

OGE'S EDUCATION AND COMMUNICATION AWARDS - 2010 WINNER'S CIRCLE FACT SHEET

Federal Energy Regulatory Commission

DESCRIPTION

FERC embarked on a campaign to raise employee awareness of the ethics office and to emphasize the importance of ethics. The innovative "Meet Your Ethics Team" campaign enticed employees with a free dessert buffet and free give-aways, such as favor bags, pencils and bookmarks. The favor bags and pencils include the ethics office's contact information. The bookmarks contain topics that should prompt someone to seek advice as well as the ethics office's contact information. FERC used unique posters with the ethics office's phone number presented as winning "bingo" numbers, furthering the theme of the year's training: "When In Doubt -- Call the Right Number. Be A Winner by Seeking Advice." A bingo theme poster was also used to solicit employees' comments and suggestions for annual ethics training. In addition, all FERC employees were required to complete on-line annual ethics training. This year the ethics office added new text and video recordings from the Commission Chairman and the Designated Agency Ethics Official (DAEO) into the online training.

PURPOSE

The Meet and Greet session made ethics fun and also promoted awareness, customer service, and education of the ethics rules, laws, and program. Soliciting comments and suggestions from employees for annual training creates employees' buy-in and builds enthusiasm for and interest in annual ethics training. Involving senior managers in the annual training signifies to employees that ethics training is important.

PRODUCT ADAPTABILITY

Any ethics office can undertake a "Meet Your Ethics Team" campaign. Recording the agency head and DAEO to show leadership support can be adapted for all training settings.

CONTRIBUTORS

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