

Department of Defense National Security Personnel System (NSPS)

PROJECT	Department-wide Program Launch
PROBLEM	With the creation of the National Security Personnel System, the Department of Defense was preparing to undergo the largest restructuring of the Federal Government workforce ever undertaken. Federal civil service employees were going to experience changes in job classification, tenure, benefits, and policy, leading to anxiety and confusion across the workforce.
SOLUTION	<p>Nine Yards Media developed a strategic plan to effectively communicate the system's purpose while diffusing objections, building acceptance within the workforce, and providing reassuring answers where specifics were not yet available.</p> <p>In addition, 9YM created video and multimedia products using innovative approaches to communicate the most current news on the transition to the new personnel system. A video and brochure - coupled with an online multimedia presentation - provided an overview of the system's established objectives and structure. Each was tied to a web portal with links and summaries of the daily changes in the development of the NSPS. Each of the products utilized a consistent brand to ensure the audience instantly recognized the subject and information linked to the system.</p>
COMPONENTS	Strategic Communications, Branding, Web, Video, CD, Print Materials

