

FROM THE EDITOR

This month's newsgram takes a look back at what we have accomplished over the past year in the Top 50 Initiative and highlights our goals for 2010. Year One centered on increasing awareness that our programs and benefits are among the best in the nation. In Year Two, we will focus our efforts on assessing employee attitudes, increasing opportunities for the Fleet to compete for awards, and communicating our status as a Top 50 organization. The Navy Total Force Survey will be the first of its kind, reaching our civilian, reserve, and active components. We will announce upcoming award opportunities through quarterly NAVADMINs and a Top 50 page for Navy.mil is currently under construction.

Our feature article announces Navy as the winner of the top award from the #1 international human resources publication, *Workforce Management Magazine*. Our final article, "Now, It's Your Turn," discusses expanding the aperture of best practices and showcasing "innovation from the deckplates." Our Top 10 lessons learned provides great gouge for putting together a competitive award package.

Changing demographics in the workforce and a decreasing recruitable market demand that Navy is competitive for the best talent in the nation. Driven by the creativity of those striving to make the Navy a great place to work, our successes in Top 50 ensure we will attract, recruit, and retain the best and brightest to meet Navy's mission. We look forward to collaborating with you in 2010 to further CNO's goal of being recognized both internally and externally as a Top 50 workplace.

Best,
Wayne Wagner

Feature:

Move Over Google...Navy, Arriving!

Google enters very few award competitions. According to their president and CEO, they don't like coming in second place in anything they do. Six years ago, in the midst of their meteoric rise from

humble beginnings in a garage in 1998, they received official recognition of their efforts to become a top-tier organization. They won the prestigious General Excellence Award, sponsored by internationally acclaimed *Workforce Management Magazine*, for overall excellence across the spectrum of workforce planning.

In the 19 years this award has been in existence, winners have included Fortune 100 companies such as Intel, McDonald's, AT&T, Sears, and Texas Instruments. This year, the U.S. Navy joins these industry leaders as the 2009 General Excellence Award recipient.

The General Excellence Award is reserved for the organization excelling in at least six of nine categories, to include competitive advantage, financial impact, global outlook, innovation, managing change, partnership, ethical practice, service, and vision. Although organizations can be recognized within each of the individual categories, the General Excellence Award is considered especially prestigious because it recognizes excellence across key organizational areas.

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Awards Scorecard

Recognition To-Date

- **ASTD Excellence in Practice Award**
- **OPTIMAS Award for General Excellence**
- **Best Diversity Company**
- Career Development
- **Ted Childs Work Life Excellence Award**
- **Diversity Council Honors Award**
- Performance Improvement
- **Most Admired Employer Award**
- **Tele-Vision Award**
- Workforce and Development
- **Work Life Legacy Award**
- **21st Century Best Practice Distance Learning Award**
- Managing Change



Awards Submitted

- **Catalyst Award**, *Catalyst Magazine* (Announcement January 2010)
- **2010 Excellence in Practice Award**, *American Society for Training and Development (ASTD)* (Announcement January 2010)
- **Top 125**, *Training Magazine* (Announcement February 2010)
- **Work-Life Innovative Excellence Award**, *Alliance for Work-Life Progress (AWLP)* (Announcement May 2010)

Upcoming Awards

Award Name	Deadline to N1Z	Submission Deadline	Expected Notification
2010 Recruiting Excellence Awards, <i>ERE Media Inc.</i>	04 Dec 2009	05 Jan 2010	Mar 2010
Best Award, <i>ASTD</i>	22 Feb 2010	31 Mar 2010	Oct 2010
Alfred P. Sloan Awards, <i>Families and Work Institute</i>	08 Mar 2010	15 Apr 2010	Sep 2010

Spotlight On:

ere 2010 RECRUITING EXCELLENCE AWARDS



Sponsor: ERE Media Inc. <http://www.ereawards.com/>

Description: ERE Media holds a global competition aimed at identifying the best practices in recruiting. Innovative approaches in recruiting and talent management are recognized by a panel of some of the most progressive and forward-thinking recruiting leaders in the business.

Criteria: Judges will decide the winners based on how recruiting success has met business needs and accomplished business goals. Metrics should be used to demonstrate the success of these programs in up to three of the following categories:

- Best College Recruiting Program
- Best Corporate Careers Website
- Best Diversity Program
- Best Employee Referral Program
- Best Employer Brand
- Best Retention Program/Practices
- Most Strategic Use of Technology
- Recruiting Department/Function of the Year

Application deadline (to NIZ): 04 December 2009

Last year's winners: Microsoft, American Cancer Society, Ernst & Young, Intuit, and Yahoo!

<http://www.ereawards.com/past-winners/>

Navy, Arriving!

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Navy is only the second government entity to win the General Excellence Award. The city of Hampton, Virginia, won the award in 1995. Our "best in class" programs recognized by this award include Navy's Credentialing Opportunities Online (COOL) Program, Task Force Life Work (TFLW), Assignment Incentive Pay Program (AIP), Casualty Assistance Program, Advancement Exam Development Conference Initiative, Navy College Program Distance Learning Partnership, Center for Language, Regional Expertise and Culture (LREC), and the Global War on Terror Support Assignment (GSA) Process Initiative.

According to the magazine's editor, John Hollon, Optimas Awards winners are "among the very best, and reflect the leadership, vision, and energy that define workforce management." An article about this exciting achievement will appear in December's edition of *Workforce Management Magazine*. Navy will receive the award in February or March 2010.



Top 10 Lessons Learned in Year One

- 1 Metrics - Incorporate meaningful and defensible metrics into your award submission.
- 2 Make sure your program submission is forward-looking. Have you met the initiative's goals? What about the future of the program? Is there a plan in place to increase its value?
- 3 Generate your award write-up in terms civilian judges will understand. Define acronyms and minimize "Navy-speak."
- 4 Can a judge see the transferability of your initiative? Can the members of the sponsoring organization apply your initiative to benefit them?
- 5 Many award sponsors want a short summary of your problem statement and evidence of a successful solution. This is like the cover letter to a resume. If you don't make your case here, it's easy for the submission to be put aside.
- 6 Ask someone who has no stake in your submission to read it. Is it in plain English? Is it succinct? Is it grammatically correct?
- 7 If there is a word count requirement, ensure your final submission adheres to the requirement.
- 8 Legal and PAO departments should chop your product prior to release to ensure it is ready for public consumption. Most award submissions become property of the sponsoring organization.
- 9 Make sure your senior leader endorses your submission.
- 10 If permitted, use compelling graphics to help demonstrate the value proposition of your submission.

What does being a Top 50 employer mean?

A Top 50 organization believes that people are its most valuable asset, deserving of a work environment that is personally and professionally rewarding. Great places to work are leaders in their industry. They deliver on their mission while fostering a culture of trust, respect, and cooperation through their programs and policies.

Now it's Your Turn

One of the key goals in the first year of Navy's Top 50 Initiative was to communicate with the Total Force, prospective recruits and families, corporate leadership and the public at large that Navy is a leader in "best practices." Initially focusing on programs and initiatives within the MPTE domain, we identified eight prestigious awards to compete for in the areas of workplace management, diversity, training, and life-work initiatives. In its first year, the Top 50 Initiative garnered 12 awards, placing us in the ranks with Fortune 100 companies. We came away with important lessons learned, which we share in our Top 10 list.

Year Two is about expanding the aperture for initiatives beyond the MPTE domain. We want to hear about the "1,000 actions in 1,000 places" being implemented by the LPOs, the GS-7s, and the junior officers on the deckplates across the Navy to improve the quality of their work environments. You deserve recognition for your efforts – we'll let you know which awards are approaching, provide you tips for submitting an award package, and help you share your successes across the Navy.

Year Two is also about increasing awareness inside the organization. Like most of the Fortune 100 companies, we'll list our awards on key Navy sites. We are using some of the ideas used by the Great Places to Work Institute to assess a "best place to work" climate in our first Navy Total Force Survey. This survey will deploy in the late 2009/early 2010 timeframe, and will reach 45,000 Civilians, Sailors, and Officers. We'll compare the results of this survey against industry benchmarks and share our findings with the workforce. We'll reach out to you for best practices and highlight them in this newsgram. This is your opportunity to get involved in helping Navy continue to grow as a Top 50 organization.

Did You Know?



- The average 401K retirement plan balance of a US worker is \$86K. The average retirement plan value of an E-7 retiring with 20 years at age 38 is \$1.02M. (*Employee Benefit Research Institute and 2009 Basic Pay Tables*)
- The average annual cost for health insurance for a family of four in corporate America is \$3,618. The average cost of a military family's health insurance if using Tricare Prime is \$0. (*Kaiser Family Foundation and Tricare Manual 2009*)
- The average vacation benefit for a corporate employee with five years of service is 14 days. That same vacation benefit for a Navy E-5 or O-3 (five years of service) is 30 days. (*SHRM 2008 Benefits Survey*)

Quote of the Month

"I am committed to ensuring that we, as a Navy, are going to be one of the best places for a young person to start their career. We must all think and work as an organization to attract, recruit, and retain our Nation's best and brightest now and in the future."

- ADM Gary Roughead, Chief of Naval Operations

Tools and Resources



Rhumb Lines: Key messages of the Top 50 Initiative in Year One.

<http://www.navysna.org/newsgram/Rhumblines/June%20Updates/Top%2050%2019%20May%2009.pdf>

2009 100 Best Companies to Work For - Tools and Techniques of the Best: A 60-minute complimentary webinar sponsored by the Great Places to Work Institute. Includes details on what makes a great place to work and how you can make your organization a great place to work. Contact Mr. Wayne Wagner for access information.

SC Johnson, How to Engage Employees and Drive Results: A presentation made at the 2009 Great Places to Work Conference. An entertaining look at 20 fast and inexpensive ways to engage employees and drive organizational results. Contact Mr. Wayne Wagner for soft copy.

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