



A. General Information

What are employee testimonials?

An employee testimonial is a brief statement an employee makes about his/her personal experience and perspective on working for the County. The statement is featured on the Department of Human Resources (DHR) website or other recruitment, retention, promotional, and/or educational materials with the employee's photograph or as an audio/video recording.

Research shows that potential applicants are more attracted to an organization when employees' first-hand perspectives are shared via testimonials. Employee testimonials can help promote the County as an *Employer of Choice*. They may also provide the supplemental benefit of highlighting the diversity of the County family and the services individual departments provide.

Who is eligible to provide an employee testimonial?

Any willing current County employee in good standing can provide a testimonial. Your department is responsible for selecting the specific employee(s) to represent your department via a testimonial.

What general steps and resources are required to produce a testimonial?

Select an employee who is willing to participate, review and approve the employee's questionnaire responses, and submit the materials to DHR. Employees can participate on County time with prior supervisor approval.

What if an employee testimonial needs to be removed?

The subject employee, your department, or DHR may request to remove a testimonial at any time due to unforeseen circumstances. To do so, the employee must contact your departmental human resources office and/or your departmental human resources office must contact DHR at recruit@hr.lacounty.gov.

B. Process Overview/Instructions

1. Select the employee(s) to represent your department.

In general, any employee your department selects should be in good standing (i.e., no current performance or discipline issues). The *specific* selection criteria, however, are at your department's discretion.

For example, your department might choose to select an employee who

- represents the core function of the department (e.g., a Firefighter for the Fire Department; an Engineer for the Department of Public Works).
- is nominated by a departmental representative (e.g., an upper-level manager).
- is among a group of individuals who volunteer to provide a testimonial.
- has earned recognition for exceptional performance on a work project.
- is unique among your staff (e.g., longest tenure with the department).

Ultimately, you must select an employee who is willing to provide a testimonial, as his/her perspectives and photograph/audio/video will be openly displayed on the Internet.¹

2. Introduce the employee testimonials effort and provide the following documents to the employee(s):

- Departmental Introduction (e.g., memorandum, email, flyer on bulletin board) - provides a basic introduction of the employee testimonials effort from your departmental human resources office, encourages employee participation, and also describes specifics about the deadline and method (e.g., email or in-person) by which the employee(s) should respond.¹
- *Faces of LA County Information Sheet*² - provides an overview of the process and instructions.
- *Employee Response Form*² - primarily consists of two sections the employee must complete:
 - A release that authorizes DHR to publish the testimonial
 - A questionnaire about County and/or departmental work experiences and perspectives

3. Review and authorize the *Employee Response Form* submitted by the employee(s).

- Verify that the employee release has the appropriate signatures (i.e., the employee and his/her supervisor).
- Evaluate the questionnaire responses to ensure that they meet your department's standards for content (e.g., specific work experiences discussed), tone (e.g., positive and professional), and form (e.g., grammar and spelling).

Please keep in mind that we aim to reflect the wonderful diversity of the County family in the presentation of the employee testimonials.

¹ Sample introductory language for encouraging employee participation is included in Section C of this Guide.

² Be sure to review the document for full understanding before distributing it to your employee(s).

Note: Although you may need to work with the employee to implement **minor** revisions, be careful to preserve the integrity and authenticity of the original responses that convey the employee’s personal experiences/perspectives in his/her own words.

- Complete the Departmental Authorization by obtaining the Departmental HR Manager/designee signature.

4. Submit the completed *Employee Response Form* to DHR at recruit@hr.lacounty.gov.

DHR will acknowledge receipt of the submission and review the documents provided. We will contact you and the employee should the submission be selected as a finalist for use on the DHR website or in other recruitment, retention, promotional, and/or educational materials.

C. Sample Language for Employee Communications

The following sample language can be used to inform the employee(s) about the employee testimonials effort and encourage participation. This language may be modified as needed by your department and distributed to the employee(s) via the method of your choice (e.g., memorandum, email, flyer on bulletin board). Note that you may need to modify the content based on how your department has chosen to select employees for participation (e.g., nominate an employee or choose from among volunteers).

To [Employee Name],

Our department is seeking to support the Department of Human Resources (DHR) in obtaining employee testimonials for use on the DHR website and in other recruitment, retention, promotional, and/or educational materials. [You have been selected to represent our department with a testimonial –OR– We are seeking volunteers to provide testimonials].

The testimonials (e.g., about why you like working for the County) will help to recruit new job applicants by providing them with information from your valued, first-hand perspective as an employee. Your insights and opinions can positively influence a potential applicant’s decision to work for our organization.

Your participation is voluntary and can be completed on County time with your supervisor’s approval. Please review the attached Information Sheet that provides an overview, important considerations, and guidelines for providing your testimonial.

If you are willing to participate, please complete the attached Employee Response Form and submit it to [DEPARTMENT CONTACT] by [DATE]. If you have any questions, please contact [DEPARTMENT CONTACT]. We are proud to have you as a member of our department and strongly encourage you to participate.

Thank you! For inquiries about the Faces of LA County Employee Testimonials Program, please contact the Succession & Workforce Planning Program team at recruit@hr.lacounty.gov.

