

*attitude of*  
**GRATITUDE**  
*UB Begins With "U"*

# Recognition Toolkit

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## What is a Culture of Appreciation?

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Employee recognition is a communication medium that rewards and respects the contributions that help make the University at Buffalo a great place to work. By recognizing your employees effectively, you encourage and reinforce the very actions/ behaviors that create a better working environment for everyone. An effective employee recognition system is *simple, immediate, and powerfully reinforcing*.

To continue with our cultural transformation, we need to promote a culture where *informal* and *formal* recognition become a part of the management philosophy across the entire campus. We need to start respecting our co-workers by simply saying:

**THANK YOU!**

In Phase 1 of the university's recognition program, an *Attitude of Gratitude*, the focus will be on informal recognition. Informal recognition consists of the often spontaneous simple thank you's and expressions of appreciation for a job well done. The vast majority of an organization's recognition activity - 80+% - should be informal in nature. Phase 2 will focus on formal recognition. Formal recognition is different from informal recognition in that it is usually supported by a defined structure and process.

## **R-E-S-P-E-C-T: Find Out What It Means...**

According to the Great Places to Work Institute, respect involves providing employees with the equipment, resources, and training they need to do their job. It includes reaching out to employees and making them partners in the company's activities, fostering a spirit of collaboration across departments and creating a work environment that is safe and healthy. It means consistently appreciating good work and extra effort made at all levels of the organization. Respect means that work/life balance is a practice, not a slogan. Great Places to Work around the country embrace the concept of employee recognition as a component of the "Respect" dimension of the workplace.

Review this and the other dimensions that make a great workplace online at:

<http://www.greatplacetowork.com/our-approach/what-is-a-great-workplace#sthash.oyuPVZ3s.dpbs>

## Why Should it be Part of the Culture at UB?

Never doubt that recognition is the fuel that propels institutions past their peers. This is so, because appreciation engenders a sense of camaraderie, connecting employees to each other, their department and to their institution. Simple signs of appreciation have been proven to:

- Foster job satisfaction
- Build self-esteem
- Increase production
- Decrease absenteeism
- Attract the best candidates for a job

## The 20/20 Connection

UB 2020 calls for UB to become bigger and better. In order to become “bigger”, we need to retain the talented employees we already have and attract candidates who are looking at UB as a place of future employment. We are striving to become “better” with every step that we take on our great place to work journey. Recognizing your employees is a proven way to make people feel good about themselves and hence their environment, the University at Buffalo. In addition, a culture of appreciation can lower barriers to collaboration and reward mutual successes.

## Your Secret Weapon

When done properly, appreciation is a secret weapon that can effectively combat:

- Apathy
- Poor performance
- Low motivation
- Stress
- Lack of loyalty
- Customer aggravation/complaints

## Survey Says...

Survey after survey shows that “praise and attention from one’s supervisor” is often more sought after from employees than more money or benefits. In the climate surveys conducted in 2008 at UB, numerous comments from those surveyed addressed the lack of recognition. Comments, from UB employees, included:



“...we need more recognition of work well done.  
More team building exercises...”



“...staff are never recognized by top leadership.  
That recognition is left to individuals supervisors  
who do not follow through as they should...”



“...we need a reason to be productive.  
(Management) needs to make you feel valued...”

## The Power of a Simple Thank You

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The power of a simple thank you cannot be underestimated. Appreciation produces higher levels of enthusiasm and satisfaction, resulting in a happier work environment and motivated staff members. Happier workers work harder and this leads to better results.

Expressing thanks for a job well done, acknowledging an act, or even recognizing a daily task will make a person feel their work is valued and that they are respected. The resulting sense of appreciation strengthens the person's feeling of belonging and creates trust, a key element of a great place to work.

By thanking people, you will strengthen your relationships and reinforce your bond with staff members. This in turn, increases positive emotions that translate into a feeling of camaraderie in the work place, a sense of mission, and a willingness to understand each other.

### Sincerity is Everything!

While it is generally accepted that employees who feel appreciated will work harder, nothing will drain that motivation faster than **insincere or false praise**. Certainly, employees do not want to feel as though their efforts are ignored. However, neither do they respond to expected or routine expressions of appreciation. Below are some tips – most simple common sense – to keep in mind when expressing appreciation to employees.

- a. **Be Courteous.** Be a courteous and respectful. Employees are first and foremost people. People respond to simple acts that display thoughtfulness and respect. Say “Good Morning, Jane.” when you enter the office. Maintain eye contact while having a discussion. When an employee stops by your office and asks if you have a moment, invite him or her in, and stop typing that e-mail while they are speaking to you. In a nutshell, remember your manners and extend the small, simple courtesies - they will go a long way.
  
- b. **Share the Credit, Take the Blame.** For example, if you, as a department head, were charged with writing a large report that was going to upper management, and certain employees in your department were instrumental in providing data or analysis, or even wrote sections of the report, acknowledge them in writing at the beginning of the report, make sure they are involved in the meetings and perhaps have them do part of the presentation. However, if your department was responsible for a large project, but did not meet the schedule or budget, do not blame your employees. You are the supervisor and are responsible for the work coming out of your department. Take the responsibility for all. Your employees will

you for it.

- c. ***If Everyone is Special, Then No One is Special.*** If at your monthly staff meeting, you acknowledge an “employee of the month,” and you have twelve employees, chances are each employee will wear that hat once per year. It simply becomes a *pro forma* ritual devoid of meaning. Employees will not feel respected and will therefore not respect or respond to the gesture. Look for genuine opportunities to highlight employee accomplishments, publicly or privately, informally or formally, when they happen rather than by some predetermined schedule.
- d. ***Nobody likes Teacher’s Pet.*** In every department, there will be some shining stars and some not-so-shining stars. Take care not to concentrate all your expressions of appreciation on your best and brightest employees. While it may serve to bolster their motivation, it could demoralize an already struggling employee. Remember everyone has strengths and contributions that can be acknowledged!
- e. ***Everyone Loves a Free Meal.*** On a random Friday, bring in a healthy snack for everyone to share. After a big project, order in some pizzas or take everyone to lunch. If you are asking people to stay late to meet a deadline, have some refreshments brought in. Thank the team, but be sure to gauge the mood. If you are unsure how it was received, ask a trusted employee how the group interpreted the gesture. You want to avoid “forced group cheer,” which employees will resent. And see c. above; be sure to make it special. If you bring in bagels every Friday, employees will come to expect it. They will tend not to appreciate it after a while, and will become resentful if you are out of town or fall ill. “It’s Friday. Where’s my free snack?”
- f. ***Don’t Go Overboard.*** When all is said and done, this is a workplace. It is not a self-actualization workshop. Avoid being overly personal. Do not hug an employee (unless you are 100 percent sure it will be well received); offer a firm handshake.

**A SIMPLE RECIPE FOR RECOGNITION:**

1. **Thank the employee by name**
2. **State what the employee did to earn the recognition**
3. **Explain how you felt about the employee’s behavior**
4. **State how said behaviour added value to the university**
5. **Thank the employee again by name.**

Calling the person by name and letting him or her know that you personally value the effort can be as motivating as any reward. (Source SHRM White Paper, *The Fundamentals of Employee Recognition*, May 2005)

- g. ***Again, Employees are People Too.*** If you are good at retaining employees over the long haul, chances are you will see them through some of the milestones and challenges everyone goes through in a lifetime. Be sure to acknowledge any employee who graduates with an advanced degree, gets married, has a hospital stay, has a child or adopts. Be sure these acknowledgements are appropriate and not overly personal (see f. above). Send a card or flowers. Have a cake in the office for everyone to celebrate. In this situation, you must take care to treat all employees equally. If you send flowers for a hospital stay, make sure that every employee in your department gets the same treatment.

***Also, consider these important tips:***

- **Be specific in your praise**
- **Be timely**
- **Be fair**
- **Be rational in your expectations**

## Reasons We Give for Not Recognizing People

When a simple thank you can mean so much to employees, why is it that we do not do it more often? As easy as it is to say, most of us do not naturally think of cheering each other on or thanking one another for the daily tasks we complete. These are some common reasons that people give for not thanking their employees:

- I don't know how!
- People don't care about it all that much.
- All people really want is more money or a promotion.
- It isn't my job.
- Why should I reward people for doing their job?
- It becomes meaningless if it's done too much.
- Sometimes it's awkward and embarrassing.
- We don't have any money.
- I don't have the time.
- I am never recognized, why should I recognize other's?
- It doesn't have any impact on their pay.
- If I give too much praise, they will expect a promotion.
- No one else does it.

## Lead by Example

The truth is, there is no 'good' reason not to thank another person for a task well done and this is especially true for supervisors. A supervisor is a leader and a leader leads by example, not only top-down but bottom-up as well. Expressing thanks or showing appreciation are actions that demonstrate your willingness to give praise where it is due regardless of how awkward it may be at times. Even though some people may act as if they do not care about the recognition, deep down inside, chances are that it does matter. Taking the time to thank someone is time well spent because staff members who feel their work is valued will work harder and increase productivity.

The simple act of recognizing staff members, whether other supervisors do so or not, will set *you* apart. Be a role model; set an example.

## No and Low-Cost Ways to Recognize Employees

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In tight financial times, ongoing, meaningful rewards and recognition provide an effective, low cost way of raising morale and encouraging higher levels of performance. Here are 100 ideas to help you embed employee recognition into your everyday work.

### *No Cost*

- 1) Say “Thank you” and mean it.
- 2) Profile recognized employees in a newsletter.
- 3) Greet employees by name every morning.
- 4) Include “kudos” as an agenda item at a staff meeting.
- 5) Encourage staff to appreciate and respect each other.
- 6) Encourage and grant release time for employees to participate in professional development opportunities and in campus activities/committees.
- 7) Arrange for a team to present the results of its efforts to upper management.
- 8) Pick a recognizable symbol (e.g. stuffed animal, old trophy, toy) that can be displayed on an employee’s desk for a day/week so everyone in the department knows they are being recognized.
- 9) Answer someone else’s telephone for a day.
- 10) Encourage and recognize staff that pursues continuing education.
- 11) Post a thank you note on an employee’s door/cube/computer.
- 12) Acknowledge individual achievements by using employee’s names when preparing a status report
- 13) Make a thank-you card by hand.
- 14) Establish a place to display memos, posters, photos and so on, recognizing progress towards goals and thanking individual employees for their help.
- 15) Swap a task with an employee for a day – his/her choice.
- 16) Establish a “Behind the Scenes/Unsung Hero” award specifically for those whose actions are not usually in the limelight.
- 17) Nominate the employee for a University formal award program and give them a copy of the nomination form.
- 18) Keep in mind that managers should serve as coaches to indirectly influence rather than demand desired behavior.
- 19) Take time to explain to new employees the norms and culture of your department.
- 20) Give special assignments to people who show initiative.
- 21) Give out Felix and Oscar awards to people with the neatest and messiest desks.
- 22) Present “State of the Department” reports periodically to your employees acknowledging the work and contributions of individuals and teams.
- 23) At a monthly staff meeting, award an Employee of the Month and have everyone at the meeting stand up and say why that person is deserving of the award.

- 24) Recognize employees who actively serve the community.
- 25) If your team is under pressure, bring a bag of marbles or tootsie pops to work and take a break– sure stress relievers.
- 26) Have staff vote for top manager, supervisor, employee and rookie of the year.
- 27) Name a continuing recognition award after an outstanding employee (maybe a respected retired employee).
- 28) Include an employee in a “special”, high-level meeting.
- 29) Give a shiny new penny for a thought that has been shared.
- 30) Give employees an extra long lunch break.
- 31) Allow employees to attend meetings in your place when you are not available.
- 32) Create an Above and Beyond the Call of Duty (ABCD) Award.
- 33) Find ways to reward department-specific performance.
- 34) Ask your boss to attend a meeting with your employees during which you thank individuals and groups for their specific contributions.
- 35) Pop in at the first meeting of a special project team and express your appreciation for their involvement.
- 36) Start a suggestion program and acknowledge each suggestion.
- 37) Write a letter of praise recognizing specific contributions and accomplishments. Send a copy to senior management and the employee’s personnel file.
- 38) When you hear a positive remark about someone, repeat it to that person as soon as possible (face-to-face is best, e-mail or voice mail are good in an pinch).
- 39) Call an employee to your office to thank them (do not discuss any other issue).
- 40) If you have a department newsletter, publish a “kudos” column and ask for nominations throughout the department.
- 41) Publicly recognize the positive impact on operations of the solutions employees devise for problems.
- 42) Acknowledge individual achievements by using employee names in status reports.
- 43) Tape a special departmental event and share copies with participants.
- 44) Express an interest in employee’s career development goals.
- 45) Post a large “celebration calendar” in your work area. Tack on notes of recognition to specific dates.
- 46) Pop in at the first meeting of a special project team and express your appreciation for their involvement.
- 47) Send a letter to all team members at the conclusion of a project, thanking them for their participation.
- 48) Practice positive nonverbal behaviors that demonstrate appreciation.
- 49) Support “flex-friendly” schedules.
- 50) Encourage employees to identify specific areas of interest in job-related skills. Then arrange for them to spend a day with an in-house “expert” to learn more about the topic.
- 51) Encourage employees to participate in community volunteer efforts.
- 52) Share verbal accolades – forward positive voice mail messages.
- 53) Actively listen to co-workers, especially when discussing their accomplishments and contributions.

- 54) Use 3x5 cards to write “You’re special because…” statements. People can collect the cards and refer to them when things are not going perfectly.
- 55) Keep a supply of appropriately funny notes that can be given as immediate rewards. Keep the supply visible – in a basket or box in your office.
- 56) Widely publicize suggestions used and their positive impact on your department.
- 57) When someone has spent long hours at work, send a letter of thanks to his/her home.
- 58) Allow an employee to choose his/her next assignment.
- 59) Recognize a team accomplishment by designating that team as consultants to other teams.
- 60) Recognize those committed to personal health and wellness (not just those that are fit, but those who are making an effort – members of a walking team, for instance).
- 61) Send birthday/get well/sympathy cards to employees’ homes.
- 62) Have an outstanding employee spend a day with a dean or director.
- 63) Encourage and allow employees to attend University events.
- 64) Smile. It’s contagious.

### *Low Cost*

- 65) Create and post an “Employee Honor Roll” in reception area.
- 66) Create a wall of fame wall with photos of outstanding employees.
- 67) Make a photo collage about a successful project that shows the people that worked on it, its stage of development and its completion and presentation.
- 68) Bring an employee bagged lunches/breakfast for a week.
- 69) Find out the person’s hobby and buy an appropriate but inexpensive gift.
- 70) Make and deliver a fruit basket.
- 71) Cover the person’s desk with balloons.
- 72) Design a “Stress Support Kit” that included aspirin, a comedy CD, windup toys and a stress ball – or design your own.
- 73) Set up a miniature golf course in your office, using whatever materials you have on hand. Set aside an afternoon or evening to hold a mini golf tournament. Have each area design their own “hole” and give a prize.
- 74) Wear color-coded nametags in a staff meeting to indicate significant achievements – such as length of service, successful project completion, etc.
- 75) Give Mr. Goodbar (candy bar) Awards
- 76) Give an employee a blue ribbon for achievement.
- 77) Give a deserving employee a mug filled with treats.
- 78) Give a framed poem (poster or card) as a thank you.
- 79) Acknowledge and celebrate birthdays.
- 80) Give a note reading, “Thank you. You are a \_\_\_\_\_!” Attach a roll of Lifesavers.
- 81) Make a necklace of lifesavers and give it to someone “For being the “lifesaver of \_\_\_\_\_.”
- 82) Give a puzzle as an award to a problem solver.
- 83) Treat an employee to lunch.
- 84) Give out (fake) gold coins/stars for a job well done.
- 85) Bake a gift (cookies, bread, etc.) for an outstanding employee or team.

*Would Require Some Funding*

- 86) Plan a surprise picnic/luncheon/breakfast.
- 87) Give the person a copy of the latest best-selling management or business book or a subscription to a trade magazine.
- 88) Give someone something from the UB Bookstore for his or her desk.
- 89) Serve ice cream sundaes to all of your employees at the end of a project.
- 90) Once a year, have a "Staff Appreciation Day" where the managers supply, cook and serve food.
- 91) Serve a team a hero party sandwich at the end of an assignment, for a job well done.
- 92) Send flowers or note to an employee's home as a thank you.
- 93) Purchase a unique pin to serve as a memento for a task well done.
- 94) Provide a lunch for project teams once they have made interim findings to express your appreciation.
- 95) Hold informal retreats to foster communication and set goals.
- 96) Start an employee recognition program. Give points for attendance, punctuality, teamwork, etc. Provide prizes for employees who reach certain point goals.
- 97) Give a personalized coffee cup.
- 98) Design and give magnets with appropriate messages.
- 99) Create and string a banner across the work area.
- 100) Plan a surprise achievement celebration for an employee or group of employees.
- 101) Serve popcorn and lemonade on Friday (especially after a particularly hard week).
- 102) At an employee meeting, randomly tape gift certificates to the bottom of chairs (for the first time, choose chairs only in the front row).
- 103) Have a recognition event created by a peer group that decides what they will give and why they will give it.
- 104) Throw a pizza lunch party for your unit.
- 105) Have weekly breakfasts with groups of employees.
- 106) Give an employee tickets to a UB athletic or cultural event.

# Unwrap Their Potential

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Work is a gift. Employees give of themselves, their time, their effort, their expertise and they want to know that these gifts are appreciated! Reward them by un-wrapping their potential and assist them with their career development. Help them transcend the notion that they just have a job; they have a career at UB and we want them to stay.

## Encourage Employee Development

- Send people to conferences and seminars
- Ask people to present a summary of what they learned at a conference or seminar at a department meeting.
- Work out a written employee development plan.
- Encourage your employees to take courses of interest to them from the Organizational Development & Training catalog.
- Make them aware of the options that they have for continuing their education.

## The Work Itself

- Provide cross training opportunities.
- Provide more of the kinds of work the employee likes and less of the work they do not like.
- Provide opportunities for empowerment and self-management.
- Ask the employee to represent the department at an important, external meeting.
- Have the employee represent the department on an inter-departmental committee.
- Provide opportunities for the employee to determine their own goals and direction.
- Participation in idea-generation and decision-making.

## Start New Employees on the Right Foot

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Employee recognition starts day one by orienting new employees in an appropriate manner. New employees to your unit may be complete newbies – they have never worked or studied at the University previously or they may have worked in another unit or studied here. Each category brings its own challenges. For those completely new to the University, it can seem a large and overwhelming new workplace. Employees who have some University experience will still be new to your unit, and you should do all you can to start the relationship positively. With a little advanced planning, incorporating a new employee into your well functioning team should be a painless and rewarding experience. Follow these tips to make your new employee feel appreciated right from the start.

- a. ***Set the Tone.*** If possible (after all appropriate approvals are obtained), extend the offer and handle negotiations personally. Make the employee feel wanted and welcomed right from the start. Whenever possible, agree on a start date so that you will be available to personally spend some time with the employee on his/her first day. Try not to have a new employee start during the middle of your vacation or on a day when you have wall-to-wall meetings and will not be available to him/her. If the new employee's main focus will be teaching, be sure that there is an opportunity for him/her to spend some time in the department prior to setting foot in the classroom.
- b. ***Inform the Group.*** Once an offer has been accepted, gather your staff and inform them of the incoming employee. Describe his/her role, and share as much information as you can. Wherever possible, involve your staff in planning and preparing for the new employee. You all have a stake in making this a successful relationship.
- c. ***Handle the Logistics.*** Once you have received the signed offer letter, work with the appropriate offices or your staff to get the employee into the New Employee Welcome System. This will generate a packet of vital information to be sent directly to the employee. The packet will include, among other items, a parking hangtag, temporary ID/library card, e-mail information, campus map. If possible, work with the employee prior to his/her start date to get all the new employee paperwork completed (tax forms, I-9, etc.). This will get the employee into the payroll system as quickly as possible.
- d. ***Arm Yourself with Information.*** The first question every new employee will ask is "When will I receive my first paycheck?" Work with the appropriate offices or your staff to pull together information on orientation, payroll schedules, benefits overviews, etc.

- e. ***Make Space.*** Be sure the new employee will have a clean and appropriate workspace within your unit. Stock it appropriately. Work with the appropriate offices to have phone and computer access ready to go on day one. Be sure you have necessary keys and/or security codes available for this employee.
  
- f. ***Plan for Day One.*** Be prepared to spend time with a new employee on his/her first day. Be the first person to welcome the new employee. Introduce him/her to all the members of your unit. Show the employee to his/her workspace and give a tour of all the important or necessary features of your work area. Be sure to show him/her where the restrooms are; where everyone gets coffee; and where any break facilities, conference rooms, classrooms or other important areas are. Schedule the appropriate people to meet with the new employee to show him/her how to use the copier and fax machine; how to log on to the computer; how to set-up voicemail; how to obtain/order supplies and books, etc.
  
- g. ***Do Lunch.*** If possible, plan to treat the employee to lunch. If possible and appropriate, include any or all of your other staff members.
  
- h. ***Schedule Out.*** Provide the new employee with a calendar displaying how his/her first few weeks will look. Note any orientation sessions, meetings, or trainings, which have been scheduled for him/her. Be sure to outline on a map any buildings the employee will be required to travel to, if necessary.
  
- i. ***Provide Appropriate Written Material.*** Be sure to provide the employee with any helpful written material – a phone list for all employees in the department; a list of contacts across the campuses your unit deals with on a regular basis; any policy or procedure manuals appropriate to your unit; a list of websites frequently used with appropriate descriptions. Most importantly meet with the employee privately sometime within his/her first few days to review and mutually agree on the performance program (or other appropriate documentation of job duties).
  
- j. ***Serve as Matchmaker.*** If you will not be serving as the employee’s main point-of-contact on a day-to-day basis, be sure to assign a mentor or senior employee who will be involved in the new employee’s training. If appropriate, arrange for the new employee to “shadow” with the mentor for a few days. Of course, you need to work this out with the mentor ahead of time. If your new employee is instructional, maybe arrange for him/her to share office space with an experienced instructor teaching the same or similar courses. Arrange meetings or trainings with important contacts in your unit or other units. Whenever possible conduct all introductions

personally. Bring the new employee with you to meetings, which will pertain to his/her work when appropriate.

- k. ***Check-in Early and Check-in Often.*** Over the first few months, check in often with the new employee to see how things are going. Also check in your long-time staff members to see how they perceive the new employee is assimilating to the unit. Address questions, issues, or problems promptly. Maintain availability to the new employee as you should all employees in your unit.

## Ready, Set, GO...

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“Remember, gimmicks, gadgets, and giveaways can make your recognition efforts fun and memorable. But nothing (I mean NOTHING) can replace a good, old-fashioned, sincere, look-‘em-in-the-eye-and-say-thank-you.” - Eric Harvey

*100 Ways to Walk the Recognition Talk*

Putting a recognition program together is as easy as 1, 2, 3, using the action plan we have developed for you. This guide will enable you to learn what types of appreciation are meaningful to your employees, how to get the word out, both internally and externally, that recognition is a priority in your department and finally useful templates ready for your use.

### **Step 1: Get It Straight From the Horse’s Mouth**

We have given you some ideas about what you can do to build a culture of appreciation in your department. The whole point is to put people first. Put your employees first, by finding out what your employees think is meaningful recognition. Do not assume you know what they want! Build your departmental recognition program around their ideas and suggestions. If you already have a program in place, then incorporate their feedback into your existing efforts.

- Send out an e-mail to all your employees explaining that you will either be placing a heightened emphasis on or introducing a new recognition program (See samples)
- Collect their feedback via the attached Employee Recognition Profile.

### **Step 2: Get the Word Out!**

Your commitment to the program, via public acknowledgement of employee achievements, is key to making your initiative a success. By thanking your employees, you are encouraging peer-to-peer recognition as well.

Publicizing employee achievements can be as simple as sharing information about your staff and colleagues with your immediate supervisors and with members of the university’s senior leadership.

Copy supervisors and relevant senior leaders on congratulatory and thank you notes, and send them regular communications updating them about achievements and contributions of your unit.

If your unit or department has a newsletter or website, send regular updates on notable achievements and contributions of employees in your area. If your area does not have a vehicle for communicating this news regularly, consider starting one. The Office of University Communications is available to advise units on how to implement and maintain unit communications like newsletters and websites.

UB also has a number of more formal venues for publicizing employee awards, contributions, and achievements, and provides many resources for helping units get the word out about employee news of note, both within the campus community and to the media and other external audiences.

### **Publicizing achievements to the campus community:**

UB's Office of News Services coordinates with units across the university to distribute a wide variety of periodicals and publications. Many of these feature regular updates on faculty, staff, and student achievements and are excellent venues for getting the word out about accomplishments and contributions of employees in your area:

- **PRESIDENT SIMPSON'S QUARTERLY NEWSLETTER:** [www.buffalo.edu/president/](http://www.buffalo.edu/president/)
- **BUFFALO PHYSICIAN:** [www.smbb.buffalo.edu/bp/](http://www.smbb.buffalo.edu/bp/)
- **BUFFALO BUSINESS:** <http://mgt.buffalo.edu/sites/magazine/>
- **UB TODAY** (University alumni magazine): [www.buffalo.edu/UBT/](http://www.buffalo.edu/UBT/)

The most comprehensive campus newsletter designed primarily for internal use is the **UB REPORTER:** <http://www.buffalo.edu/ubreporter/>

Published by the Office of University Communications in the Division of External Affairs at the University at Buffalo, the Reporter, UB's newspaper of record, is published on Thursdays. Issues are distributed electronically, and via email.

UB Reporter is published online weekly throughout the calendar year. UB Reporter online is updated daily with news headlines and is responsive to breaking news.

News Services also communicates with internal and external audiences through its website and through a customized weekly email newsletter. In addition to news releases and other information of interest to the university community, the Web site also contains a “UB in the News” section that provides summaries and links to articles about UB that have appeared in the national and regional press. News Services RSS feeds are available on eUB, MyUB, the Alumni site, and many constituent sites.

### *Sharing information with the Reporter:*

Employee achievements are regularly featured in the “Kudos” section of the Reporter, and supervisors and colleagues are encouraged to share information about employee awards and accomplishments for consideration in this section.

Whether an article will be prepared on a particular topic is determined by the editor of the Reporter in consultation with the assistant vice president of News Services. Information to be considered for use in an article in the Reporter should be submitted to

**SUE WUETCHER**

Reporter Editor

330 Crofts Hall

North Campus

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Fax: 645-3765

### **Publicizing to the media and other external audiences**

The Office of News Services ([www.buffalo.edu/news](http://www.buffalo.edu/news)) focuses on promoting and increasing the visibility of UB as one of the nation’s premier research-intensive public universities, working with reporters from various media outlets—print, broadcast and web—who distribute news locally, regionally, statewide, nationally and internationally.

Articles about UB and its people, programs and research appear regularly in national news outlets such as The New York Times, BBC, NPR, CNN, CBS, The Washington Post, Science, Business Week, The Chronicle of Higher Education and Time magazine, as well as with our region’s top media outlets, including The Buffalo News, Business First and the local radio and TV news stations. News Services also targets specialty trade magazines and Internet news sites.

News releases are distributed to the media via email and fax, and are posted on the News Services Web site. Selected news releases also are posted to national news servers such as EurekAlert and Newswise.

The Office of News Services also gathers news about faculty, staff and students to share with hometown daily and weekly newspapers.

### *Sharing information with the Office of News Services:*

University community members are encouraged to contact the Office of News Services for assistance in sharing employee awards and achievements with the external media. When appropriate, News Services also will issue a news release and/or an article for the Reporter. In some cases, a news conference or media briefing may be scheduled. Information for news releases must be received by the Office of News Services at least two weeks prior to an event.

News Services also provides a searchable database of experts who are available to share their expertise with the news media on a variety of topics. If an employee in your area is known for his or her expertise in a particular professional area, consider encouraging them to work with News Services to make their expertise known outside the university. UB faculty members and staff who are interested in working with the media should contact **JOHN DELLA CONTRADA** ([dellacon@buffalo.edu](mailto:dellacon@buffalo.edu))

News Services is available to advise faculty members, staff and students on working with reporters and assists employees preparing for media interviews, as well as assists in the preparation and placement of Op-Ed articles. See the News Services website “When Media Call” section for more information: [www.buffalo.edu/news/wwns-media.html](http://www.buffalo.edu/news/wwns-media.html)

### **Contact Information**

#### **The Office of News Services:**

Web: <http://www.buffalo.edu/news>

Contact:

#### **MEDIA RELATIONS (UNIVERSITY COMMUNICATIONS)**

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### **Step 3: Encourage Peer to Peer Recognition!**

Perhaps most importantly, communications of thanks and congratulations should not be only top-down. Foster a culture of appreciation by encouraging employees to express their words of appreciation with their colleagues as well, and consider implementing a process for employees to share words of thanks or congratulations with each other. For example, leave a stack of note cards near the mailbox area in your office and encourage employees to use them to jot a brief note of appreciation to colleagues for help with a problem, collaboration on a team project, or a good idea shared, etc.

## Don't Stop Here!

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### For further reading:

1001 Ways to Reward Employees by [Bob Nelson](#)

A Carrot a Day: A Daily Dose of Recognition for Your Employees by [Adrian Gostick](#), [Chester Elton](#), [Greg Boswell](#) (With), [Scott Christopher](#) (With)

Make Their Day!: Employee Recognition That Works by [Cindy Ventrice](#), [Robert Levering](#)