



Lincoln
Human
Resource
Management
Association



PO Box 81066, Lincoln, NE 68501-1066
www.lincolnhr.org



Volume 6, Issue 1

January, 2015

PROGRAM: The HR Professional Competency Model: A Road Map for Success, Presented by Nancy Conway

WORKSHOP: The Importance of Having a Social Presence in Talent Acquisition, and Rock Your LinkedIn Profile! Presented by Nikki Stanek

WHEN:

Tuesday, January 13th, 2015
11:00 – 11:30 Registration
11:30 – 12:00 Lunch & Announcements
12:00 – 1:00 Keynote Session
1:15 – 3:30 Workshop

WHERE:

Embassy Suites, 1040 P Street, Lincoln, NE

Parking in a city garage will be validated!

COST:

Program Registration Fee: LHRMA members—\$15
All Other Attendees—\$25
College Student Chapter Members—FREE (You must register with Jenessa Keiser, College Relations Chair)

Workshop Registration Fee: All Attendees—\$35

MENU: Club croissant and soup with cookies and brownies.

DEADLINE: Register/cancel your registration by **12:00 noon, Friday, Jan. 9th**.

REMINDER: There is a \$10 fee for late registrations and for no-shows. This \$10 fee is in addition to the regular registration fee. Please try your hardest to register on time, as late registrations and no-shows make it difficult on everyone involved.

About Our Program:

If you or your organization want to understand the critical technical and behavioral competencies needed for individual success and growth at all levels of an HR career, come to this session. You will learn about the HR Professional Competency Model, which SHRM recently developed to allow HR professionals to systematically analyze their competency needs and to help organizations develop performance appraisal tools and other HR systems. In addition, you will learn how several SHRM competency self-development tools can accelerate your professional growth and increase your ability to contribute to the success of your organization.

This presentation will also touch on the new SHRM Certification based on the HR Competencies. SHRM has developed a new HR Certification program based on the

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competencies required to be an effective HR professional. This Certification is the culmination of over three years of research and based on the SHRM HR Competency Model, which was validated by more than 30,000 HR professionals around the world. Come and learn about the new certification, the certification exam and how to get your new SHRM credentials if you are currently PHR, SPHR, or GPHR certified. This session will give you an overview of what you can expect if you take the exam as or the tutorial to get your new credentials as well as the opportunity to ask questions.

About our Workshop:

Kick off your 2015 recruiting by joining Nikki Stanek, Relationship Manager at LinkedIn as she explores these two informational topics in our afternoon workshop.

The Importance of Having a Social Presence in Talent Acquisition Recruiting is evolving from job boards and the post-and-pray method to truly utilizing social media as a way to enhance relationships, tap into networks and to connect with future active and passive candidates. By creating a social media presence and building the right network for the candidates you're looking to hire, you are hand-picking the *RIGHT* people for your company instead of hoping the right person falls in your list of resumes. Getting proactive online, you're able to not only build your network but you're able to create a pipeline of talent and be strategic about your hiring process. This topic will cover the importance of having a social media presence and we'll follow that up to building your LinkedIn profile.

Rock Your LinkedIn Profile! Learn how to set up a LinkedIn profile and get to know best practices to enhance your social media presence. We will cover the do's and don'ts when creating a profile, tapping into your network, best practices for InMail messaging, joining groups and telling your story via content.

About our Speakers:

Nancy Conway, SHRM-SCP

North Central Region Field Services Director
Society for Human Resource Management

Nancy Conway is SHRM's Field Services Director for the North Central Region, supporting 94 Chapters, 7 State Councils, and SHRM members in the states of Iowa, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin. Nancy has worked in the HR profession for over 27 years with industry experience in retail, call centers, banking, and health care. Nancy is proud to be SHRM-SCP certified.

Nikki Stanek works as a Relationship Manager at LinkedIn to help customers leverage the power of the world's largest and most diverse professional network to meet their talent acquisition and employment branding goals. With a background in Marketing, Sales and Technology, Nikki has consulted hundreds of companies to ensure they are working strategically and effectively.

LinkedIn connects the world's professionals to make them more successful and productive. Our Talent Solutions team leverages our global member network to help corporate customers find the best people in the most cost-effective and timely manner.

President's Message

Melissa Price, LHRMA President



Happy Holidays! I hope that everyone enjoyed time with family and friends, as well as, take a break from work.

Thanks to those members who attended our annual LHRMA Social at Venue. A special thanks to those members who donated toys for the Marine's Toys-for-Tots annual campaign. With your help we were able to donate a large load of toys which have gone to less-fortunate children. We truly appreciate your generosity to make this fundraiser successful.

Our 2015 board will stay the same as we are lucky to have so many talented individuals interested in serving again. Below is a recap of our board members and positions. If you have any interest in serving in one of their committees please contact us and we will put you to work.


President: Melissa Price
Past-President: Judy Ganoung
President-Elect: Joel Scherling
Treasurer: Lindsay Selig
Secretary: Kathy Harper
Membership Director: Adam Parrish
Programs Director: Kenda Fink
Workforce Readiness Director: Kim Michael
College Relations Director: Jenessa Keiser
Diversity Director: Leon Holloway
Certification Director: Amy Spellman
SHRM Foundation Director: Denice Sears
Marketing Director: Kelly White

Your 2015 LHRMA Board already has some exciting items scheduled for this year.

- The year will be kicked off with a strategic planning session for the board. We will review our strategic planning session we completed in September and begin planning some items within each of those initiatives, as well as, complete our annual budget.
- Our board and committee members will have the opportunity to attend the SHRM Nebraska State Council's Leadership Conference on January 23rd in York. This event will continue to focus on planning and then networking with other chapters across our state.
- Our Programs Committee has planned speakers and programs for the entire year. Look for another great year full of educational opportunities for our members.
- Finally with the certification changes that SHRM announced this past year, Amy Spellman (our Certification Director) has been working on education and certification opportunities to start with the new SHRM-SCP or SHRM-CP.

I am looking forward to another great year and am thrilled to be a part of such a great professional organization.

— Melissa Price

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Legal Update

Supreme Court Issues Guidance on Compensable Time

by Mark A. Fahleson, Esq.

Rembolt Ludtke LLP

Since 1938, the federal Fair Labor Standards Act (FLSA) has required covered employers to pay nonexempt employees a minimum wage and overtime compensation for “hours worked” in excess of 40 hours in each workweek. Because the FLSA did not define “work,” for the last 76 years employers and employees have routinely litigated what constitutes “hours worked,” including whether time spent on certain ancillary activities is compensable under the FLSA.

On December 9, 2014, the United States Supreme Court clarified what constitutes compensable “hours worked” in *Integrity Staffing Solutions v. Busk* (Case No. 13-433). Somewhat surprisingly, the high court’s opinion was unanimous (with one concurring opinion), and its clarification favors employers.

In *Integrity Staffing*, plaintiffs Jesse Busk and Laurie Castro are former employees of Integrity Staffing Solutions, which provides warehouse space and staffing to clients such as Amazon.com. Busk and Castro worked as hourly employees at warehouses in Las Vegas and Fernley, Nevada, respectively, filling orders placed by Amazon.com customers. In 2010, Busk and Castro sued Integrity on behalf of a class of employees in both warehouses, claiming violations of the FLSA and Nevada labor laws.

Busk and Castro alleged Integrity Staffing violated federal and state employment laws by requiring them to pass through a security clearance at the end of each shift, for which they were not paid. Employees waited up to 25 minutes to be searched; removed their wallets, keys, and belts; and passed through metal detectors. The plaintiffs alleged the clearances were “necessary to the employer’s task of minimizing ‘shrinkage’ or loss of product from warehouse theft.”

The trial court dismissed the plaintiffs’ complaint, finding that the time spent waiting for and undergoing the security screenings was not compensable under the FLSA. The trial court explained that, because the screenings occurred after the regular work shift, the employees could state a claim for compensation only if the screenings were an “integral and indispensable part of the principal activities” they were employed to perform. The trial court held that these screenings were not integral and indispensable but instead fell into a noncompensable category of postliminary activities.

On appeal, the Ninth Circuit Court of Appeals—typically regarded as a pro-employee court—reversed, finding that postshift activities that would ordinarily be classified as noncompensable are nevertheless compensable as integral and indispensable to an employee’s principal activities if those postshift activities are necessary to the principal work performed and done for the benefit of the employer. Because Integrity Staffing required the security screenings to prevent employee theft, the Court of Appeals concluded that the screenings were “necessary” to the employees’ primary work as warehouse employees and done for Integrity Staffing’s benefit and, thus, were compensable.

The U.S. Supreme Court reversed the Ninth Circuit, agreeing instead with the trial court that the security screenings were noncompensable postliminary activities. The Supreme Court held that the words “integral” and “indispensable” are to be given their plain and ordinary meanings, and an activity is integral and indispensable to the principal activities only “if it is an intrinsic element of those activities and one with which the employee cannot dispense if he is to perform his principal activities.” The high court reasoned that warehouse workers are not hired to undergo security screening and that such screenings are not an intrinsic element of retrieving products from warehouse shelves or packaging them for shipment. The Supreme Court concluded warehouse workers are just as able to perform the activities for which they are employed without

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the screenings as they are with them.

The Supreme Court's holding is consistent with an opinion letter issued by the U.S. Department of Labor in 1951. That opinion letter found noncompensable a preshift security search of employees in a rocket-powder plant " 'for matches, spark producing devices such as cigarette lighters, and other items which have a direct bearing on the safety of the employees,' " as well as a postshift security search of the employees done " 'for the purpose of preventing theft.' "

Takeaways for Employers: The *Integrity Staffing* decision brings much-needed clarity to the issue of what constitutes compensable preshift and postshift work under the FLSA. Most importantly, the Court held that an activity is integral and indispensable to the principal activities (and thus compensable) only "if it is an intrinsic element of those activities and **one with which the employee cannot dispense if he is to perform his principal activities.**"

Although the Supreme Court's decision concluded that the post-shift security screenings were not "hours worked" for purposes of the FLSA, it's important to keep in mind that many state wage and hour laws define compensable work more broadly. Consequently, while *Integrity Staffing* may result in fewer FLSA disputes, litigious plaintiffs may simply choose to fight these battles under state law. Stay tuned.

Fahleson is an attorney with the Lincoln-based law firm of Rembolt Ludtke LLP and may be reached at (402) 475-5100 or mfahleson@remboltlawfirm.com. This article is provided for general information purposes only and should not be construed as legal advice. Those requiring legal advice are encouraged to consult with their attorney.

1st Job-Lincoln Update

February 16 Deadline to Register as 2015 Champion Employer

Please consider giving back to our community by sponsoring a 1st Job-Lincoln intern in the summer of 2015. Registration deadline to sign up is **February 16** and can be done on-line at: <http://lincolnhr.org/blog/1st-job-lincoln-project/employers/>

A Look Back

LHRMA piloted 1st Job-Lincoln in 2013; due to its successful start, the program continued in 2014, providing high school students with paid summer internship opportunities, focusing on two primary goals: (1) help prepare a foundation for youth who are seeking a career in an IT field; and (2) provide employers an opportunity to seek out qualified candidates for future employment. A critical component of the program was to recruit and collaborate with "**Champion Employers**" who "championed the way" for our community's youth to access a professional on-the-job experience. LHRMA's Workforce Readiness Committee (WRC) served as the project coordinator, working closely with students and Champion Employers before and during the internship experience to ensure students were well prepared to enter the job site and to assist the Champion Employers during the students' summer employment. Multiple event activities were developed and coordinated by the WRC, which required working over a 12-month period to prepare for the 2014 program; activities included:

- Video showing interviews with employers, used as a recruitment tool for 2014: YouTube: <https://www.youtube.com/watch?v=i1bWZ4HDGNs&feature=youtu.be>
- Facebook page to journal the project: <https://www.facebook.com/1stJobLincoln>
- Work preparedness session ("ACE IT").
- Application Assistance Day (mock interviews and resume critique).
- Champion Employer orientation, "How to Have a Win-Win Internship."
- Job fair for students to meet prospective employers.
- Celebration event to present awards to Champion Employers and recognize students

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Working in collaboration with the Lincoln Public Schools' IT Focus Program, Lincoln Lutheran High School, and Pius X High School, 1st Job-Lincoln has been a unique opportunity for Lincoln high school students. Lincoln Lutheran's Computer Science Teacher, Scott Burns, stated that, "1st Job-Lincoln is providing incredible opportunities for our students. I am very grateful to the employers and organizers for providing experience and exposure to the incredible careers and possibilities that Lincoln's flourishing technology sector has to offer. 1st Job-Lincoln is a great program for all involved and is truly of great benefit to the entire community."

After its second year of operation, the 1st Job-Lincoln program has paved the way for 28 high school students to gain valuable real life work experience at paid IT internships. On August 8, the program honored the 2014 participants with a Celebration Event for its Champion Employers, student interns, their parents, and other collaborative stakeholders. Mayor Chris Beutler and LPS Superintendent Dr. Steve Joel were special guest speakers for the event.

In two short years, the Workforce Readiness Committee has collaborated with **19 different** employers in the community:

Agilx
 ALN Medical Management, LLC
 Assurity Life Insurance Company
 Cabela's
 Duncan Aviation
 Infinite Systems/Binary.Net
 Kaplan University-Lincoln
 Lambert Vet Supply
 Lincoln Electric System
 NCEE Labs
 Nebraska Department of Correctional Services
 Nebraska Global
 Phoenix Web Group
 Powderhook, Inc.
 Region V Systems
 Tabitha Health Care
 Talent Plus, Inc.
 TMCO
 UNL-College of Business Administration

As evidenced by survey results, Champion Employers endorse LHRMA's leadership and coordination efforts:

- "We appreciated the opportunity to connect with the students and support the community more broadly. This is a great idea, with so many win-win opportunities all around."
- "It was great to show a student more about our organization as sometimes people that are not in the industry do not fully understand the business."
- "I was utterly impressed with the organization and communication between 1st Job-Lincoln, the Champion Employers, and students."

Kim Michael, Chair

Workforce Readiness Committee

kmichael.1stjoblincoln@gmail.com

Website: <http://lincolnhr.org/blog/1st-job-lincoln-project>

Facebook: <https://www.facebook.com/1stJobLincoln>

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EAP Corner

How to Effectively Coach Your Employees

Greg Brannan, Director of Business Development & Training Consultant
Deer Oaks EAP Services

Whether you lead a sports team or a department in a busy organization, the main goal of coaching is the same; to help those you lead to succeed.

Along those lines, when your primary goal as a supervisor or manager becomes helping your employees to achieve success - instead of just completing their work as quickly as possible - coaching your employees can become an effective practice.

Coaching requires a change in management approach

Many supervisors and managers approach their interactions with employees using a directive approach, with the manager taking the lead in providing solutions to problems, recommending ways for the employee to improve their performance, etc.

In a coaching approach, instead of the manager taking the lead in solving problems, improving performance, etc., the employee is given the opportunity to think through and make the initial suggestions themselves. This process provides the employee with the opportunity to learn valuable problem-solving skills, take more responsibility for their behavior & performance, etc. It's a great tool for employee development.

And because a coaching process gives employees more input and encourages them to take a more active role in the management of their work, it typically leads to greater degrees of employee engagement.

Tips for having effective day-to-day coaching conversations

Once a manager or supervisor has embraced a coaching approach, any conversation with an employee can become a coaching conversation. It doesn't have to be a formal meeting. Coaching can happen in the parking lot, in the break room, or even during a team meeting.

For example, if an employee approaches their manager in the hallway asking for help with a problem, the manager can initiate the coaching process by asking the employee what they think the solution should be. As an example during a team meeting in which a new project is being discussed, the manager can begin a coaching dialogue by strategically asking one of the team members who they think should be on the project team, or what the project plan should be.

The key communication strategy in a coaching conversation is to the "ask" the employee, instead of "tell" them. For managers/supervisors who are used to being directive with employees, coaching can feel uncomfortable at first. But with practice, coaching will become a more comfortable process that can pay great dividends in terms of employee motivation and productivity.

Deer Oaks is a leading national provider of EAP and Work/Life services that enhance employee health, morale and productivity.

For more information, contact Greg Brannan at 301-829-0364
or gbrannan@deeroaks.com.



Wellness

Outcomes Based Wellness and Health Benefits Alignment

Jackie Varicak, CWWS, WorkWell Coordinator

WorkWell

Outcomes based wellness programs provide incentives or disincentives in the way of rewards given to employees who take care of their health and disincentives to those who don't. Outcomes are measured by achieving a health standard based on specific health guidelines. For example, a premium reduction for attaining and sustaining target ranges for BMI, blood pressure and cholesterol. Rewards are generally provided through positive rewards designed to influence the performance of an individual or a group. They may include merchandise, health premium reductions and cash. Disincentives are commonly viewed as negative or undesirable consequences for not achieving health standards such as the example above and are designed to influence an individual or group. The disincentives typically occur through premium surcharges with health benefits.

Types of incentives can be monetary or non-monetary. Monetary examples include but are not limited to cash, additional paid vacation, gift cards, health savings account contributions and premium differentials. Examples of non-monetary types of incentives include rewards such as verbal or visual recognition, coveted parking space/office space; flex time, flexible work schedules, merchandise, and gym memberships.

Some positive reasons to utilize non-monetary incentives are they can be a cost effective way to positively incentivize employees and sustain an incentive program over time. Programs with excellent non-monetary incentives can attract, motivate and retain participants. Employers will often rely on these programs during times of economic limitations and they can be used regardless of economic situation or use them as part of a total incentive plan.

Employers utilizing incentives should know that implementing outcomes based wellness can be very beneficial when they are well designed. Employee attitudes are positive in the majority of individuals with research showing that 6 in 10 employees believe worksite wellness programs are a good idea. The challenge is that only 3 in 10 participate in worksite wellness programs. A great place to start getting more participation is through the use of incentives which can help lead the change in the current state of workplace health.

Two kinds of motivation increase employee participation and engagement, intrinsic and extrinsic motivation. Intrinsic motivation happens through taking action because of genuine interest without the need for rewards, goals or outcomes. Extrinsic motivation increases participation because one might be compensated or can avoid consequences for not participating or meeting criteria on health scores.

Organizations are doing whatever they can to increase employee engagement and encourage preventative health activity and incentives have become a huge factor in wellness and health insurance design in the past 3-5 years. Little new research has been published about incentives and their impact on employee engagement over time. However it is widely recognized that providing outcomes based wellness incentives is a way to encourage the masses to improve their health and well-being.

The CDC (Centers for Disease Control) and other nationally recognized health and wellness institutions support the outcomes based model as long as organizations utilize outcomes based wellness as one part of a well-designed wellness and health benefit plan. Outcomes based wellness should not be considered a replacement for a well-designed and well-rounded health and wellness plan that includes a diverse mix of health and wellness programming. If the overall goal is to improve the health and well-being of your organization than a commitment to providing a high quality worksite wellness program that follows the evidenced based model is primary. This means the program is supported by leadership, is integrated into company culture, and is supported by qualified data. Programs that are shaped by the evidenced based model are the most successful and

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yield much great value than those that do not. Remember, healthier and happier people translate to an improved personal and organizational performance which has a direct effect on the bottom line.

Sources:

www.cdc.gov (National Healthy Worksite Program)

www.ibiweb.org

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If you are looking for a human resource position, then check it out!
Go to <http://lincolnhr.org/blog/hr-job-openings/>

This is also an excellent resource for students who are seeking an HR position or for companies to advertise if they have summer internships available. Take advantage of this great resource—you can't beat the price!





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