Staff Service Recognition

Brenda Naegel
Internal Communications
Brenda.Naegel@yale.edu

Cynthia Russo
Michael C. Fina Recognition
crusso@mcfina.com

22 February 2017
Staff Service Recognition Presentation Agenda

- The Importance of Workplace Recognition
- Staff Recognition at Yale
- Service Anniversary Program Enhancements
- Technology Demo
- Resources for Managers
- Questions – email questions to hrcomm@yale.edu
Why recognize?

• Shows appreciation, gratitude, and respect
• Leads to employee engagement
• Encourages higher performance
What the experts tell us

• Gallup poll: only 16% employees are engaged
• Aon Hewitt: engagement increases 20% when employees are recognized monthly and increases another 35% when recognition is weekly

Managers are on the front line of Yale’s recognition efforts and are the top driver of employee engagement!
Why enhance the current program?

• The modern workplace is changing:
  – More transparent
  – More social
  – More collaborative
  – More flexible
  – More rewarding

• Feedback from staff members:
  – Happy with variety, quality of gifts, and process; gifts received quickly; great customer service and easy to contact; love the chair/rocker and tree planting
  – Would like more Yale-branded gifts and the ability to track a tree that’s been planted in their honor
About Staff Service Recognition

- Staff service recognition
- Linda K. Lorimer Award
- Staff Appreciation Day
- #outofthebluethanks
## Overview of awards

<table>
<thead>
<tr>
<th>Years of service</th>
<th>Certificate/Recognition Wall/leadership messages</th>
<th>Gift</th>
<th>Banquet/yearbook photo</th>
<th>Biography/story in yearbook</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10, 15, 20</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>25+</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>35+</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Yale recognizes staff members for years of service to the university on each five-year milestone anniversary:

<table>
<thead>
<tr>
<th>Anniversary</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>470</td>
</tr>
<tr>
<td>10</td>
<td>417</td>
</tr>
<tr>
<td>15</td>
<td>274</td>
</tr>
<tr>
<td>20</td>
<td>208</td>
</tr>
<tr>
<td>25</td>
<td>95</td>
</tr>
<tr>
<td>30</td>
<td>88</td>
</tr>
<tr>
<td>35</td>
<td>62</td>
</tr>
<tr>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>45</td>
<td>14</td>
</tr>
<tr>
<td>50</td>
<td>1</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1,662</td>
</tr>
</tbody>
</table>
• New 4x6 Lucite Framed Certificate (5+ years)
• Addition of Yale-branded Merchandise & Apparel in addition to the wide variety of gifts, tree planting option, and custom crafted Scott Strobel bowls
• Introduction of congratulatory email at 1 Year Anniversary
• Introduction of congratulatory email from VP of HRA 5+ Years
• Introduction of Recognition Wall – custom-branded Yale messages to help celebrate anniversaries
• Updated gift ordering website – responsive design, optimal user experience
• It’s Your Yale (your.yale.edu) – added staff recognition component
• Expanded honoree survey
The Staff Service Recognition Award
IS PRESENTED IN 2016 TO
ROGER M. BURKE
IN RECOGNITION OF YOUR TWENTY YEARS
OF SERVICE TO YALE UNIVERSITY.

President, Yale University
New Yale-branded merchandise
Explore

Congratulations on your one-year anniversary at Yale!

Now that you’ve been here for a year, we hope that you are exploring the campus community and taking advantage of all that Yale has to offer. As a staff member at Yale, you belong to a community that offers a wide array of activities, events, and culture to experience and explore.

Enjoy a tour of Harkness tower. Check out a book at Sterling Memorial Library. Take an online Yale class for free. Dine at the new School of Management eatery. And more…

For more opportunities and information, visit your.yale.edu.

Sculpture Garden, Yale University Art Gallery; Yale Peabody Museum of Natural History
Annie by Michael Harvey, University Photographer

It’s Your Yale

yale.edu
E-cards

Thank You!

Happy Anniversary

CONGRATULATIONS!

Thank You!
• E-Service Recognition
• Recognition Wall
• GiftNet Online
• It’s Your Yale
Future Enhancements

- Expand eCard capability
- Adding platform for contests and games
- Automate Linda Lorimer Nomination Process
Questions
Dear Emily,

We are pleased to notify you that Roger Burke will be celebrating an anniversary for 10 years on January 1, 2016.

At the beginning of June, Roger will receive a congratulatory letter and a certificate of appreciation from the university. If your honoree is celebrating a milestone anniversary of 10 years or more, he or she will also have the opportunity to visit Yale's service recognition award website, to select a gift that will be delivered directly to his or her home address.

In addition to these keepsakes, the recognition from supervisors and co-workers can play an important part in the excitement and honor of the occasion. Sending a note of appreciation and inviting colleagues to join you is a special way to create a personal thank you for your honoree. Using Yale's Recognition Wall to recognize your honoree, you and your staff members can each post your sentiments to a customized website. When the honoree logs in on their anniversary date, they will be greeted with scrolling posts from their friends and colleagues.

Here's how to create a Recognition Wall:
- Visit Yale's Recognition Wall.
- Choose and customize a post that your honoree will see.

See more about yale.edu/e-serivicerecognition.com.
Recognition Wall Welcome - Manager

Yale
Recognition Wall

Welcome  Select  Message  Invite

Celebrate the
10 Year Anniversary
of Roger Burke
on January 1, 2016

First time here? Read detailed instructions by clicking here.
Choose and customize a post that the recipient will see upon logging in to select a gift on the day of the anniversary or after.

Next
Review Available Cards

Yale

Recognition Wall

Select A Design 🌟

Roger Burke
10 Year Anniversary
Anniversary Date: January 1, 2016

Select Cards
Yale

Recognition Wall

Customize A Message 👍

Roger Burke
10 Year Anniversary
Anniversary Date: January 1, 2016

Dear Roger,
Congratulations on celebrating 10 years with Yale! The passion and energy you bring to our department inspires those around you.
Thank you for all you do to make Yale the amazing place it is!
Warmest regards,
Cindy

Yale
Send Card & Invite Others
(card held in queue until day of anniversary)
What you can do as a supervisor

While institutional recognition is important, as a supervisor, there is a great deal you can also do to engage and recognize your staff members.

Ways to recognize your staff members:

- Celebrate special occasions such as milestone anniversaries that are marked by every five years of service to the university.
- Nominate exceptional staff members for the Linda Lorimer Award for Distinguished Service.
- Great managers say “thank you” often and recognize their staff members on a regular basis. To get started, send your staff member an e-card.

Three recognition tips to keep in mind

- Related Resources
  - 10 ways you can build engagement
  - More ideas for celebrating service anniversaries
  - On-the-job happiness
  - Service anniversary gift selections