

**RewardGateway**  
the employee engagement people

# Results-focused Recognition for a Distributed Workforce





# Who will you hear from today?



**Jennifer LaFountain**

Director Talent  
Engagement & Inclusion



# Southern New Hampshire University



**150,000+**

Students attend  
(on campus or online)



**200+**

Degree programs



**10,000+**

Staff deliver the SNHU  
experience



**~100**

Human Resources  
professionals support the  
team





# Today's Presentation

- 1 Where SNHU started

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- 2 Updates for a distributed workforce

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- 3 Driving and measuring success

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**“I’ve been recognized for great work in the past, but the best part is the praise seems genuine rather than canned or generic.”**

**“Seems like the same people get recognized”**



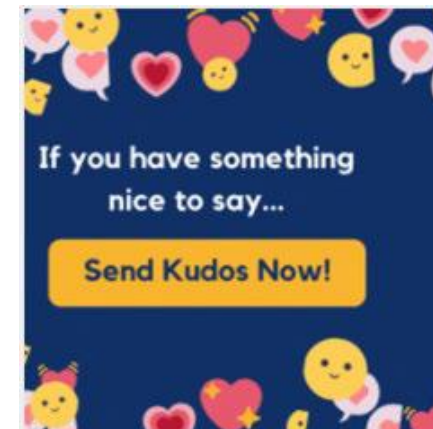
# Starting Point

Top down

One size fits all

Inconsistent

Siloed





# Making the Case



## Step One

Researched current state of recognition at SNHU and products in the marketplace.

## Step Two

Gathered feedback from employees on various product options.

## Step Three

Presented the research and recommendations to Senior Leadership.





# Introduction to SHINE





# WELCOME TO SHINE

The goal of Shine is to foster a day to day culture of appreciation and recognition at SNHU. Shine is designed for employees by employees.



## BEST PRACTICES



## MAKE SOMEONE'S DAY AND RECOGNIZE



Check out our latest awards >>>

### SNHU's Shining Stars

Send Recognition



Shanita Williams has received "Do the Right Thing Every Time" card from Tiffany Vancil

5 days ago



You have received "Just Because " card from Tiffany Vancil

5 days ago



Willmerk Tapia has received "New Addition" card from Tiffany Vancil

1 1

1 week ago



## CORE VALUES

Exude Passion

Challenge the Status Quo

Do the Right Thing Every Time

Exhibit Grit

Embrace Diversity

# Greeting Cards

**WELCOME TO THE TEAM**



**HAPPY BIRTHDAY**



**YOU MAKE COMING BACK  
TO THE OFFICE GREAT**



**VIRTUAL HIGH FIVE**



**GET WELL SOON**



**CONGRATULATIONS**



# Appreciation Preferences

**QUALITY TIME**



**ACT OF SERVICE**



**THANK YOU FOR BEING YOU**



**EXPOSURE TO PEOPLE  
& EXPERIENCES**



# Values-based Recognition



**DO THE  
RIGHT THING  
EVERY TIME**

WE DEMONSTRATE A STRONG COMMITMENT TO INTEGRITY & ETHICS. WE DO THE RIGHT THING FOR OUR STUDENTS AND EMPLOYEES.



**EXUDE  
PASSION**

WE ARE PASSIONATE ABOUT OUR MISSION, STUDENT SUCCESS & OUR EMPLOYEES AND IT SHOWS IN ALL THAT WE DO



**EXHIBIT  
GRIT**

WE ARE TENACIOUS, PERSEVERE & FLAWLESSLY EXECUTE BY NEVER CUTTING CORNERS & ALWAYS MAINTAINING A LASER FOCUS ON THE DETAILS.



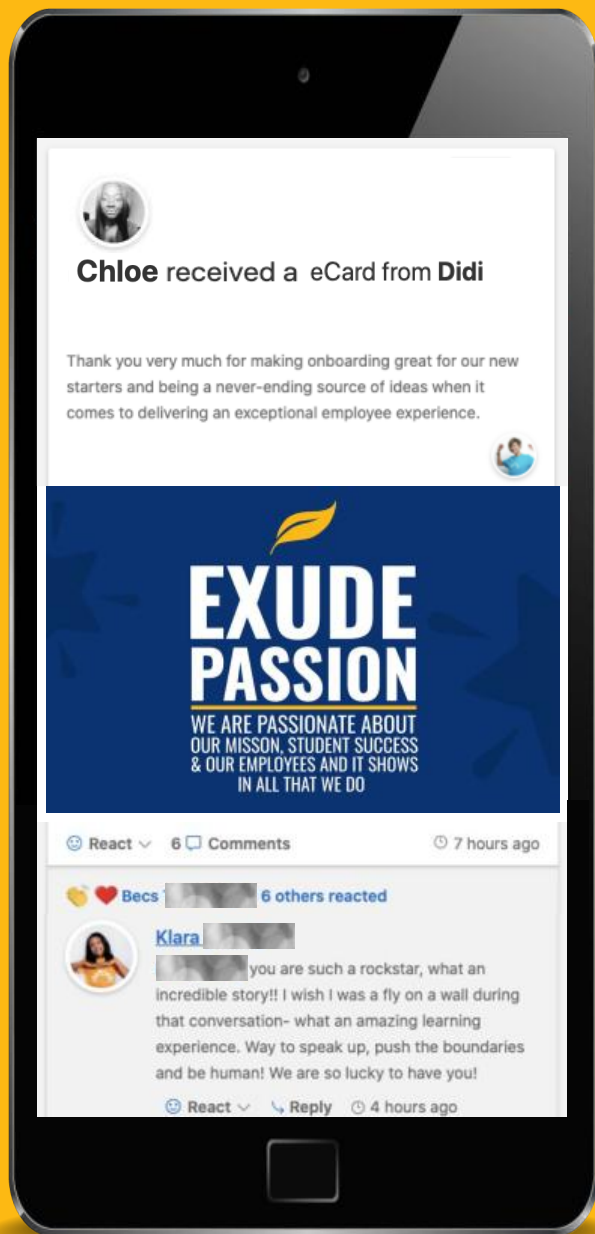
**EMBRACE  
DIVERSITY**

WE ENCOURAGE INDIVIDUALITY, DIVERSE IDEAS & VARIOUS PERSPECTIVES THAT ENRICH OUR COMMUNITY & BRING OUR MISSION TO LIFE.



**CHALLENGE  
THE STATUS QUO**

WE PUSH THE LIMITS OF THE STATUS QUO EVERY DAY THROUGH INNOVATION, FORWARD THINKING, CREATIVITY & RISK-TAKING







# Operationalizing Recognition at SNHU



**Phased  
approach**



**Stakeholder  
Coalition**



**Employee  
Shine  
Champions**



**Tracking  
Program KPIs**





# Driving Success





# Results post-launch

Launched 9/21- results are as of 10/13 (3 weeks)

48%

Active Users

3,150

Total Recognitions

46%

Recognition  
Engagement

52%

sent by  
managers

Thank you for  
being you - top  
ecard sent

Exhibit Grit -  
top values  
ecard

Over 1,000 comments and 1,986 reactions on recognitions =  
almost 3,000 additional employee interactions!



**“Working on Shine allowed me to connect with colleagues across SNHU that I don’t normally interact with. It also helped me learn more about the language of appreciation and how fostering a community of recognition and thanks not only impacts individuals, it also reinforces our SNHU values and helps build stronger teams.”**



eCard



**Kate** received an **"Exhibit Grit"**  
eCard from **Stephen**

Kate,  
Words cannot express my appreciation for all the work that you've done on the Upgrade. From checking in on your days off to pushing the launch at 5AM, you have gone above and beyond the call of duty to make sure things went smoothly.

Thank you so much for all your help, we could not have done it without you!

-Steve

[See less](#)







# Moving Forward: Phased Approach





# Service Recognition

52%

of employees who leave SNHU voluntarily do so within 0-3 years

# Service recognition





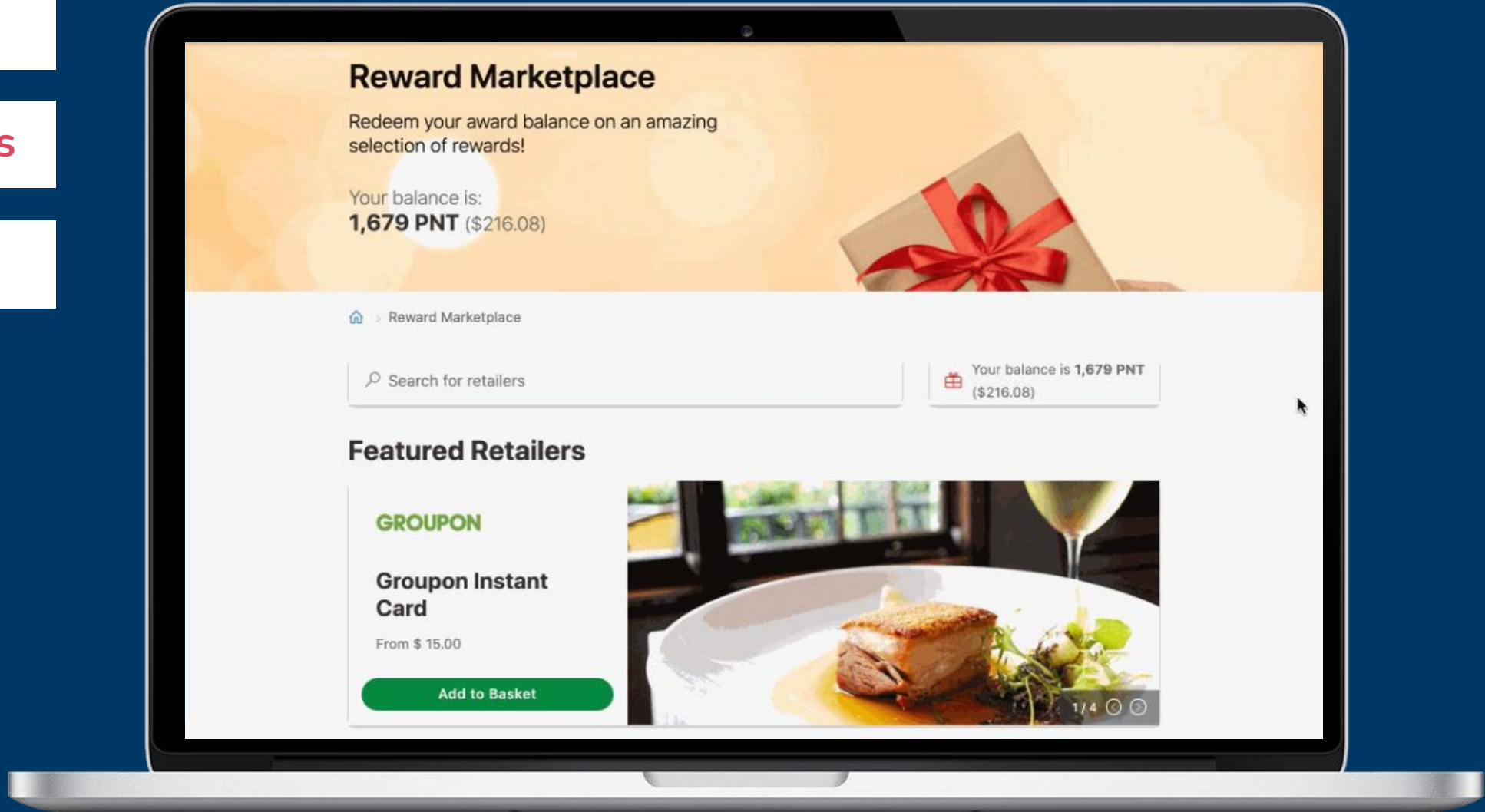
Gift Cards

Amazon.com

Charitable Options

SNHU swag!

# Flexible rewards



The background features a sunburst pattern of radiating lines. The lines are primarily dark blue, with some lines in various colors including orange, red, green, purple, and light blue. The lines radiate from a central point, creating a starburst effect.

**Let's make the  
world a better  
place to work**