

Welcome to Florida Housing – New Employee Video

Florida Housing Finance Corporation

Management Innovation: Human Resources

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Evaluating the Need

According to the U.S. Bureau of Labor Statistics, 2021 saw the lowest unemployment rate in 20 years, and yet many Americans remained jobless *by choice*. The COVID-19 pandemic caused people to reevaluate their work environments and as a result many employers experienced labor shortages. Recognizing the difficulty of hiring these days and wanting to showcase what makes Florida Housing Finance Corporation such a great place to work, our team decided to come up with a fun and unique way to show new employees what to expect on their first day and officially welcome them to Florida Housing.

Achievable Objectives

In this new and challenging remote world there was so much important information that our team needed to convey before an employee's first day. With virtual interviews people were often hired before they ever stepped foot in our office and since Florida Housing's building is in downtown Tallahassee, parking on the first day can be confusing. This was causing many employees, even those who may have visited our offices before, to arrive late and flustered by the situation. That was a critical issue we hoped to correct.

Florida Housing is also a diverse company with more than 130 employees, and we are extremely proud of our welcoming environment. Rather than simply sending a generic first day email, we wanted to truly showcase the friendly faces of Florida Housing to set new employee's minds at ease and give them an idea of what to expect on that first day.

Innovative Solutions

After considering our main objectives, the team decided that a video would be the best way to achieve our goals. Florida Housing had a total budget of \$10,000 to allocate towards this project so we chose to contract with a local film company. After that, the next step was to make a list of all the people, places, and content we wanted to feature, and we used that to create a video script. This allowed us to easily communicate the concepts we wanted the videographer to capture and ensure that his shots would match the overall messages we were trying to portray. For example, since the parking issue was such a concern, we made sure to clearly list all the steps employees must take to get into our building that needed to be shown visually and drafted an audio component to accompany that portion of the video.

We designated two days for filming and identified specific team members to participate. Speaking roles were given to our Executive Director, HR team and Directors of Programs. Other

team members were asked to participate on a voluntary basis to help showcase the diverse group of individuals that work at Florida Housing.

Replicable Results

The finished video was completed in November 2021 and has been used in communication with all new employees since then. Since Florida Housing began sending the video with our welcome emails, no one has been late on the first day and we have seen high employee engagement with low turnover among new hires. Even better, many employees personally reached out to the HR team sharing how the video helped them prepare for their first day. This feedback demonstrates the importance of clear communication prior to a new employee's first day and highlights the benefits of using a video to meet that need.

Employee Feedback:

“This video is great! It hits all the right points on first-day logistics and has a very welcoming feel. I love that it touches on the collegial atmosphere within our office and the mission of the corporation. Office culture and the positive effect that our work has on communities all around the state are big reasons why I choose to work at FHFC.”

“I LOVED this video. I found it to be so helpful. When I started here before I did not have this video and had the typical first day jitters. Now coming back to Florida Housing all these years later, the video does such a fantastic job of laying out exactly where to go and what to expect. It was so well done.”

“From where to park, how to check in with HR, and what to expect during first day onboarding, the Welcome to Florida Housing video is a great way to introduce employees to the landmarks of their first day working on-site.”

“After watching the new hire video, I definitely felt more prepared for my first day of employment. The video is short and sweet, so I didn't feel confused or feel the need to watch it again. Everyone seems very friendly and relaxed in the video, which is exactly how I felt on my first day.”

Visual Aids

Video Script

TIME	VIDEO	AUDIO	Visual Aids
00:00	An inspirational photo slideshow of FL Housing photos / videos that show the impact that they have had on the community. We will see volunteers from FL housing participating in different charity events. Cut to FL Housing detail shots and building establishing shot Trey Price on camera for interview Trey Price Text/Title on screen	Inspirational, light music begins to play <u>Trey Price (with enthusiasm)</u> "For more than 40 years, FL Housing has been helping families find affordable homes to raise their children and to better the community, and I am so proud to welcome you to this company." I look forward to meeting you and I know that your first day will be great!	the great benefits offered here at FL Housing such as Retirement Plans, Health Insurance, Paid Time Off, and more. Once you are assigned a badge and a parking spot, you will be able to be able to park in the parking garage. On the second day, you will enter the parking garage from Duval Street across from the City Bus Station from one of the TWO access points. Depending on your assigned parking spot, you will either enter up the narrow ramp or via gated access.
00:15	HR/Operations Department sign Jessica Cherry on camera for interview Jessica Cherry Text/Title on screen	<u>Jessica Cherry (Welcoming)</u> "Hello! We are so happy to have you with us at FL Housing. First days at a new job can be hard, but we want to make it as easy for you as possible.	FHFC Parking Spot Sign Employee parking in guest parking spot Employee walking from garage to entrance.
00:30	Car driving into gravel parking lot Employee walking into front entrance and meeting with security. Press 5th floor elevator Employee greeted by receptionists and HR representative greeting them at the front to bring them back Employee photo taken Hand over r Jessica one and discuss filling out p	<u>Jessica Cherry (Informatively)</u> "Let's start with parking. On your first day, you will park in the gravel lot in front of the building. You will walk into the front door and check in with security. They will card you into the elevator where you will go up to the 5th floor. FL housing offices are on the 5th, 6th,	Show employee using their badge to enter the building from garage entrance Employee walking down hallway to the 6th floor button and elevator of them on the 6th floor of the elevator
	Angie Sellers on camera Angie Sellers Text/Title On Screen	this video and to learn more about what to expect on your first day here at FL Housing! We are so excited for you to be a part of FL Housing and to help us continue to make this a great place to work at"	Once you've parked, to enter the building from the garage entrance, you will need to swipe in with your badge. You will then make your way down the hallway and to the elevator on the right where you will go to either the 5th, 6th, or 7th floor."
01:15	Quick/candid interviews with co-workers in front of FL housing backdrop. Q's for them: 1. How would you welcome a new employee? 2. What advice would you have for new employees? <i>Answers to the right are example placeholders:</i>	<u>Employee #1</u> "We are so happy that you are here, you will love the family atmosphere!" <u>Employee #2</u> "Get ready to come and make a difference in your community!" <u>Employee #3</u> "Every day is something new and you will be able to help us solve problems!" <u>Employee #4</u> "Don't sweat it, your first day will be great!" <u>Employee #5</u> "Good luck on your first day!"	scenes with FL Housing agerie.
01:30	Montage of multiple employees smiling face in front of FL Housing step and go backdrop set up in conference room FHFC Logo fades in over white	<u>Various Employees (different verbiage)</u> "Welcome to FL Housing!" Music fades out	<u>Angie Sellers</u> "Thank you for taking the time to watch

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[Welcome to Florida Housing Video \(Link\)](#)

