

TOTAL COMPENSATION TOTAL REWARDS



MODERNIZING THE COMMUNICATION OF STATE BENEFITS

Meet the Team



Evan
Adrian

Transportation



Lesli
Belt

Commerce
and
Insurance



Sandra
Dressel

Mental
Health



Grayson
Imhoff

Office of
Administration



Whitney
Scurlock

Commerce
and
Insurance



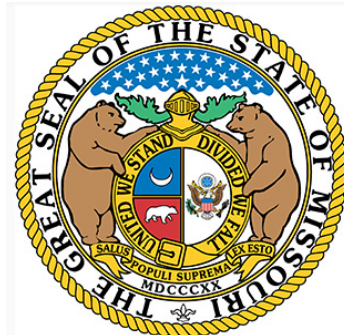
Sheila
Skulborstad

Attorney
General's
Office



PROBLEM STATEMENT

Improve attraction and retention of State of Missouri employees, particularly in the under-30 age demographic, through more effective and centralized communication of total compensation and rewards.



Why is Communicating Benefits Important?

“[W]e need to build the bench in state government. ... The recruitment and retention of state employees has been a severe problem for our state. And while we have made considerable advancements like wage increases, deferred compensation, and professional development opportunities, more is needed. Supporting our state workers means supporting the people of Missouri. ... If we allow state government to fall behind, we allow Missourians to fall behind.”

- Governor Parson, 2023 State of the State Address



Research Shows That Benefits Matter...

77%

felt benefits were a key part of their compensation

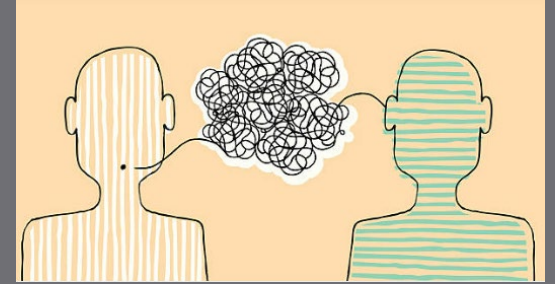
73%

said benefits were important to staying in their job

57%

at least somewhat likely to accept position with lower pay in exchange for more robust benefits

...But there is often a failure to communicate



49% do not understand their benefits

80% never open benefits communication

54% of millennials lack understanding of benefit features

66% want their employer to help them better understand enrolled benefits

Top Reasons Gen Z and Millennials chose to work for their current organization

<u>Good work/life Balance</u>		<u>Learning and Development Opportunities</u>		<u>High Salary or Other Financial Benefits</u>		<u>Career Growth and Opportunity</u>	
Gen Z	Millennials	Gen Z	Millennials	Gen Z	Millennials	Gen Z	Millennials
32%	39%	29%	29%	24%	27%	23%	24%

Sources: Deloitte Touche Tohmatsu Limited. (2022). *Striving for balance, advocating for change: The Deloitte Global 2022 Genz & Millennial Survey*. Deloitte Global.

Mearian, L. (2022, May 23). *News Analysis, What Gen Z and Millennials want from employers*. Retrieved from Computerworld: <https://www.computerworld.com/article/3661170/what-gen-z-and-millennials-want-from-employers.html>



What is one thing it would take for Gen Z to stay in their current position?

45%

Say Higher Salary 41% say 10% increase
“strong compensation matters most to Gen Z employees.”

21%

Said better benefits and perks

9%

Say flexible work hours

Sources: Robin Powered, Inc. (2022). *Understanding Gen Z, How to Win the Race for Talent*. Robin Powered, Inc.

Mearian, L. (2022, May 23). *News Analysis, What Gen Z and Millennials want from employers*. Retrieved from Computerworld: <https://www.computerworld.com/article/3661170/what-gen-z-and-millennials-want-from-employers.html>

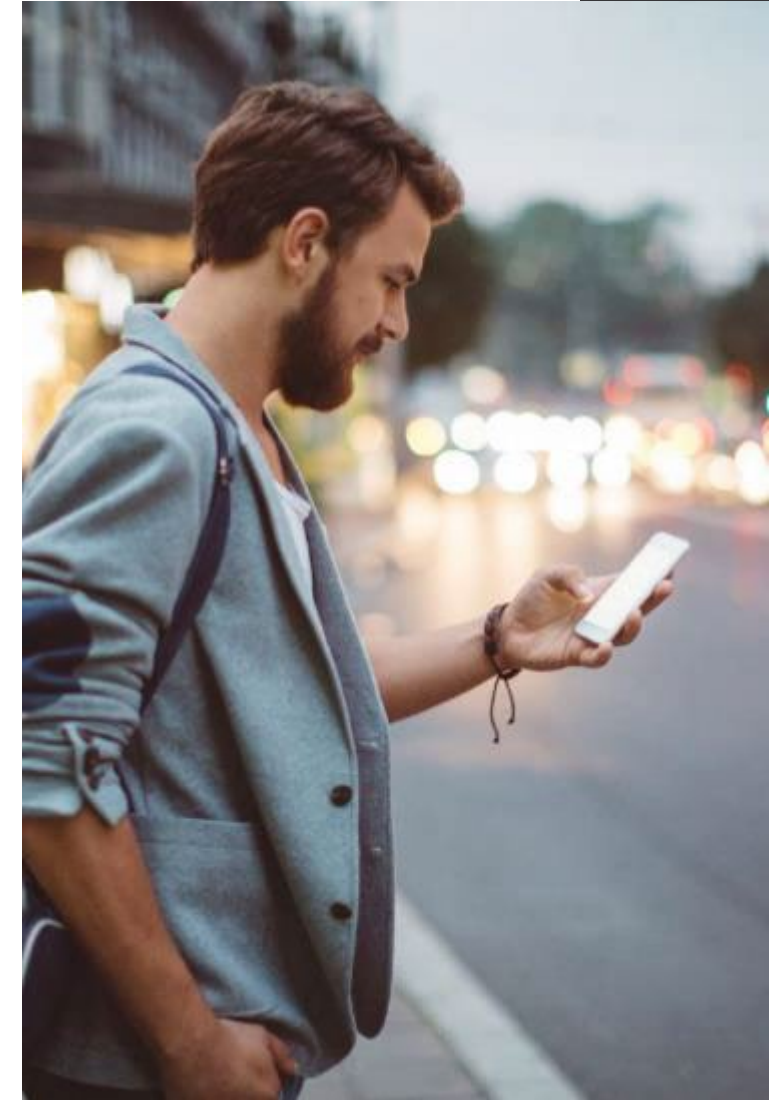
How did we assess the status quo?

- Contacted agency and department leaders to determine how benefits are communicated by agency
- Conducted informal interviews with other state team members
- Organized and carried out Focus Groups
- Explored state websites containing benefit information



Current Obstacles

- Benefits information can be difficult to find and are not centralized.
- Many “clicks” needed to reach benefit information.
- Uniformity lacking across agencies.
- Almost all interviewed employees did not know they possessed certain state benefits.
- Benefit information for prospective employees is not tailored by agency.
- Benefits information is not communicated to current employees throughout the year
- Changes and updates to benefits are not always received by all employees
- Types of communication are limited and not diverse.





Solution Strategy

Personnel

Proposal #1:

Leverage our state personnel to disseminate benefits information in a more effective, personal, and uniform manner.

- ❖ Create new OA Benefits Communications Specialist
- ❖ Create “Benefit Champions” – Representatives at each agency tasked with sharing benefit information
- ❖ Develop Markets and Town Hall presentations – take benefits to the people
- ❖ OA Benefits Coordinator should be open to new and creative ways to communicate benefits – aim for a diverse set of communications methods.

BENEFITS COMMUNICATION SPECIALIST

The Benefits Communication Specialist for the State of Missouri Office of Administration Division of Personnel is the subject matter expert for all State Team Members' Total Compensation/Total Rewards. This position is responsible for communicating the current status of the State's Compensation Package to State Department Liaisons.

Responsibilities

- Subject matter expert in the state's current and changing benefit packages
- Ensure all employees are informed of current packages via communication with departments Benefit Champions
- Design and produce informational material to explain benefits including total compensation/total rewards
- Provide answers and help to employees with questions
- Host Benefits Town Halls and Marketplace for changes and annual benefits renewal

Qualifications

- Bachelor's Degree
- CEBS, CMS, GRA, RPA Preferred
- Excellent written and verbal communication skills
- Strong interpersonal skills
- Advanced knowledge of the Microsoft suite and systems
- Able to travel throughout the state to meet with department liaisons
- Utilize basic office equipment

Technology

Proposal #2:

Streamline and modernize our existing technology platforms to more efficiently and persuasively communicate our existing benefits to both current and prospective employees.

- ❖ ESS and MO Careers – combine and modernize through MOVERS to create a uniform branding of benefits.
- ❖ Specify benefits by agency.
- ❖ Make benefits information easily accessible to both CURRENT and PROSPECTIVE employees on one centralized platform.
- ❖ Improve interfaces: embed data, eliminate extra links, consolidate duplicates.

Communication Tools: QR Code – Focus Group 1

Strategy:

Present to a group of state agency summer interns a series of five QR codes of different designs to gauge interest

- ❖ 3 codes were different formats of the new design our group created to convey benefits
- ❖ 2 codes were existing benefits pages on state agency websites – State’s Excel Spreadsheet and Conservation’s pie chart
- ❖ The group unanimously chose a pie chart format as the winner
- ❖ Several recommendations for expanding and defining the pension benefits in more detail
- ❖ Asked for more detailed explanations of benefits and identification of items like hybrid work

Communication Tools: QR Code – Focus Group 2

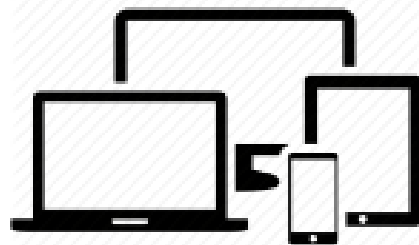
Strategy:

Present to a group of state employees a series of three QR codes with slight alterations of design to gauge interest

- ❖ All 3 codes were pie charts with varying details to determine the best design choices
- ❖ Identified items of concern such as: color choice, non-linked items and congested areas
- ❖ Overall the group liked the idea of the calculator and the layout of the benefits
- ❖ Recommended combining the opportunities and the benefits as one tab

Communication Tools: What We Learned

- ❖ Prospective and current state employees are interested in learning more about their compensation and benefits
- ❖ They want fewer clicks and more general information with the option to get more in depth on certain subjects
- ❖ Color choices can truly affect someone's perception of information
- ❖ It's important to find something that works on all platforms and devices





Reaching the Next Generation: The Under-30 Demographic



- ❖ Experiment with different channels and communication formats: video, audio, graphics, texts.
- ❖ Tailor messaging to life stages: ex. paying off student loans.
- ❖ Convey benefit messages in a simple and easily understandable way
- ❖ Make it fun: engaging messaging win attention; inspire action
- ❖ 78% of millennials reported they would like more communication about their workplace benefits throughout 2021.

Website Additions

- ❖ Show total compensation and work life balance instantly
- ❖ Incorporate interactive tools to show opportunity and career phases
- ❖ Consolidate and rebrand benefit information into one location



Investing In Our Team Members!

Values

Public Service

Give back to the community with an agency that shares your values

Hybrid-Work

11 Different Types of Leave

PSLF

Public Service Student Loan Forgiveness

Career

Pension

Free LinkedIn

Deferred Compensation

Paid Professional Development

401(k) Up to \$75 Match Monthly

Leadership Training

Wellbeing

Health Insurance

Health Insurance is through the Missouri

Sydney Health

Get Health

Dental

Strive for Wellness

Vision

Self Wellness Program
Strive Employee Life & Family (SELF)

Sydney is a discount program for state team members to save money on their medical prescriptions.
Visit Sydney Health



Work/Life Integration

Paid Time Off

Paid Parental Leave

Flexible Work Options

Proposed



Communication
Tools: Scan or
Click QR Code



Next Steps



Proposal # 1

- 1) Create and fill Benefits Communications Specialist
- 2) Task Benefits Coordinator with designating and training Benefits Champions
- 3) Task Benefits Coordinator with organizing benefit town halls
- 4) Benefits Coordinator updates and maintains the total compensation and benefits feature

Proposal # 2

- 1) Integrate Total Compensation and Benefits feature into MO Careers and Division of Personnel Webpage
 - a) MO Careers Additions Estimated Cost - **\$1,750**
 - b) Division of Personnel Webpage Additions Estimated - Cost **\$0**
- 2) Incorporate Total Compensation and Benefits QR-Code into career postings and advertisements
- 3) Consolidate ESS and MO Careers through MOVERS, with suggested changes incorporated



Questions?



Thank you!

