



# *Increasing the “Serve” in Public Service*



**Why do you serve?**

# What is public service?



**-Public service activities and types of work are concerned with helping people and providing them with what they need, rather than making a profit.**

**-A public service is something such as health care, transportation, or the removal of waste, which is organized by the government or an official body in order to benefit all the people in a particular society or community.**

**-You use public service to refer to activities and jobs that are provided or paid for by a government, especially through the civil service.**

# What is public information?



**-The term public information means any information, regardless of form or format, which an agency discloses, disseminates, or makes available to the public.**

# Why do we serve?



## A recent poll captured many of the reasons we serve:

- I want to help people.
- We do this because we fix things, we make them better than they were.
- My passion is working to help other people.
- No matter what job you do, when you are in public service, you are serving the American public.
- We have a responsibility to give back.

# What Can You Do To Up Your Game?



**First of all, prove people wrong.**

The prevailing theory is that government workers are all slow and lazy. That may be because so many people are exposed to public sector workers in a negative situation.

Building permits, tax audits, court, paying a ticket, etc., are all things that give us bad feelings.

# What Can You Do To Up Your Game?



People do not tend to feel that way about a librarian, a firefighter or an emergency management specialist helping them with their FEMA filing.

The problem is all public sector workers are lumped into the negative life experiences pile.

# What Can You Do To Up Your Game?



- **Serving the public needs to be seen as customer service.**
- **Much as large companies see customers, our citizens need to be seen as our customers.**
- **They pay our salaries and provide us with a mission.**
- **The goal of customer service is to increase customer satisfaction.**



# What Can You Do To Up Your Game?



- **A less frequently heard term is customer care, which is how well customers are serviced by your organization.**
- **Instead of just doing enough or the minimum of service, customer care is actually caring for customers, listening to their needs, and finding the right solution.**

# What People Think!



- **A 2018 Rasmussen Reports national telephone and online survey finds that 62% of American Adults think workers in the private sector work harder than their government counterparts.**
- **That's up from an all-time low of 57% in 2017 but more in line with previous surveys.**
- **Just 12% think government workers work harder than those in the private sector, but another 26% are not sure who works harder.**

# What People Think!



- Question: "On average, do you think public sector employees have better benefits, the same benefits, or poorer benefits than those with similar jobs in the private sector?"

**Better Benefits**

**Same Benefits**

**Poorer Benefits**

**Don't Know/ No Response**

# What People Think!



- Question: "On average, do you think public sector employees have better benefits, the same benefits, or poorer benefits than those with similar jobs in the private sector?"

Better Benefits	50.2%
Same Benefits	17.0%
Poorer Benefits	14.2%
Don't Know/ No Response	18.7%

# What does your family think?

