



Congratulations!

Our Chapter has earned the following:

2018 Platinum Excel Award by National SHRM



SHRM
EXCEL
2018

2018 SHRM Foundation Chapter Champion by SHRM Foundation



SHRM
Foundation
2018 CHAPTER CHAMPION

Please visit our website for more details.

Awesome job to all the hard work!

August Program: HR Roundtable

Tuesday, 8/13/2019

11:30pm—1pm

Watertown Public Library

More details to come!

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Fashion Statement



Dress code violations increase with summer temperatures. To avoid problems, employers should address infractions gently and consistently.

May 18, 2019—Summer is here. That means backyard barbecues, beach weekends, sightseeing trips and the annual reminder from management that ensembles worn for those occasions are likely not office-appropriate.

The warmer temperatures mean people wear less clothing, leading to more opportunities to run afoul of the company dress code.

The evergreen debate among corporate attire police about whether leggings are pants and if they're suitable for the workplace doesn't vanish in the summer. It's joined by myriad other questions, such as whether a skirt is too short, a dress is too sheer and leather footwear with a heel but no backstrap constitutes a flip-flop.

"Summer is a fertile time for problems," says Michael Studenka, a partner specializing in employment law at Newmeyer & Dillion's office in Newport Beach, Calif. "Clothing styles and trends show more [skin] and stick to the body more. This often causes conflict with policy."

Casual Is King

Dress codes and habits vary greatly based on industry, position within a company hierarchy and geographic region. Retail establishments usually require staff to wear uniforms, while the clothing allowed at manufacturing plants is dictated by safety standards.

The office environment is especially ripe for confusion and even conflict, given the numerous attire options and the changing work culture. Offices are becoming increasingly casual, as comfort-loving Millennials take over the workplace and the Silicon Valley ethos exemplified by Facebook founder and chairman Mark Zuckerberg's T-shirt and hoodie spreads into other business sectors. A majority—56 percent—of individuals prefer a relaxed dress code, according to a survey by OfficeTeam, which specializes in placing temporary office and administrative staff.

At the same time, companies are trying to foster inclusion and diversity by encouraging employees to be themselves at work instead of adhering to a perceived stereotype. Amid the tightest labor market in 50 years, firms are also reluctant to impose restrictions that could irritate employees and prospects.

Creating the Code

Many companies now advise staff to just dress "appropriately" or have rules that ban "revealing" or "distracting" garments. Those words may be in the dictionary, but, in reality, the definitions are in the eyes of the beholder. The workplace has never been more diverse, so dress codes are viewed through the lenses of people of different ages, genders, ethnicities, economic standings and beliefs. Such differences can lead to conflicting opinions.

"Everyone draws the line in a different place," says Pamela Moore, a partner in the Hartford, Conn.-based office of law firm McCarter & English. She adds that good dress codes should list definitive don'ts, so there's no confusion over what's acceptable and what's not. If employers don't want an atmosphere that resembles a pool party, Moore says, executives should clearly nix shorts, flip-flops, shirts that reveal the midriff, halter tops and tank tops, for example.

Still, there's a lot of gray area in dress codes, and that's what makes the issue so complicated. Nearly half of men and one-third of women say they aren't sure what constitutes proper office attire. Eighty percent of managers said last year that an employee's dress affect his or her chance of getting **(continued on next page)**

Fashion Statement (continued from previous page)

getting a promotion, according to OfficeTeam. And while that's down from 93 percent in 2007, it's still an overwhelming majority.

Remain Objective

Michelle Crowley recently celebrated her 50th birthday and concedes that she sometimes misses the early days of her career at a law firm, where knowing what to wear was easy: Suits were a de facto uniform. Now she's the human resource director who oversees the "business casual" dress code of Ferland Corp., a Pawtucket, R.I.-based owner and manager of apartment complexes. That means men must wear a collared shirt and tailored pants or khakis. Women can wear dresses, pants or skirts. No-nos include shorts, tight pants and any "excessive" accessories, hairstyles or perfume. Jeans are reserved for Fridays.

Despite the code, Crowley says she's surprised that job applicants dress so informally. Most men don't wear ties, and often neither gender pulls together their outfit with a jacket. Their clothing doesn't conform to her idea of professional attire, though Crowley says she has learned to adjust her sartorial expectations, especially when interviewing younger candidates.

"I just look at their skills," she says. "If I waited for candidates who were more formally dressed, I would have no employees."

Crowley adds that there's a man at the company who wears a suit to work every day and that doesn't necessarily convey a positive message. "He looks 'old-school,'" she says. "Part of me thinks that's showing his age."

That's not a look that many want to project in a time when ageism is a major concern. Beyond that, there aren't many workplaces left that require such formal attire. Banks, professional service firms and the floor of the U.S. Congress are among the last holdouts.

Goldman Sachs made international headlines in March when it told employees that it was loosening its approach to office attire, moving to "a firmwide flexible dress code." Employees were told to "dress in a manner that is consistent with your clients' expectations."

Virgin Airlines also took a step toward modernity in March when it dropped its requirement that women wear makeup and began offering them the option to wear pants without them having to make a special request.

Please google "SHRM Fashion Statement" to read the remainder of this article.

Source: Theresa Agovino via SHRM.org (online article)

Work Attire: What's Appropriate and What's Not

While temperatures are warm outside, you might be tempted to dress down at the office and reveal more skin than you should. But Clinton Kelly, co-host of TLC's "What Not to Wear" reality series, says, "Resist the temptation."

"When it comes to your career, the image you're projecting at work makes a difference in how far you're going to get in the company," he says. "Don't use excuses like, 'It's hot outside,' to not dress appropriately."

Kelly, who regularly advises major corporations on workplace attire, offered the following sartorial dos and don'ts for the warm weather months [in the full article].

<https://www.monster.com/career-advice/article/work-attire-whats-appropriate-and-whats-not-hot-jobs> .

Source: Robert DiGiacomo via Monster.com (online article)

Ageism is thriving, so what are companies doing about it?

From not even getting past the first interview to being segregated into niche roles, older workers are still facing discrimination. Some companies are trying to fix that.



April 3, 2019—“It’s always difficult to identify reasons why you do or don’t get a job,” says Florence Navarro, the chief empowerment officer of Kichocheo who works with executive teams to attract talented teams. It could be that you’re not as qualified as other candidates, or your enthusiasm didn’t translate during the interview, the employer decided to promote from within, or, says Navarro, you just weren’t a fit for the culture for a number of reasons.

Here’s where it gets tricky. While Navarro can see this from the perspective of a professional recruiter, she confesses that she’s wondered if the latter wasn’t the case when she herself was job hunting. Navarro, who is over 45, admits that it’s been challenging to find a job in the last six to seven years.

One of the jobs Navarro applied for—that she felt uniquely qualified for, given her extensive experience with the UN—she lost out to another younger, male candidate. “I had a series of interviews, and an assessment, I had a good interaction with the team,” she recalls, noting again that it’s hard to know what the reasoning was behind the final decision, but she suspects it was because of her age.

In the social impact sector, she explains, there are a lot of young people who are willing to accept lower levels of pay which ups the competition. And in organizations with very flat structures it can be tough for people at her level to land positions. “It is true for several people I have spoken with,” she says, once they passed the middle and higher level of their careers.

Nearly two out of three workers over the age of 45 have seen or experienced age discrimination on the job, according to the results of a wide-ranging AARP survey done in 2018. Among the 61% of respondents who reported age bias, the vast majority (91%) believe this discrimination is common. The Equal Employment Opportunity Commission (EEOC) had similar findings. Their most recent study of age discrimination in hiring analyzed over 40,000 applications for over 13,000 jobs in 12 cities across 11 states in 2015. Age discrimination happens for both men and women, particularly between 64 to 66 years old. *(continued on next page)*

Ageism is thriving, so what are companies doing about it? (continued from previous page)

They were more frequently denied job interviews than middle-age applicants age 49 to 51. Women in both those age groups were subjected to more age discrimination than older men.

HOW AGEISM IS HIDDEN

The same could be said for the tech sector, which tends to skew towards a younger workforce. A woman who used to work for one of the largest, most recognizable tech firms spoke to *Fast Company* on the condition of anonymity. “Reality is there are probably many who don’t know they are victims [of ageism] because they aren’t even making it to the first interview,” she says.

The other issue is that while age is one of the easiest demographics for companies to track, it’s rarely shared in diversity reports, according to Paradigm’s Midwest managing director Erin Thomas. Paradigm is a diversity and inclusion strategy firm that partners with leading technology startups and Fortune 500 companies.

Thomas points out that age gets overlooked because most companies possess fixed mindsets about the skills and roles of older vs. younger workers. “Generational diversity is rarely reported because the underlying inference is that age data are reflected in the job level data that are often reported (individual contributors, managers, VPs+, C-suite, etc.),” Thomas says.

While many mature organizations possess a “pay your dues” mentality with timed career progressions where it can be nearly impossible for younger employees to accelerate, she says young companies—like many in tech—have a major bias when it comes to older workers.

ANOTHER WAY TO THINK ABOUT INCLUSIVE CULTURE

“Boomers are 60% less likely and gen Xers are 33% less likely to be hired compared to their representation in the workforce,” says Thomas. In turn, she says, “this generational blindspot has become reinforced and grown because older workers haven’t been given opportunities to defy negative assumptions about what they’re able to do.”

Tech companies with older workers usually have them in more senior management roles. Among those who are reporting the age of their workforce are Indiegogo and Hubspot. Neither company has many older workers in individual contributor roles.

The average age of Indiegogo’s whole company is 32, for instance. However, a company spokesperson says that team leaders on average are 43.5 and the average age of the executive team is 46. She says that there are some not at those higher levels. “We’re pleased to have three employees over the age of 40 in non-management roles and continuing to hire a more diverse workplace is a top priority for us.”

Julia Kanouse, the CEO of the Illinois Technology Association says that inclusion is key to making older workers feel like they belong at lower level jobs in tech companies. She knows of a company who is a member of ITA has a workforce that is 80% millennials. Kanouse says a recent hire—a woman in her late-forties with children, felt extremely unwelcome at the organization. “Although she may not be who you think of as an “older” worker, she felt out of place and had trouble connecting with the company culture,” says Kanouse. She was ashamed to talk about her kids and was uncomfortable putting pictures of them up in her workspace. The social events, the language used in the office, the informal water cooler talk all contributed to her sense of not belonging, and she left the organization within six months, Kanouse says.

“A company’s culture needs to be welcoming to people of all ages and stages of life, regardless of the company’s demographics,” says Kanouse. “Whether old for your culture is 45 or 75, the key benefit of integrating an older worker is the life experience they bring.” She says that companies looking to hire older workers need to be prepared to adjust how they think about getting work done. ***(continued on next page)***

Fast Statistics about our Aging Workforce per AARP online 2017

Fastest-Aging Workforce

North Port, FL
Oklahoma City, OK
Virginia Beach, VA

Top Cities for the 50+ Job Seeker

Atlanta, GA
Minneapolis, MN
Dallas, TX

Ageism is thriving, so what are companies doing about it? (continued from previous page)

“Whether they have children at home, aging parents or just can no longer put in a 14-hour day,” she says, “and provide the kinds of benefits that are going to attract and, in the long run, retain your target workforce.”

Aubrey Blanche, global head of diversity and belonging at Atlassian says that in addition to fostering a culture that makes it safe to talk about the impact of ageism, they emphasize growth journeys and not just career paths. “This means the focus is less on advancing up the ladder (although that’s an option) and more about what skills and experiences you’re gaining from your role,” she says. Blanche contends that this creates much more flexibility for people in all age groups, but can be especially helpful in combating the idea that you have to be older or more experienced than someone working at a higher level. “This has ultimately allowed us to improve the representation of teammates over 40 from 12% to 18.7% over the last three years,” she points out.

At Hubspot, 21% of the staff are between the ages of 16-25 and the majority 64% are between 26-35. Only 3% are over age 46 yet they hold 50% of top executive roles. One percent of those over 46 are individual contributors. According to Katie Burke, HubSpot’s chief people officer, the company launched a Returners Program in Dublin over the past 18 months, “specifically to welcome experienced professionals back to the workforce after a break for child or elder care.” Burke says they also significantly increased the paid family leave policy globally.

Burke says Hubspot doesn’t disclose the ages of the people in the Returners program, but the average time out of the workforce ranged from 2 to 12 years. “Our goal this year is to have 10-12 total participants,” she says, and they are exploring similar options in both North America and the Asia Pacific region.

Carin Taylor, chief diversity officer at Workday, says the company also implemented a returnship program in September 2018. “During this four-month paid program, we saw experienced professionals get the training, support, and mentorship needed to relaunch their careers,” she says, adding that the cohort was made up of people who had been out of the corporate workforce from 2 to 16 years.

Although she acknowledges that it can be intimidating for older workers to jump back in, Taylor believes they can bring a lot to Workday. “The skills they’ve garnered during their time away include everything from complex problem-solving to the ability to adapt quickly, to strong interpersonal and communication skills,” she says. Returnship participants can have a higher level of engagement and loyalty to their employers. “Our first cohort of participants resulted in a 90% conversion to full-time hires.”

The EEOC report finds that most workers today are expected to have 11 different jobs in the modern, dynamic economy. That’s why Taylor emphasizes the need for age not to be a factor in hiring. “Assuming that everyone needs to have a traditional career path are days of the past,” she says, “and employers are beginning to realize that skills are acquired in many different ways.”

Source: Lydia Dishman via Fast Company.com (online article)



SoDak SHRM Scholarship Program:

Applications are due by Wednesday, 7/31/2019!

In recognition of the need for skilled Human Resources professionals to support the workforce within the state of S.D., the SoDak SHRM State Council will award one (1) \$1,000 scholarship per academic year to an eligible undergraduate student recipient meeting the following eligibility requirements.

ELIGIBILITY

- Current SHRM national member (student or professional) or have submitted application at the time of this scholarship application with proof of membership prior to awarding of scholarship.
- Current member of a local chapter within the state of S.D.
- Enrolled in an accredited degree---seeking undergraduate or graduate program within the state of S.D.
- Degree program is HR---related.
- Cumulative GPA is 3.0 or above.
- Applicant may only be awarded the scholarship once per lifetime.

APPLICATION PROCESS

Submit a written application to the current SoDak SHRM College Relations Director as specified on our website. Application format should be a Word document or PDF. Please email application materials as attachments to the College Relations Director, who will confirm receipt of your application.

Application should include the following:

- Your contact information (full name, address and email)
- 500---word personal essay including your volunteer and work experiences, as well as career goals
- Current Resume
- One professional letter of reference addressed to 'SoDak SHRM Scholarship Review Committee'
- Copy or screen shot of current academic transcript
- A copy of course schedule for incoming freshmen

Scholarship recipient will be notified of award status by **Thursday, 8/15/2019**.

SELECTION CRITERIA

All application materials to be assessed the following points:

- 30% Commitment to/passion for HR profession
- 25% Career goals and commitment to the state of S.D., including applicant's local chapter
- 25% Academic Achievement
- 20% Financial Need

Please visit SoDak SHRM's website at <https://www.sodakshrm.org/scholarship-program> for more details.

Good luck to all applicants!

Find your future **employees**
at the **BEST** two-year college in the **NATION!**

Lake Area TECH
CAREER SEARCH EXPO 2019

CAREER SEARCH EXPO
OCT. 30, 2019 11AM-1:30PM

The CAREER SEARCH EXPO is designed to bring future employers and current Lake Area Tech students together under one roof. The EXPO may result in an interview, a position offered, an internship, or just a mutual gathering of information from both parties. This event will allow the employers to visit the campus and get a first-hand glimpse at their future workforce and the student a glimpse of the vast opportunities.

Registration Fee: \$125 per session

 **BUILD DAKOTA**
SCHOLARSHIP FUND

 **LAKE AREA TECH**

Register Online:
lakeareatech.edu
1-800-657-4344 or 605-882-5284

 **THE ASPEN PRIZE**
FOR COMMUNITY COLLEGE EXCELLENCE
WINNER
Lake Area Technical Institute
2017

lakeareatech.edu



® Better Workplaces. Better World

By now you have probably heard SHRM's new tagline, "Better Workplaces. Better World." But you're probably wondering what exactly that means for SHRM and its members. Good news, we recently released a video featuring SHRM President and CEO, Johnny C. Taylor, Jr. that gives a little more information about the direction of our organization, the profession and its impact. During this video Johnny shares his appreciation for SHRM, the new theme and the Society's direction for 2019 and beyond. You can view the video on YouTube by searching for: SHRM Members-Creating Better Workplaces for a Better World. Plus, you can access easy-to-use social posts for sharing this important video by visiting <https://community.shrm.org/vlrc/membership/campaign>. It is important to share the direction of SHRM and the HR profession with local members.

Getting Talent Back to Work

For those of you who were able to attend SHRM Annual in Las Vegas this year (the largest SHRM conference ever at over 18,000 attendee), you heard and saw examples of how important it is for HR professionals to know and educate businesses about this untapped talent pool. Encourage HR professionals and business leaders to consider taking the "Getting Talent Back to Work" Pledge. Doing so will provide them with the free toolkit and bring awareness of this initiative. Learn more about the Pledge and how others are getting involved:

<https://www.shrm.org/about-shrm/press-room/press-releases/pages/pledge-to-consider-those-with-criminal-backgrounds-in-hiring.aspx>

<https://www.shrm.org/about-shrm/press-room/press-releases/pages/shrm-survey-finds-consumers-overwhelmingly-endorse-businesses-that-employ-people-with-criminal-records.aspx>

<https://www.shrm.org/about-shrm/press-room/press-releases/pages/second-chance-hiring-white-house-johnny-taylor.aspx>

A BIG WELCOME to our NEW NESD SHRM Chapter Members!

Jocelyn Barse—Student at LATI

Cindy Barse—HR Administrator at Dakota Bodies

Lindsey Groon—Team Lead at Express Employment Pros

Mike Fairchild—General Manager at Trav’s Outfitter, Inc.

Mackenzie Blais—Office Manager at Macksteel Warehouse

Ashley Wigton—HR Generalist at Terex Utilities

Brenda Hansen—Director of HR at Jenkins Living Center

Kari Kraayenbrink—Office Manager/HR Coordinator at Superior Homes, LLC



South Dakota Department of Labor & Regulation

123 W. Missouri Ave.

Pierre, SD 57501

www.sdjobs.org

For Immediate Release: Tuesday, June 25, 2019

Media Contact: Dawn Dovre, 605-773-3094

Unemployment Insurance Undergoes Name Change

PIERRE, S.D. – Effective July 1, 2019, South Dakota’s Unemployment Insurance (UI) program will be renamed Reemployment Assistance (RA). This is a result of **HB 1035**, which passed during the 2019 legislative session.

The bill makes no changes to the administration of this long-standing program, such as collection of taxes or payment of benefits.

“The intent of the name change is to focus efforts on assisting individuals while they find new employment, more accurately reflecting the program’s goal,” said state Labor and Regulation Secretary Marcia Hultman.

The UI program provides temporary weekly benefits to people who have lost their job through no fault of their own. Benefits are not meant to replace total wages lost, but to assist with basic necessities.

“This support is to assist individuals while they are seeking a new job,” said Secretary Hultman. “This subtle name change reinforces our philosophy of helping people reenter the workforce as quickly as possible.”

South Dakota’s UI program is financed by employers through payroll taxes. Workers do not contribute to this plan.

The main URL will change to dlr.sd.gov/ra on **Friday, June 28, 2019**.



Contact Us

We are a network of HR Professionals. If you have a question, concern or inquiry, please reach out to one or all of us. We are here to help and teach each other!

Laurie Gates: lgates@escomfg.com • Tammy Davis: Tammy.Davis@we-online.com

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Our last-minute tidbits and events:

- ▶ **STATE20 Discount Code:** Volunteer leaders be sure to spread the word about the promo code for new SHRM and renewing members. **STATE20** takes \$20 off new and renewing members' SHRM annual membership. Please share with your members and at any events you host.
- ▶ **2019 NESD SHRM Wage Survey:** the data is in the hands of our consultant. If you have any questions in the meantime, please contact Laurie Gates at 605-753-8215 or lgates@escomfg.com.
- ▶ **2020 S.D. State SHRM Conference Planning Committee** is looking for vendors and sponsors for the event next year to be held at the Watertown Event Center. Please email Paige Sullivan at psullivan@watertownbox.com if you have any interested parties or ideas.
- ▶ Are you looking to get **HRCI or SHRM certified** soon? Are you looking for a local study group to help you? If so, contact Tammy Davis at tammy.davis@we-online.com for more information.

HR HUMOR: only HR will fully appreciate these comics!



"Of course we employ people with disabilities! Dan can't make a decision, Tina is a chronic whiner, Zack can't stop talking, Kathy has no sense of humor, Tim can't sell...."

HR Tip #007

"Not everyone is going to love you."