

# **Organizational branding: Dakota County's "Be more" campaign**

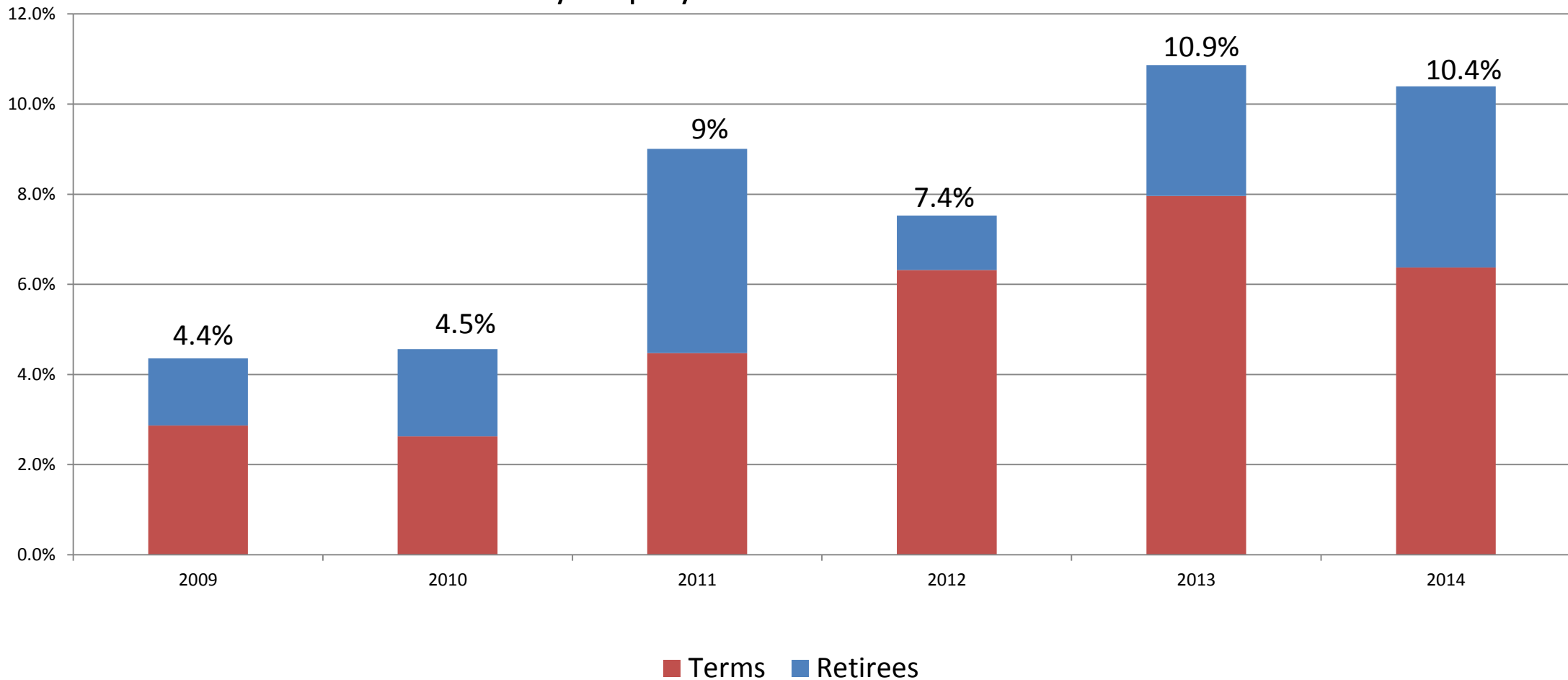
MACA/MCHRMA Fall Conference

9/11/15

# Marked Increased in Turnover



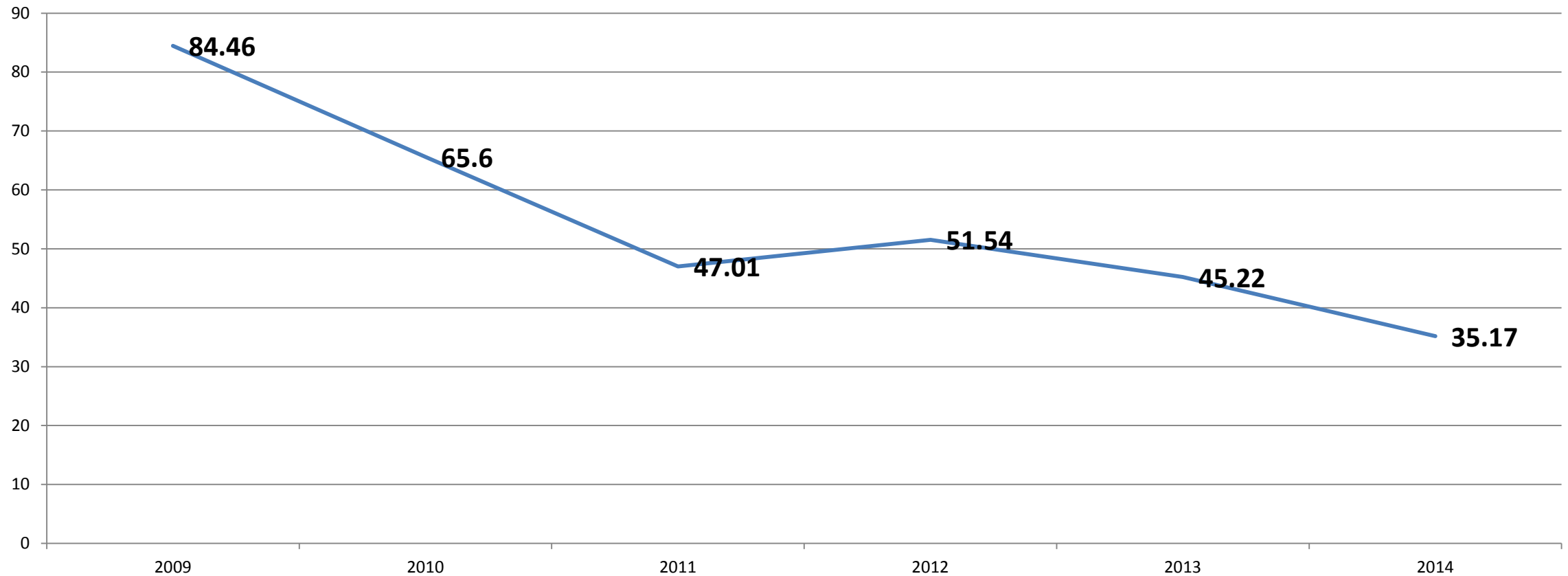
Dakota County Employee Annual Turnover Rate



# Diminishing Candidate Pool



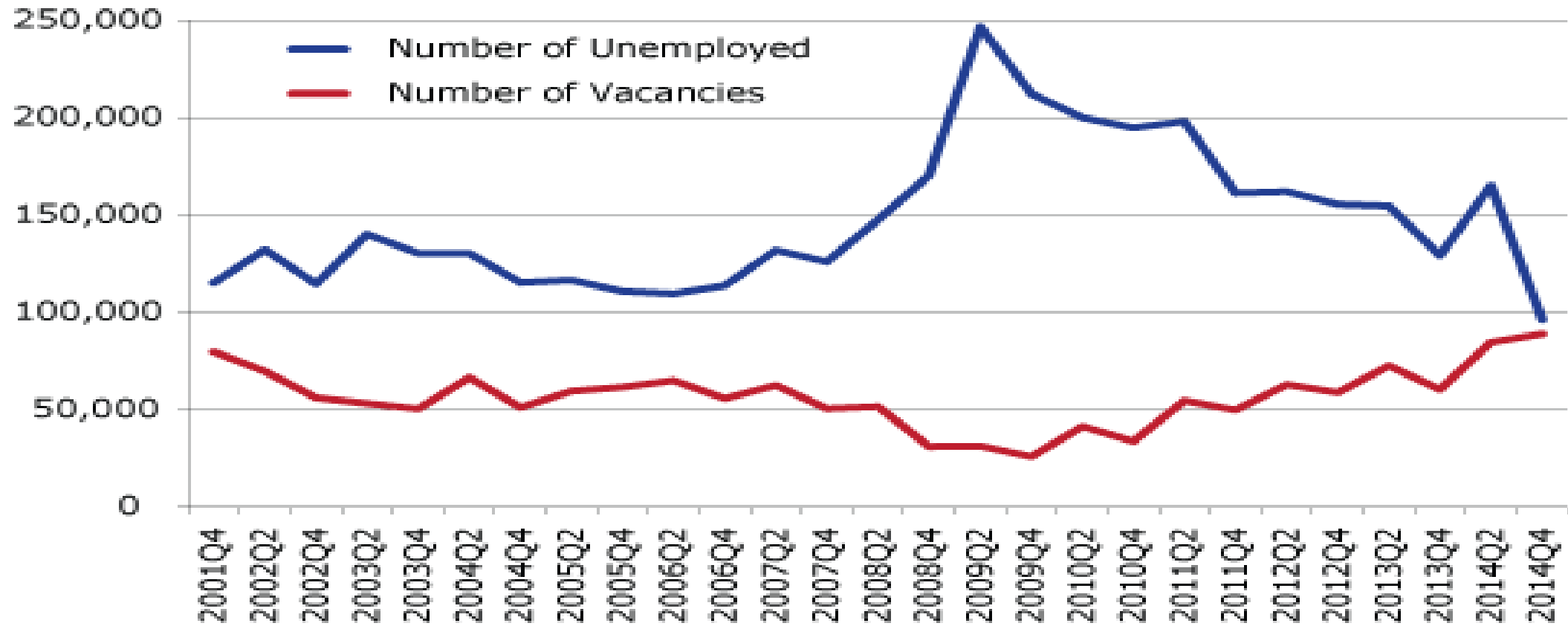
Qualified Applicants per Vacancy



# MN Job Vacancies and Unemployed Workers



## Minnesota Job Vacancies and Unemployed Workers by Quarter



**42% OF THE  
DAKOTA COUNTY  
WORKFORCE IS  
OVER 50.**



**AND THE ODDS  
ARE GOOD WE'LL BE  
HIRING MILLENNIALS,  
PEOPLE BETWEEN THE  
AGES OF ABOUT 18  
AND 34 YEARS.**



**MILLENNIALS WILL MAKE  
UP **75%** OF THE  
WORKFORCE BY 2025.**



**WHEN MILLENNIALS LOOK FOR  
A WORKPLACE WHERE THEY  
CAN MAKE A DIFFERENCE,  
COUNTY GOVERNMENT COMES  
OUT ON TOP.**



**75%** OF MILLENNIALS SAY  
BUSINESSES NEED MORE FOCUS  
ON IMPROVING SOCIETY.



**2014**  
HARVARD BUSINESS  
REVIEW SURVEY—  
MILLENNIALS WANT  
MEANING AND  
SIGNIFICANCE  
FROM THEIR WORK.

# The goals



- Attract the best and the brightest
- Retain valuable talent
- Develop a sense of organizational pride



# The process



To create a brand that would deliver those messages,  
Communications:

- Reviewed previous Employee Opinion Surveys
- Researched best practices in organizational branding
- Developed concept
- Designed examples
- Hosted focus groups to gather input

# The result



We created a brand that communicates:

- Our jobs are important
- We can be proud of what we do
- Our work is diverse
- We do things that people don't know we do

# The messaging



**BE THE REASON  
SHE LOVES  
TO READ.**

**Be a librarian.**

Rewarding jobs  
Competitive pay  
Good benefits

  
**BE MORE**  
WORK FOR  
DAKOTA COUNTY  
[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)

The poster features a young girl with dark hair, wearing a dark dress with colorful polka dots, looking towards the camera. The background is a library with bookshelves. The text is overlaid on a blue and red geometric design.

# The messaging



**BE EVERYONE'S  
HERO WHEN A  
WINTER STORM  
STRIKES.**

**Be a snowplow  
driver.**



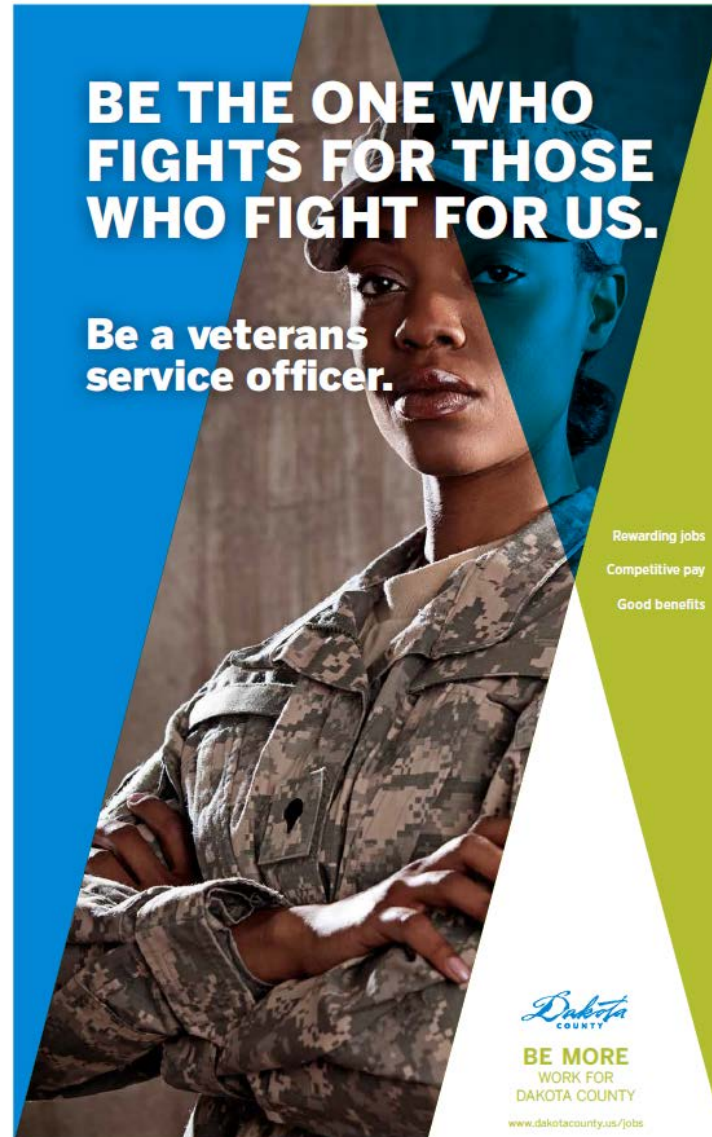
Rewarding jobs  
Competitive pay  
Good benefits



**BE MORE**  
WORK FOR  
DAKOTA COUNTY

[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)


# The messaging

A photograph of a woman in a military uniform, wearing a beret and having her arms crossed. The image is partially obscured by a blue and green geometric overlay. The background is split into a blue triangle on the left and a green triangle on the right.

**BE THE ONE WHO  
FIGHTS FOR THOSE  
WHO FIGHT FOR US.**

**Be a veterans  
service officer.**

Rewarding jobs  
Competitive pay  
Good benefits

  
**BE MORE**  
WORK FOR  
DAKOTA COUNTY  
[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)

# The messaging



**BE THE ONE TO  
PROTECT OUR  
TINIEST TOTS.**

**Be a Public  
Health nurse.**



Rewarding jobs  
Competitive pay  
Good benefits



**BE MORE**  
WORK FOR  
DAKOTA COUNTY

[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)




# The messaging



**BE THE REASON  
HE NEVER WEARS  
A JUMPSUIT  
AGAIN.**

**Be a probation  
officer.**

Rewarding jobs  
Competitive pay  
Good benefits

  
**BE MORE**  
WORK FOR  
DAKOTA COUNTY  
[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)

The advertisement features a central photograph of a man in a dark blue uniform sitting on a blue plastic chair, looking down at a document. The background is a light-colored wall with a grid pattern. The text is overlaid on a blue and orange geometric background. The overall design is clean and professional.


# The messaging

An advertisement for an administrative assistant position. The background is a photograph of a woman with short blonde hair, wearing a grey sweater, sitting at a desk and typing on a keyboard. The desk has several papers and a printer. The image is framed by blue and purple geometric shapes.

**BE THE PERSON  
NOBODY CAN  
LIVE WITHOUT.**

**Be an  
administrative  
assistant.**

Rewarding jobs  
Competitive pay  
Good benefits

  
**BE MORE**  
WORK FOR  
DAKOTA COUNTY  
[www.dakotacounty.us/jobs](http://www.dakotacounty.us/jobs)



# The messaging

A recruitment poster for Dakota County. The background is split diagonally from the top-left to the bottom-right, with a blue upper-left section and a green lower-right section. Four diverse professionals are shown from the waist up, standing against the background. From left to right: a woman in a police uniform, a man in a white dress shirt and patterned tie, a man in a dark blue work shirt with a name tag and a cap, and a woman in a red hard hat and a high-visibility safety vest. The text "BE THE REASON THIS IS A GREAT PLACE TO LIVE." is written in large, white, bold, sans-serif capital letters across the top. Below it, "Be part of our team." is written in a smaller, white, sans-serif font. On the right side, a dark teal vertical bar contains the text "Rewarding jobs", "Competitive pay", and "Good benefits" in white. At the bottom right, the Dakota County logo is repeated in green, followed by the text "BE MORE WORK FOR DAKOTA COUNTY" and the website "dakotacounty.us/jobs" in white.

**BE THE REASON THIS IS  
A GREAT PLACE TO LIVE.**

Be part of our team.

Rewarding jobs  
Competitive pay  
Good benefits

*Dakota*  
COUNTY

**BE MORE**  
WORK FOR  
DAKOTA COUNTY  
dakotacounty.us/jobs

# Be more



The brand is:

- Simple
- Compelling
- Flexible, allowing for layers of messaging
- Adaptable to everything we do

# What's next?



## Implementation

- Job fair banners
- Paid advertisements
- County Fair theme
- Internal website
- Giveaways
- Orientation materials
- Department posters
- Probable media coverage
- Employee recognition
- County newsletter ads

# Rollout to current staff



- Kickoff event attracted 800+ employees (summer Friday)
- Food, buttons, bags
- Drop-in events around the county—little formal program
- Next phase coming at unit level—mugs and discussion

# Rollout to public



- 'Be More' campaign featured in Dakota County newsletter sent to 161,000 this month
- Dakota County Fair presence
- Gradually being incorporated into position advertising

# For more information



Andy Benish, Dakota County Employee Relations

[Andrew.benish@co.dakota.mn.us](mailto:Andrew.benish@co.dakota.mn.us)

651.438.4382

Matt Smith, Dakota County Administration

[Matt.smith@co.dakota.mn.us](mailto:Matt.smith@co.dakota.mn.us)

651.438.4590