Engaging a Distributed Workforce

RewardGateway
the employee engagement people

More about me

Jennifer LaFountain (she/her)

Director Talent
Engagement & Inclusion

snhu

Southern New Hampshire University

150,000+
Students attend
(on campus or online)

200+
Degree programs

10,000+
Staff deliver the SNHU experience

~100
Human Resources professionals support the team

Today’s Presentation

1. Where SNHU started
2. Updates for a distributed workforce
3. Driving and measuring success

“I’ve been recognized for great work in the past, but the best part is the praise seems genuine rather than canned or generic.”

“Seems like the same people get recognized”

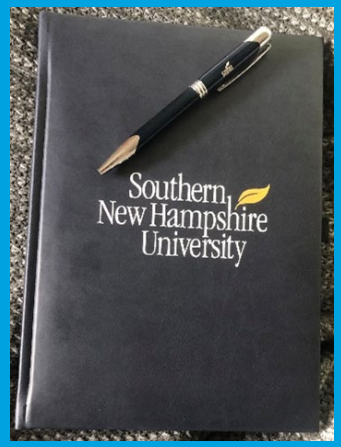
Starting Point

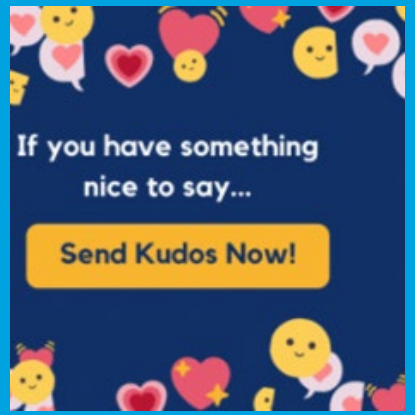
Top down

One size fits all

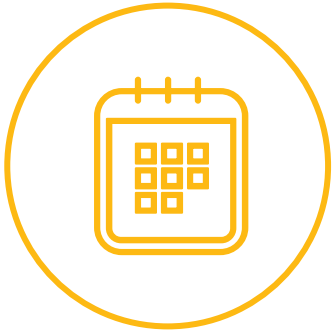
Inconsistent

Siloed





Operationalizing Recognition at SNHU



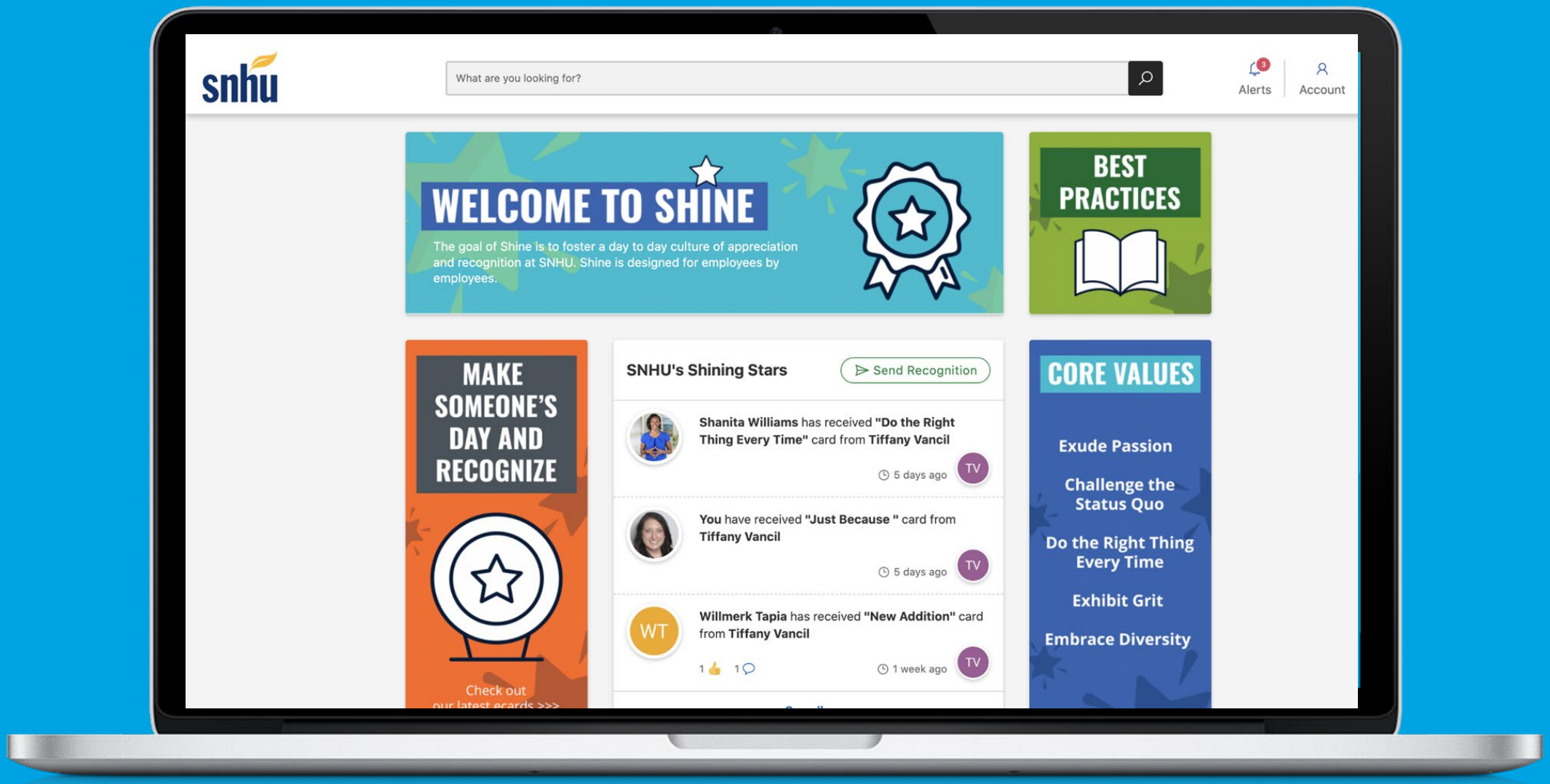
Phased approach

Stakeholder Coalition

Employee Shine Champions

Tracking Program KPIs

Introduction to Shine

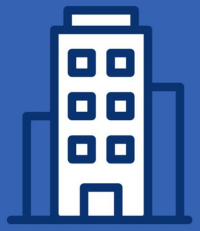

snhu
What are you looking for?
Alerts
Account
WELCOME TO SHINE
The goal of Shine is to foster a day to day culture of appreciation and recognition at SNHU. Shine is designed for employees by employees.
BEST PRACTICES
MAKE SOMEONE'S DAY AND RECOGNIZE
Check out
SNHU's Shining Stars
Send Recognition
Shanita Williams has received "Do the Right Thing Every Time" card from Tiffany Vancil
5 days ago
TV
You have received "Just Because " card from Tiffany Vancil
5 days ago
TV
WT
Willmerk Tapia has received "New Addition" card from Tiffany Vancil
1
1
1 week ago
TV
CORE VALUES
Exude Passion
Challenge the Status Quo
Do the Right Thing Every Time
Exhibit Grit
Embrace Diversity

Greeting Cards

WELCOME TO THE TEAM

HAPPY BIRTHDAY

YOU MAKE COMING BACK TO THE OFFICE GREAT



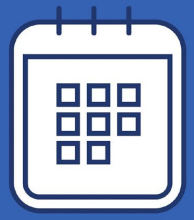
VIRTUAL HIGH FIVE

GET WELL SOON

CONGRATULATIONS

Appreciation Preferences

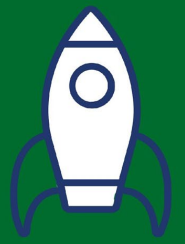
QUALITY TIME



ACT OF SERVICE

THANK YOU FOR BEING YOU

EXPOSURE TO PEOPLE & EXPERIENCES



Values-based Recognition

Driving Success

Results

66.2% Active Users	**8270** Total Recognitions	**63%** Recognition Engagement
57% sent by managers	**Thank you for being you - top ecard sent**	**Exhibit Grit - top values ecard**

Over 5,000 comments and 2,900 reactions on recognitions = almost 8,000 additional employee interactions!

“Working on Shine allowed me to connect with colleagues across SNHU that I don’t normally interact with. It also helped me learn more about the language of appreciation and how fostering a community of recognition and thanks not only impacts individuals, it also reinforces our SNHU values and helps build stronger teams.”

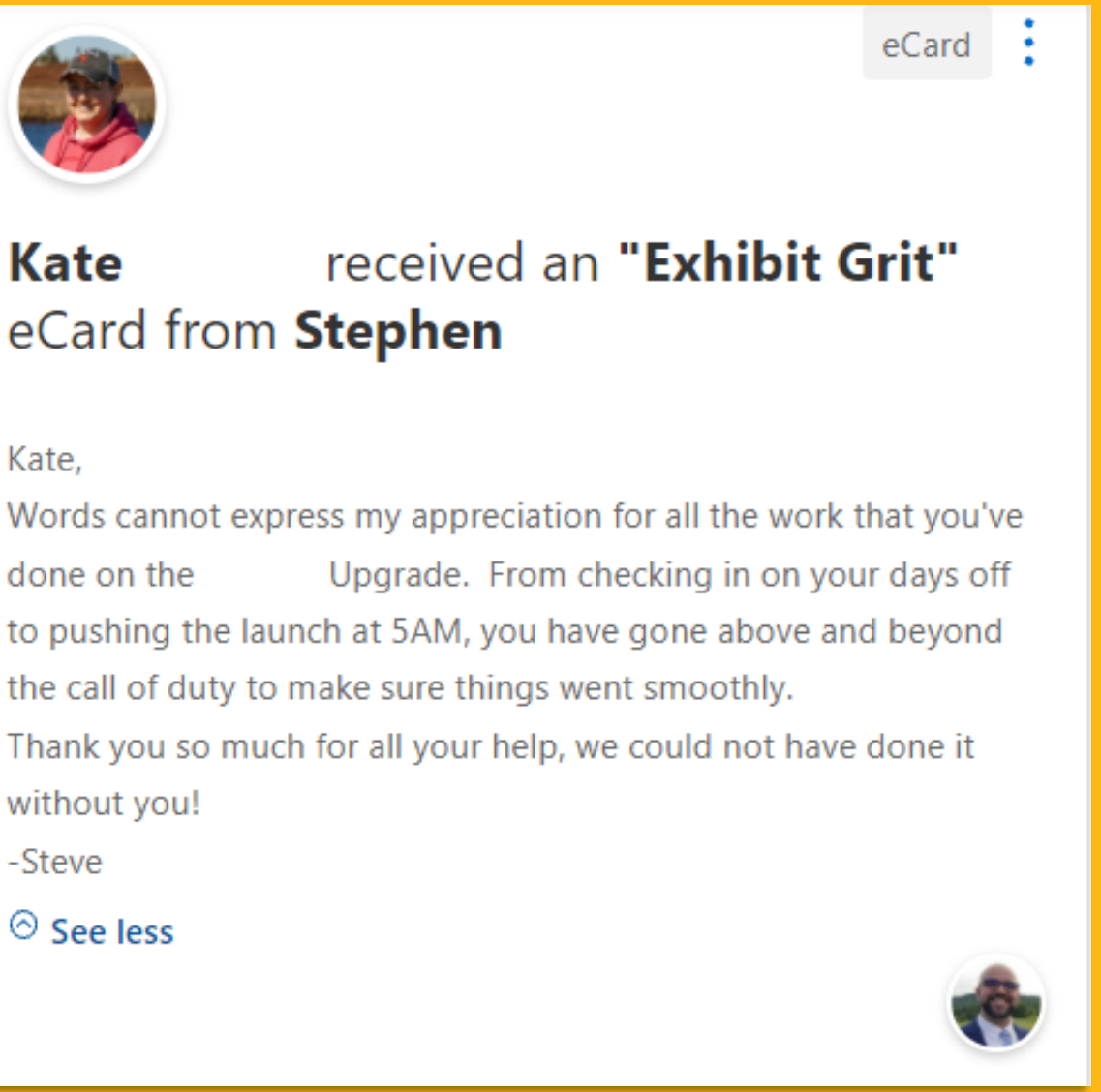

eCard
Kate received an "Exhibit Grit" eCard from Stephen
Kate,
Words cannot express my appreciation for all the work that you've done on the Upgrade. From checking in on your days off to pushing the launch at 5AM, you have gone above and beyond the call of duty to make sure things went smoothly.
Thank you so much for all your help, we could not have done it without you!
-Steve
See less

EXHIBIT
GRIT
WE ARE TENACIOUS, PERSEVERE & FLAWLESSLY EXECUTE BY NEVER CUTTING CORNERS & ALWAYS MAINTAINING A LASER FOCUS ON THE DETAILS.

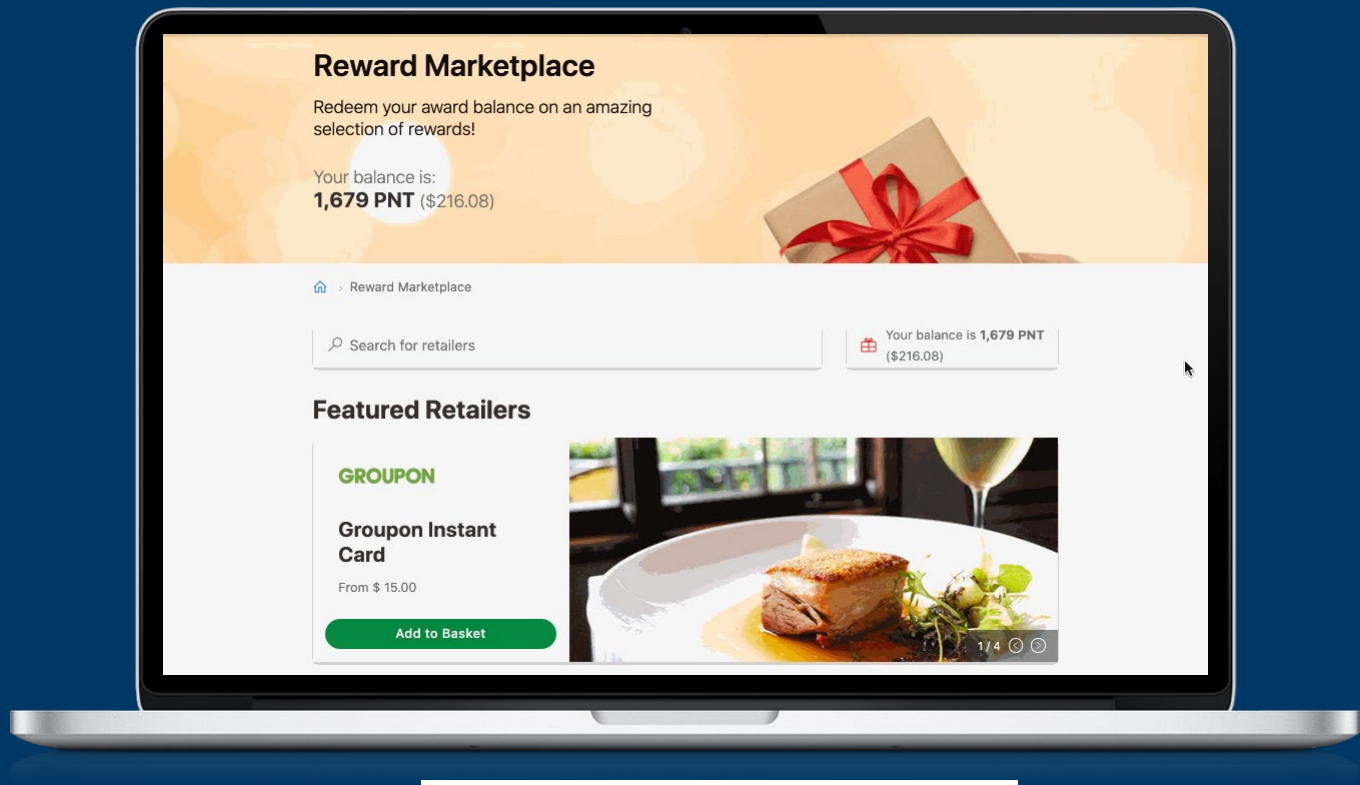
Service Recognition

Service Recognition

52%

of employees who leave SNHU voluntarily do so within **0-3** years

Service recognition



Gift Cards

Amazon.com

Charitable Options

Results

2 new milestones created

Custom automatic messages for each milestone

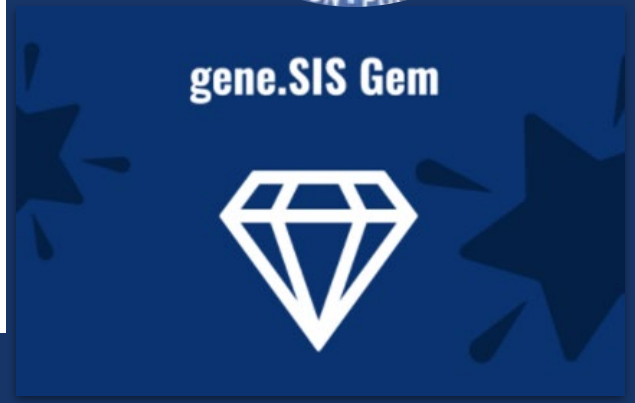
Published all milestone award amounts

Added tax language in message

30 + milestone awards issued

What’s next

Keeping things fresh



- Employee Appreciation Day
- SNHU Stories
- Voice of learner scheduled recognition
- Cross function recognition
- Appreciation calendar

Thank you!

Check me out on LinkedIn

Jennifer LaFountain