



STATEWIDE NEW EMPLOYEE ORIENTATION

DMH DIRECTOR'S LEADERSHIP ACADEMY 2018

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A man in a dark suit and white shirt is holding a white rectangular sign with both hands. The sign contains the text: "You will never get a second chance to make a first impression". The man's face is partially visible in the background, but out of focus. The entire image is framed by a thick black border.

**You will never get
a second chance
to make a first
impression**

NEW EMPLOYEE ORIENTATION (NEO)

WHAT IS IT? WHAT ARE THE GOALS?

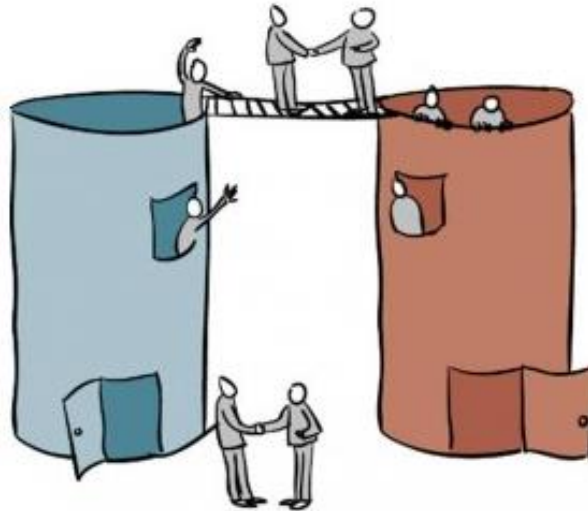
- The process of welcoming a new employee into an organization with the goal of helping them feel welcomed, integrating them into the organization, and ensuring they can successfully perform the job as quickly as possible.
- A first look at the organization as a whole, giving the new employee an overview of the organization and insight into the history, goals, vision, and facilities.
- A source of fuel for the new employee's enthusiasm and a guide to building a long-term relationship with the organization.
- An experience that can solidify the new employee's relationship with the organization. The new employee should walk away from orientation feeling excited about their decision to work for the organization.

WHY IS EFFECTIVE NEO IMPORTANT?

- Effective NEO will lead to higher job satisfaction, organizational commitment, decreased turnover/reduced start-up costs, and better performance levels.
- Research shows that employees who attend a structured/organized NEO, were 69% more likely to remain with a company up to 3 years. (Society for HR Management)
- Only 25% of employees worldwide feel connected to their company's mission. (O.C.Tanner)
- 75% of American workers care deeply about the well-being of their employer and only 23% say they have full insight into how their organizations are actually doing (Kimble Applications)

FACTS AND STATS:

- Across the country, Missouri ranks lowest in pay for state employees.
- In 2018, DMH budgeted for 7,260 FTE
- DMH currently serves approximately 170,000 consumers
- While the divisions have different purposes and can be “siloed” as a result, we are all on the same team.



A QUICK LOOK AT TURNOVER...

ST. LOUIS PSYCHIATRIC REHABILITATION CENTER

- Psychiatric Technician (PT) I - July 2017 to June 2018

- 146 positions budgeted
- 87 hired
- 72 terminated/resigned
- 49.26% turnover rate

- Start up costs for Eastern Region to hire a PT I

- Fit for duty \$108.00
- Fingerprint & background check \$28.00
- Drug testing \$50.00
- Total cost per new hire \$186.00
- Total cost annually for 72 vacancies \$13,392.00

SOME EASTERN MISSOURI PSYCHIATRIC HOSPITAL SYSTEM NUMBERS...

July 2017 to June 2018

■ Total nursing (PT/LPN/RN) vacancies	180
■ Estimated labor costs using overtime for coverage needs	\$509,098.00
■ Estimated labor costs using PRN staff for coverage needs	\$333,109.60
■ Total Expenses and Equipment (E&E) costs to hire for the vacancies	\$33,480.00

WHAT DOES OUR CURRENT STATEWIDE NEO LOOK LIKE...



- Every entity does it's own thing for NEO
- We are lacking an “across the boards” format

OUR PROPOSAL

- Change the verbiage, develop an accessible method that can work across the boards, and inspire our newest employees to greatness!
...Seems simple enough, right?
- Instead of *Statewide New Employee Orientation*, let's “rebrand” this as **Welcome to DMH**, to be part of each and every new employee's orientation process.

WELCOME TO DMH COULD...

- Give a broad introduction to DMH as a whole with a brief overview of who we are and what we do
- Highlight the Department's mission, vision, and values in a new and exciting way
- Be supplemental and complimentary to the NEO provided by each individual entity

WELCOME TO DMH WOULD NOT...

- Cover specific policy or benefits
- Layout specific job expectations or cover job descriptions
- Include any type of paperwork
- Be a replacement, on any level, for orientation as provided by each worksite

HOW COULD WE MAKE THIS HAPPEN?

We suggest a video!



WELCOME!

- A NEO video should create enthusiasm and excitement about the newest members joining our organization.
- As a brief example, we filmed different employees throughout DMH welcoming all new employees and expressing excitement about the people joining our team.



DMH NEW EMPLOYEE ORIENTATION

GOALS FOR THE VIDEO

- Briefly explain the history of DMH
 - Include descriptions of DMH's divisions including Division of Behavior Health and Division of Developmental Disabilities, and show the work each division is doing
 - Include information about the Mental Health Commission and its role
 - Help new employee to become invested and knowledgeable employees
- Inform the new employee of how their work will impact the organization
 - Send a message about the importance of each individual's job whether it be housekeeping, dietary, case management, etc., and show how **vital** their role is
 - Create a feeling of inclusion by using words like "family" and "team"
- Convey the Mission, Vision, and Values of the Department of Mental Health
 - Include demonstrations of people exemplifying the mission/vision/values of the Department, the Mental Health Champions dinner, and vocational leisure services/community events
 - Help create effective and passionate workers

VIDEO

Pros

- Accessibility (DMH Intranet)
- Because of the consistency of DMH Leadership, a video likely wouldn't require frequent updates or changes
- A short and dynamic format that will hold the viewer's attention

Cons

- Cost
- Time involved for production
- Narrowing down what to include/highlight

AN EXAMPLE FROM MISSOURI STATE UNIVERSITY...



A FEW VIDEO PRODUCTION OPTIONS:

MIMH

- Contact Person: Kelly Gregory
- Is there a cost?

Yes. The cost varies based on the video needs. The outline, script, and needs of the project will ultimately determine the cost.

OA ITSD

- Contact person: Sam Swoboda
- Is there a cost?

Yes. ITSD is funded by multiple agencies, and ITSD draws on those funds for projects. However, any projects for the Governor's office will take priority.

OTHER POTENTIAL FORMATS FOR “WELCOME TO DMH”

- Podcasts
- Pre-recorded presentation from quarterly DMH Central Office NEO

WHY WOULD A VIDEO BE THE BETTER CHOICE?

- 90% of information transferred to the brain is visual (Visual Teaching Alliance)
- Visuals are processed by the brain 60,000 times faster than text (Visual Teaching Alliance)
- Video is an effective method for standardizing knowledge and values across an organization
- Messages in motion are more engaging and lead to higher retention rates for the viewer
- While a podcast or recorded audio from a presentation can also provide similar info, the visual component of a video is more appealing in a tech driven society
- Video is ranked 3rd on the top list of formats for learning (Association for Talent Development)

CONCLUSION

- Our number one asset/resource is our amazing workforce which works to make each facet of DMH successful.

People are your most valuable asset. Only people can be made to appreciate in value.

— *Stephen Covey* —

AZ QUOTES



THANK YOU!

Brandy, Candice, David, Meagan, Shana, & Terrence

SOURCES

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Slide 15

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