growth and development with a goal of 80% of EQEPs having growth and development results by April 2020.
   - Other:

2. How does your division/program/unit fit into this goal?

3. What strategies or projects do you feel would help support this goal?

4. Do you see any challenges or obstacles with this goal?
1. Choose one goal (please circle):
   - Through advancing sector strategies, by June of 2021 5% more Coloradans are connected to key industries
   - By June of 2022, CDLE will increase employment of customers with traditional barriers to employment by 5%
   - By 2022, identify 3 new strategies to increase access to benefits for all types of workers
   - Other:

2. How does your division/program/unit fit into this goal?

3. What strategies or projects do you feel would help support this goal?

4. Do you see any challenges or obstacles with this goal?
Employee Surveys

Communications Survey 2018

In 2015, CDLE's Office of Government, Policy and Public Relations launched an employee survey to assess how effectively our agency engages employees. The results of that survey created many communications tools in use today.

We are once again seeking your input and feedback to make further improvements. Your thoughts and ideas are greatly appreciated.

My primary work location is: *

- 633 17th St
- 251 E 12th Ave
- Field staff
Current internal communications tactics

**Employee Engagement Survey Results**

**CCC Campaign Extended**

Between wrapping up 2019 and welcoming 2020, you may have missed making your donation to the Colorado Combined Campaign. Time ran out, but the needs of nonprofits across Colorado remain. To help, the CCC has extended its online deadline to midnight on Thursday, February 20.

Make a one-time (March) or recurring (10-month, March to December) pledge conveniently through payroll by [clicking here](#). Twenty state employees who donate from now through February 20 will be entered to win a $20 Amazon gift card.

The ERC is always looking for new and creative ideas for employee engagement and activities.

**LUNCH & LEARN**

EE&I Committee is hosting its first Lunch and Learn event on January 21, 2020

The Employee Engagement & Accountability Committee (EE&I) is interested in providing tools to employees who are looking to make the next step in their career.

When: Jan 21, 2020 11:00 AM - 1:00 PM
Where: 433 7th

**View All**
Thanks!

Any questions?