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#### From the President

~ By Julie Plunkett



As I drive through Watertown it seems that most businesses are looking for the same thing. No I'm not talking about a stop to all the snow. I'm referring to all the Now Hiring signs that are located throughout the community. What can businesses do to stay competitive and get the employees they need with the low unemployment rates?

If you are one of the businesses in the community hiring right now you know it's almost impossible to get good qualified applicants. Currently in the State of South Dakota unemployment rates are at 4.6%. We are fortunate to have a Department of Labor office that is assisting those who don't have the qualification to receive those qualifications.

Having Lake Area Technical Institute right here in our community should be an advantage to us. With new graduates coming in May, we have the opportunity to put them to work. Yet, we seem to be losing these graduates to other communities.

As a business what can we do to stay competitive and get those qualified employees? First thing, we need to keep our advantage and see where wages fit within OUR community. NESD SHRM is putting together our biannual wage survey. When you participate in the survey, you will receive the results at a considerably discounted rate. Just complete the information and send it in before June 14, 2013. The information will be compiled and the results will be communicated in September of this year.

Best of luck in your search for employees and enjoy the spring.....or summer whichever comes first.

## Thank You!

The 2013 SD State SHRM Conference wrapped up on Friday, May 3rd. Attendance and feedback were both very positive. We would like to take this opportunity to recognize the Conference Planning Committee for volunteering their time and efforts in planning this event:

### **2013 South Dakota SHRM Conference Planning Committee:**

#### Conference Co-Chairs:

Laurie Gates and  
Sheila Mennenga

#### Advertising/Marketing:

Amber Dahl, Dawn Miller and  
Theresa Tesch

#### Facilities/Registration:

Lynne Forbush, Lindsay Frederick,  
Becky Joseph, Leigh Kuecker &  
Matt Sawyer

#### Vendors/Sponsors:

Paige Sullivan  
and Steve Hauck

#### Programs:

Tammy Davis, Bonnie Friske, and Bobbie Halonen

#### Entertainment:

Julie Plunkett and  
Tiffany Jorgenson

## Thought for the Month:

**People may not remember  
what you say,  
But they will remember  
how you made them feel.**

**Give others the best  
of you!**

## SHRM FOUNDATION NEWS:



### **SHRM Foundation News: The Executive Briefing Series**

To make it easier for HR professionals to share important evidence-based management practices with their CEOs and line managers, the SHRM Foundation has introduced its new Executive Briefing series.

The executive briefings are based on solid research. They cover similar content to the popular Effective Practice Guidelines, however they are just 3-5 pages in length, making them ideal to share with colleagues at the office. The briefings highlight the most important, bottom-line implications on each HR topic. The following briefings are now available for free download:

- [Wellness Strategies to Improve Employee Health, Performance and the Bottom Line](#)
- [HR's Role in Corporate Social Responsibility and Sustainability](#)
- [Leveraging HR Technology for Competitive Advantage](#), sponsored by ADP

This series is made possible by the generous support of SHRM members and chapters. Visit [www.shrm.org/foundation](http://www.shrm.org/foundation) and select "SHRM Foundation Products" to download the executive briefings.

### **NESD SHRM Communications Disclaimer:**

*Our chapter, or its Board of Directors, accept no liability for the content of this newsletter or for the consequences of any actions taken on the basis of the information provided, unless that information is subsequently confirmed in writing.*

### **NESD SHRM MISSION STATEMENT**

NESD SHRM Chapter's purpose is to advance the Human Resource profession by providing educational opportunities, legislative updates, informational programs, and a network to facilitate ideas, as well as promoting and encouraging membership and professional development through participation in the National SHRM organization.

**NESD SHRM Board Meeting**  
**Drake**  
**621 5th St. SE, Watertown, SD 57201**  
**April 30, 2013**

**Agenda**

Attendance: Julie Plunkett, Laurie Gates, Matt Sawyer, Traci Stein, Sheila Mennenga, Tammy Davis

Additions to Agenda

Approve minutes of Board meeting (minutes in newsletter) no quorum to approve

Past President

Laurie Gates

Wage Survey

Wage survey will go out with the newsletter and need to be completed and returned by June 15<sup>th</sup>.

President Elect

Leigh Kuecker

No report

Treasurer

Theresa Tesch

Financial Statement~ Audit

Theresa is inquiring with a few individual on availability and interest in completing an audit for our Chapter.  
Still looking for a volunteer for the Treasurer's position.

Membership Director

Nicole Nuttbrock

No report

SHRM Foundation Representative

Matt Sawyer

Nothing to report.

Diversity Advocate

Bobbie Halonen

Unity in Diversity event was held 4-26 in the Civic Arena. The attendance was good and it looks like the program is continuing to grow each year.

Government Affairs Representative

Leslie Hendrickson

No report

Workforce Readiness Advocate

Traci Stein

Nothing to report

Certification Representative

Sheila Mennenga

Certificates for the State Conference will be handed out at each session

Vice-Presidents of Programming

Amber Dahl & Kathy McInroy

Oct. 8 – Worker's Compensation – interests?

Discussed Q&A, what to take to the Dr., how to handle certain restrictions

Secretary

Tammy Davis

Nothing to report

Old Business

State Conference Update -130 participants. Discuss the wine bottle distribution.

Pinnacle Project ~ 2013 – SD MyLife – Need Champion

Matt Sawyer has agreed to be the Champion!! Thanks Matt.

Strategic Planning – If you haven't sent me your information please do so. These plans will be discussed during the State Conference.

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## Recruiting and Retaining Employees~ By Traci Stein

At the SD Governor's Office of Economic Development Conference that I attended in April, we were presented with information on SD wages that is useful in recruiting and retaining employees.

When contemplating a move to a new city or state, employees take certain important factors into consideration. At the top of that list is the cost of living comparison. When an employee has lived in an area for any length of time, the costs associated with living in that area are typically taken for granted. This changes when he or she moves and it can drastically impact how one lives.

The cost of living index can be defined as the cost of items that allow people to maintain a comfortable lifestyle. This includes expenses such as groceries, gas and housing. The amount of money that it takes to live varies from one location to another.

In this article I talk about purchasing power instead of the cost of living index. **Purchasing power** (sometimes called **adjusted for inflation**) is the amount of goods or services that can be purchased with a unit of currency.

Looking back at SD GOED conference in 2012, they presented information that ranked SD wage earners as having the 16<sup>th</sup> highest purchasing power in the nation. Since then, they have had tremendous feedback and interest so they decided to study every occupation in the state of South Dakota. They contracted with Eide Bailly to perform all federal and state calculations to come up with the 2012 results.

The wage study consisted of 3 components; gross pay (median wage for every occupation in every state), take home pay-gross pay, less: actual federal income tax, actual state income tax and actual social security and Medicare taxes and finally, purchasing power, which is the take home pay adjusted for cost of living (COLI).

The results:

2010	South Dakota	Minnesota
Gross Pay	\$39,722	\$48,325
Take Home Pay	\$32,307	\$36,085
Purchasing Power (PP)	\$34,332	\$32,858
PP % of National Avg.	103.51%	98.10%
PP Ranking	19 <sup>th</sup>	33rd

As you can see, South Dakota average gross wages increased 3.77%, second highest increase in the nation, even with the federal tax changes, end of "making work pay" credit, replaced by 2% decrease in Social Security.

Occupation	2010 Purchasing Power			2011 Purchasing Power		
	Amount	%	Rank	Amount	%	Rank
Accountants	\$43,148	104.41	16th	\$43,945	102.30	20th
Auto Mechanic	\$29,189	107.57	13th	\$30,221	107.84	14th
Child Care Worker	\$17,304	108.93	8th	\$16,775	103.80	20th
Construction Labor	\$22,109	91.79	35th	\$21,846	89.05	38th
Mechanical Engineer	\$54,595	104.69	21st	\$54,074	99.73	30th
Pharmacist	\$78,042	107.69	15th	\$81,125	105.79	21st
Registered Nurse	\$43,156	97.83	30th	\$42,933	93.72	40th
Retail Sales Clerk	\$19,151	112.90	3rd	\$19,478	112.80	5th
Semi-Truck Driver	\$29,372	101.90	23rd	\$29,478	99.62	28th
Welder	\$27,202	96.29	33rd	\$26,945	92.61	36th

So what shall we expect for 2012? The macro indicators continue to show South Dakota wages increasing faster than nationally. We also expect South Dakota wage levels to improve from 26<sup>th</sup> in 2011 into the second quintile.

There were other observations pointed out, such as:

- South Dakota would rank much higher if ALL taxes were taken into account
- High wage occupations tend to have elasticity, that is pay levels adjust for COL & taxes
- Low wage occupations are inelastic, that is pay levels do not adjust for COL & taxes
- Low wage occupations rank very well in SD. SD has one of the lowest GINI coefficients

The 2010 & 2011 complete results are available in PDF format online at the link below. Data for 2012 is expected to be released by mid-summer 2013 and there will be a searchable data base coming out soon.

[http://www.sdreadytowork.com/Wage\\_Study.aspx](http://www.sdreadytowork.com/Wage_Study.aspx)

Purchasing Power is one of the primary factors when it comes to relocating. By understanding what it means, employee's can make the best choices when it comes to relocating. Helping them understand what these changes are can help determine whether an area is an ideal location to move to. I encourage all HR professionals to take a look at the full study and compare them to the occupations you have in your respective companies.

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## Social sourcing: How social media can boost your recruiting toolbox

by Tammy Binford

Here are a few tips from Dingee on how to get a handle on the process of recruiting with social media:

- **Remember that you're relying on user-generated content.** Dingee advises recruiters to explore sites from a user perspective. By creating a profile themselves, they can see what kind of content people can provide and what they can select not to give.
- **Make a time investment.** With all the sites available, it takes time to learn how to use them effectively. "You've got to figure out where candidates might be," Dingee says. While it's important to make good use of what she calls the "core four" – LinkedIn, Facebook, Twitter, and GooglePlus – it's also helpful to get to know smaller social networks that may appeal to people in certain professions. One source for turning up sites and tools is the Social Media Map available at [OverdriveInteractive.com](http://OverdriveInteractive.com). The map lists websites, mobile apps, and tools and platforms divided into categories such as professional social networks, social recruiting, blogging, and podcasting.
- **Think policy.** Before delving too deeply into social media recruiting, it's important to make policy decisions. If a company builds a social media presence designed for recruiting, it's important to discuss what belongs to the employer vs. the employee whose job it is to interact with potential employees through social media. Dingee says it may be OK occasionally to let an employee use his/her personal account to promote a job opportunity, but if posting on social media is part of an employee's job, a separate account clearly tied to the company is necessary. Getting an attorney's advice on policy language may be in order, she says.
- **Learn efficient searching.** Recruiting using social media requires posting openings in the right places, searching for the right candidates, extracting information, and engaging potential employees online. Dingee says "post and pray" is the wrong concept. Instead "post and be successful and know that you're reaching people." Dingee likes the narrowing down capabilities made possible through Boolean searching. Using the Boolean strategy allows searchers to hone in on certain sites and search for certain terms while excluding others. For example, a searcher can add keywords to find people with certain skills, certifications, and educational and career backgrounds.

### Red flags

Despite the wealth of information social media supplies, recruiters need to watch out for certain red flags. For example, the [National Labor Relations Board](#) is on the lookout for policies that restrict an employee's right to engage in "concerted activity" protected by the [National Labor Relations Act](#). Concerted activity involves such things as discussing pay and other terms and conditions of employment.

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