

***Progressing Towards Excellence
The Challenge for European Public Administrations in Difficult Times***

How did you enhance the notoriety of the office

1. Identification

Reference/ Session: S2.1.

	<p>Organisation: Regional State Administration Office of North Plain</p> <p>Country: Hungary</p> <p>Name case presenter(s): Eva Pallai & Gergely Hajnal</p> <p>@ : pallai.eva@hajdu.earkh.hu hajnal.gergely@hajdu.earkh.hu</p> <p>Phone: +36 52 504 162</p> <p>Website: www.earkh.hu</p>
<p>And/or LOGO</p> 	<p>Focus:</p> <p>Mutually beneficial partnerships</p>

Case presentation (two pages max.)

- 1. Quality Improvement issues – the broader scope of excellence – mutually beneficial partnerships**
2. customer focus-R,
7. partnership development M/R
- 2. Case background** (optional)

In 2005 and 2006 the State Administration Office applied for the Regional Quality Award in Administration Offices category, which was announced by the regional chambers of commerce. We needed a lot of special information, to confirm the quality of our work. Finally in 2006 we won the quality award, first among the administrative offices in the country. Moreover we received it, by the for-profit field.

The award, or more precisely the work we had done from 2004, proved to be an excellent base for further development in several untended area. We also made a survey about the notoriety of the Regional State Administration Office. We interviewed 100 people, and only 50% of them recognize the name of the office and 20% knew what we are doing. The survey pointed out that 81% had never been in contact with the Office, but it also turned out that 89%, who had administered any affair, was pleased with the administration process.

We also analysed the unconcern of the media about our work. So we appointed a goal, which was enhancing the notoriety of the Office among our partners and citizens. We defined 7 key areas, but now we are going to present 3: partnerships with civic organisations, with the media and with universities.

3. The Actors

First we identified our partners. After that we made contact with them – whom we identified as key partners – and together we searched for common points, where the office and the organization interacted.

4. The Work process / the Approach (optional)

1. We identified our partners, chose from them, whom we identified as key partners We surveyed regarding partner expectations, showed them what we may add to our common work.
2. We defined the contact points of the processes.
3. We made the co operational agreements.
4. We established a Media Award in 2007 - We annually give it to those, who published the most news and articles about the Office.
5. We organized conferences and programs together. We take part in summer festivals among civic organisations
6. We started to organize background media meetings, regular press conferences with already prepared press- materials, and also organized press surveys.
7. We developed a new traineeship system, and special practical courses, together with universities.

5. The Measure of Success

- ⇒ Agreements made with civic organisations raised from 3 to 9 within 4 years. **200%**
- ⇒ Conferences organized together with civic organisations raised 5 to 27. **400%**
- ⇒ Media relations raised from 10 to 40 within 4 years. - **300 %**
- ⇒ The annual press appearances raised from 43 to 119 within four years. - **300 %**
- ⇒ We presented 94 issues through the media.
- ⇒ We gave 8 Media Award and 13 certificate within 3 years.
- ⇒ The number of trainees raised 90% within 5 years.
- ⇒ Agreements made with universities and colleges raised from 1 to 19 within 5 years.

6. The main obstacles (optional)

It was difficult to make the leaders and employees accept that image-building is a crucial area.

The Office doesn't have any PR expert. – That's why we decided to enrol 4 colleagues to communication training, where they learned specifically administrative communication techniques and methods.

There was no financial assistance to support the above mentioned issues such as image-building, or PR, so we had to improvise and come up with expense decreasing ideas.

A few leaders didn't like appearing in the media. We solved the problem with special communication trainings, where they learned how to give statements properly through the press.

7. Lessons learned

The agreements are working properly only, if we constantly measuring, evaluating and analysing the results for further development.

The trainings are crucial, if we want to initiate a new process.

The citizens and the media are interested in the work of the Office, if the information which is given to them is appropriate and simple, instead of complex legal terminology.

Personal contact is absolutely necessary among the cooperation's.

The civic organizations are open and receptive for mutually beneficial partnerships.

There has to be someone who controls the whole process, who measures, monitors, provides feedback and surveys the demands, otherwise there would be no achievements.

We have to respect the demands of our partner and we have to act upon it.

8. Project Innovation Content and Adaptability

The newly developed traineeship system, together with universities.

Practical courses in the universities, new tuitionary methods about law enforcement issues.

Establishing the Media Award and the regular cooperation with the media.

Well organized conferences and trainings together with civic organisations.