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## MEDIA RELEASE

### National Association of State Personnel Executives Recognizes Louisiana Program for Innovation and Leadership in State Government

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The National Association of State Personnel Executives is pleased to announce the *Louisiana State Civil Service Realistic Job Preview Videos* is the winner of the 2013 Eva N. Santos Communication Award.

"It is always an honor to be recognized as a national leader in workforce staffing innovation, which includes recruiting the best and brightest to the state of Louisiana," said State Civil Service Director Shannon Templett.

Louisiana State Civil Service was honored during the awards luncheon on Tuesday, July 23, 2013, during NASPE's 2013 Annual Meeting in Henderson, Nevada.

The [realistic job preview videos](#) are a product offered by the Louisiana State Civil Service to its agency customers in which they target troubled, high turnover jobs. Each video sheds light on the duties and working conditions of the position and profiles an employee who has been highly successful in filling that position. These videos introduce prospective employees and/or applicants to the actual work they will be performing in a position through a format that includes employee interviews and work site tours in a very short, three to four minute, video presentation. These previews focus on finding a match between what people want when they apply for a job and what the organization needs a person to do in the job. They make apparent the type of job duties, the working conditions and location the job will actually entail, clearing up misconceptions applicants might be bringing to a position. The previews create initial job expectations that are consistent with the work to be performed and are linked to higher retention and more-positive employee attitudes.

The realistic job preview videos save time and money associated with the recruiting, interviewing, training and orienting prospects that are not likely to stay in a position for which they are newly hired. They allow the applicants to determine their suitability and chances for success in positions before costly hiring errors are made. Early turnover is typically attributable to unmet expectations of the applicant, and these videos help to weed out applicants who might otherwise quit in the first 90 days of employment. In addition, State Civil Service was able to utilize equipment and workforce that it already had in place to implement this product at little to no extra cost to the citizens of Louisiana.

NASPE was established in 1976 to enhance communication and the exchange of information among state personnel executives. NASPE's mission is to provide a national leadership forum to advance state government human resources through the exchange of best practices, strategies and solutions. The association strives to be recognized as the authority on state government human resource issues.

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