RECOGNITION PROGRAMS IN THE DOWNTURN

• A little goes a long way
  • Frequent thank yous, small rewards = culture of appreciation
• Tie awards to goals that are important to the organization
  • Make work meaningful
• Consolidate multiple programs for cost-efficiency
• Measure to show investment value

SOURCE: “WINNING WITH A CULTURE OF RECOGNITION”, 2010, ERIC MOSELY AND DEREK IRVINE
SONOMA STATE UNIVERSITY RECOGNITION PROGRAMS

Service Awards
Applause Awards
Staff Appreciation Day
Staff Excellence Awards
Excellence in Teaching Awards
Excellence in Scholarship Awards

http://www.sonoma.edu/es/recognition/
SERVICE AWARDS

Five year milestones for faculty and staff
Engraved gift and pin
Examples:
35 years – chair or rocker
40 years – engraved crystal bowl
HIGHLIGHTS

- President and Vice Presidents’ involvement
- Campus-wide event, nice location, social time for participants
- Gifts celebrate SSU and employee
- SSU history
- “Wall of Fame”
APPLAUSE AWARDS

Anyone can nominate (peer recognition)
Announcement and photo in SSU Newscenter
Recognition at Staff Appreciation Day
Team recognition
Cost effective
STAFF EXCELLENCE AWARDS

Staff only
Anyone can nominate
University mission and core values, “going above and beyond”
Awards Advisory Committee – made up of peers/previous awardees
HIGHLIGHTS

Nominees, nominators, selection committee all recognized

$1,500 cash prize
Lunch with execs
Department reception
Platform at commencement

“Wall of Fame”
STAFF APPRECIATION DAY

Full breakfast and morning event with President and VPs to announce Excellence winners
Photo contest, “Wall of Fame”, photos with Seawolf, Wolfbucks, giveaways
Learning sessions during day
One outside presenter
Full lunch and raffle/door prizes
HIGHLIGHTS

Full day
Professional
development/well-being
Keynote speaker
Managers highly supportive
This year: will survey employees afterward
OTHERS

UC Berkeley
- Guidelines for departments
- Sample attitude survey
- http://hrweb.berkeley.edu/guides/managing.hr/appendix/recognition-reward

NASA
- Peer Award Program
  - Boundless Energy
  - Mission Impossible
  - Unsung Hero
- Silver Snoopy Award
TRENDS

“Catalog” programs less popular
Employees want change
Social media recognition programs
(really “incentive” programs)
- badging
- gamification

Bullseye
No beating around the bush - you get right to the point!

Very Verbal
That's quite a vocabulary you've got there!
LESSONS LEARNED

Recognition programs changing, strategic
Essential for increased employee engagement
Recognize everyone - “We’re all in this together”
Peer recognition means a lot
Recognition has greater ROI than pay
Executive involvement
Gifts/awards/event – “specialness”
Don’t undervalue professional development
Keep refreshing and marketing
Watch out for tax laws
Attempt to measure program ROI
LANDSCAPERS CREATE A LITTLE SUNSHINE
RESOURCES

Globoforce – Recognition vendor, strategic recognition, “Culture of Recognition”, online programs, surveys, white papers, webinars
http://www.globoforce.com/

Leadership IQ – research and management consulting firm, great webinars http://www.leadershipliq.com/

Achievers – Recognition vendor, social recognition, recognition programs, etc. http://www.achievers.com/

Rypple – Social media recognition vendor http://rypple.com/?_r=2

Playfair – Speakers and consultants in fun and play at work http://www.playfair.com/
BIBLIOGRAPHY


Winning with a Culture of Recognition, Eric Mosely and Derek Irvine, 2010, (on Kindle) http://www.globoforce.com/


The Finish Line
Congratulations, you made it to the end of this presentation!