

Winona, Minnesota

# Winona Area SHRM Newsletter

December 2020



## President's Note

By: Rebecca Rowe, SHRM-CP – Winona Area SHRM Chapter President

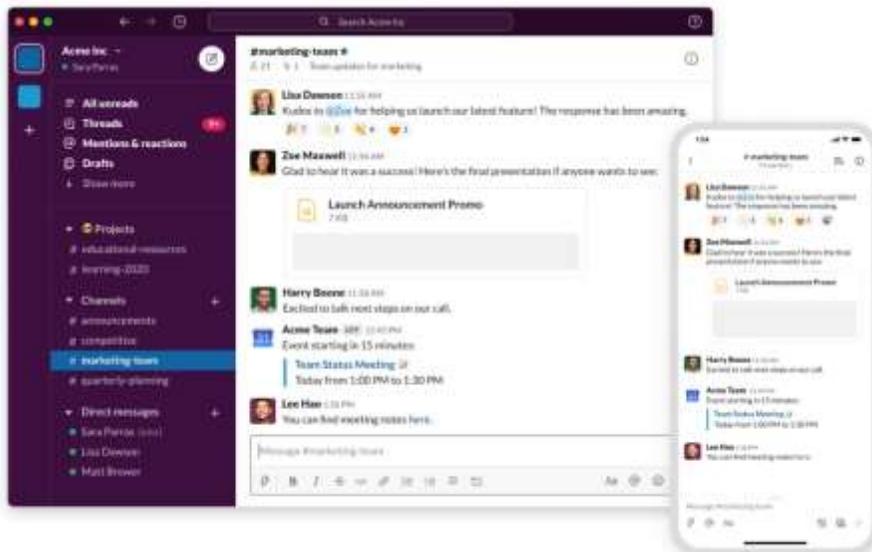
Join us Tuesday, December 8<sup>th</sup> for the **Power of LinkedIn** with Claire Petrie. Claire will be discussing using LinkedIn to grow your personal and employer brand. Whether your goal is to attract candidates to your organization, boost sales, learn and find professional development opportunities, find a new job (or all of the above!) Claire's connect, post and engage intentionally framework will help you grow your network and unlock opportunities for yourself and the company you work for.

Pending approval for 1 PDC for the SHRM-CP | SHRM-SCP certification.

To register, click [here!](#)

I am excited to share a new way for Winona Area SHRM members to connect! Winona Area SHRM has started a Slack channel. Slack is an online platform, specific to Winona Area SHRM. You are able to ask questions and get guidance from other Winona Area SHRM members. For our longtime members, you may remember a Yahoo email group that we had been utilizing. Unfortunately, the capabilities of this are limited and we are hoping to have an easier way for our members to communicate with each other.

To access the Slack Winona Area SHRM channel, please click [here](#).



As we shared last month, our President-elect role recently became vacant and we are looking for someone to step into that role. The President-elect will serve in that role for one year and come January 2022, will take over as President of our chapter (2-year term) and I will step into our Past President role. Throughout 2021, I will work directly with this person to learn the role and help them feel comfortable transitioning into the role by 2022. The role of President-elect and President are so rewarding and full of great opportunities for networking, advancement within SHRM and development of leadership skills. The time commitment for this role is about 5 hours per month, with increased time leading up to our annual Leadership and Development Conference in April each year.

Benefits of the role of President-elect: MNSHRM Leadership Conference (typically held in January each year), SHRM Volunteer Leader Business Meeting (typically held in Washington, D.C. annually in November), networking opportunities, leadership experience and so much more!

If you are interested in hearing more about this roll, email me at [rebeccarowehr@gmail.com](mailto:rebeccarowehr@gmail.com) to set up a virtual (or socially distanced in-person) coffee meeting to learn more!

### **SHRM Foundation Update**

Cheri Duffenbach – Foundation Director

### Delivering a Talent Development Solution for HR

You need the best talent to assure your organization delivers on its mission. A proven method for developing that talent is through apprenticeships. Beginning in 2021, through a three-year Department of Labor grant, SHRM Foundation's Human Resource Registered Apprenticeship Program (HR RAP) will help you:

- Prepare Employees for Challenges of the 21st Century Workplace
- Create Opportunities for a Diverse Workforce
- Provide Talent to Create Returns to Your Business Operations

Human Resource Registered Apprenticeship Program is a proven talent development model.

Powered by SHRM's globally recognized competency-based certification program, the HR RAP will develop apprentices for the HR Specialist role through a "learn and earn" experience. Apprentices will be prepared to earn the SHRM-Certified Professional credential, giving them the skills they need to deliver results to your organization and an opportunity to progress in an established career path. The benefits to employers include:

- Increased Productivity
- Customized Training
- Increased Retention
- Diversified Talent Pool

### What Employers Need to Know About Apprenticeships

Know the facts and learn how a HR RAP can add value to your organization. With the HR RAP, you offer an apprentice:

- A paid job
- Mentorship
- On-the-job learning
- Classroom Learning
- The SHRM-CP Credential

## **Winona Area SHRM's Mission, Vision & Values**

### Mission – (Why we exist)

The Winona SHRM Chapter is a professional organization that exists to:

- Build and sustain partnerships with human resource and business professionals, to address challenges that influence the effectiveness and sustainability of our organizations and communities.
- Provide a community for human resource and business professionals to share expertise and create innovative solutions on people management issues.
- Proactively provide education and research to human resource and business professionals to enhance our organizations and communities.
- Advance the HR profession through outreach, mentorship, and advocacy.

### Vision – (What we want to be)

To be the leading resource on people management skills.

### Values – (What we stand for)

- Strategic – in our thinking and planning
- Honorable – to our members, our organizations, and our communities
- Respectful – to the SHRM bylaws and legislative guidelines
- Mentorship – guidance and partnering with HR professionals

**People, it's our business!**

The **SHRM Foundation** will be your partner and provide resources needed to establish a registered apprenticeship program including:

- ✓ Providing a SHRM-designed, Department of Labor registered program to give an apprentice the skill and competencies required to be an HR Specialist
- ✓ Guidance on how to tailor the course work and on-the-job learning to meet your needs
- ✓ Recommended educational institutions to provide the classroom learning
- ✓ Resources for assuring apprenticeship success

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## Certification Update

Grant Carr, SHRM-CP – Certification Director

A quick way to earn PDCs is through the SHRM Library. It has lots of great books. Here is a list of all of the books you are eligible to receive certification credit, just by reading them and taking a short quiz: [Books Approved for Credit](#) By reading and doing the quiz, you can earn 3.0 PDCs. They allow you to submit up to 10 books for 30 PDCs in a 3-year recertification period.

Here is also a great link to learn how just doing your actual job duties and tasks and projects can help you earn those PDCs as well: [Qualifying Credit-Earning Activities](#)



The Veterans at Work Certificate, developed for HR professionals, hiring managers, and front-line supervisors, is a multi-faceted program from the SHRM Foundation and brought to you with generous support from Comcast NBC Universal. Through the certificate program, you will learn:

- Learn the value that skilled veterans bring to the civilian workplace
- Demonstrate your commitment to attract, hire and retain these talented professionals
- Earn 10 professional development credits toward your SHRM-CP or SHRM-SCP Recertification

The Veterans at Work Certificate is completely free and open to all. You do not need to be a SHRM member, and you do not need to hold a SHRM credential to earn this certificate.

To learn more, go to [SHRMs Veterans at Work Certificate Program](#) website.

SHRM is aware of the great amount of work many of you have done to support your organizations and/or communities COVID-19 needs and would like to acknowledge the countless hours that you have dedicated to this effort. If you are a SHRM-CP or SHRM-SCP credential holder who is working toward recertification you can earn all 60 PDCS for your work in this area.

To take advantage of this opportunity, simply summarize your activities using this COVID-19 Response Summary Form and following the instructions outlined in the form to redeem your credits. If you have questions, please email [recertification@shrm.org](mailto:recertification@shrm.org).

The following examples offer a possible framework for documenting your activities on the form.

- CARES Act and its impact on unemployment
- Communicable disease exposure issue and quarantine pay
- Essential business and essential workers
- FFCRA law implementation and exceptions
- Furloughs, pay reductions, layoffs, WARN
- Hiring in a COVID-19 and virtual world (rescinding and delaying offers, i-9 issues)
- PPP loans and loan forgiveness
- Return to work issues (recall, health screening/testing, social distancing, feat of returning to work)
- Transitioning to a virtual workforce (telework, addressing employees are unable to telework, keeping employees engaged)



**2020 - 2021 Winona Area SHRM Calendar of Events**

Month	Presenter	Topics
December	Claire Petrie	The Power of LinkedIn
January 2021	Coffee and Convos – COVID in the Workplace Discuss best practices, ask questions and share experiences	
February 2021	TBD	
March 2021	TBD	
April 2021	Winona Area SHRM Leadership and Development Conference	
May 2021	TBD	
June 2021	SHRM Annual Conference and Exposition	
	Jason Hunt	Full Body Leadership
July 2021	Coffee and Convos – Topic TBD	
August 2021	TBD	
September 2021	TBD	
October 2021	MNSHRM State Conference	
November 2021	TBD	
December 2021	Sue Sieger, ACFCI, CAS	Year End Compliance Review: Updates, Reminders, Toolkits and More

**MNSHRM Sponsored Event**

**Jerry Holl presents: Downhills Don't Come Free**

December 3<sup>rd</sup> from 12:00 p.m. – 1:00 p.m. CST

This LIVE session is a unique and uplifting keynote that inspires audiences to strive for more than they ever thought possible – both professionally and personally and will contain a 45-minute live presentation through Zoom followed by a 15-minute Q&A session.

As an ordinary everyday person, he took a risk to do something extraordinary. After 33 years of sales and executive level leadership, at the age of 57, as an untrained and inexperienced cyclist, he pedaled solo and unsupported out of Anchorage, Alaska and into the complete unknown – all the way to Mexico, encountering “everything weird and wondrous North America had to offer”.

Click [here](#) to register and use code: 8K0C61DB for FREE registration

If you would like to post an HR-related position with Winona Area SHRM for 70+ HR professionals to view, please email Rebecca Rowe. All postings are active for 30 days and can be renewed. Job postings are included in the upcoming monthly newsletter and all social media outlets.

- HR Internships for companies with a Winona Area SHRM member in good standing – FREE
- HR job postings for companies with a Winona Area SHRM member or other regional SHRM chapter member in good standing - \$40.00
- HR Internships and/or job postings for companies with no Winona Area SHRM or regional SHRM chapter member - \$60.00

## Membership Update

Tabitha Newton, Membership Director

### What a Year 2020 Has Been!

Thank you for membership commitment to the Winona Area SHRM Chapter! With the changes and uncertainty that occurring, it is certainly understandable that your focus and attention is squarely on pressing matters. Please know that your chapter is here to partner with and support you professionally. While programming will continue to look different for the near term, the Board is hard at work in ensuring that your membership will continue to add value for you in 2021.

Your national membership also provides excellent webcasts that you can take advantage of. Whether you join live or as your schedule permits using the on-demand option, you can remain up to speed on topics like providing performance feedback, compensation plan design or the challenges you're likely to face in 2021.

To see what's available at the national SHRM front, you can access their upcoming and recorded webcasts here: <https://www.shrm.org/LearningAndCareer/learning/webcasts/Pages/default.aspx>

To see what's in store at Winona Area SHRM, click here: <https://winona.shrm.org/events>

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## Legislative Update

Beth Ede, SPHR, SHRM-SCP

### ***Families First Coronavirus Response Act (FFCRA) – Will It Be Extended and Information About Filing for Tax Credits***

The Federal coronavirus-related paid-leave benefits under the FFCRA program are set to expire at year end 2020 as the pandemic persists.

The FFCRA took effect in April and was to be a temporary measure to provide COVID-19-related paid sick leave and paid family leave benefits to certain eligible workers.

Many are now asking if the FFCRA's emergency benefits will be renewed, expanded, or expire as written at year-end. The question remains unanswered at this time and employment attorneys are mixed in their opinions on this. Unfortunately, we all will have to stay tuned to see what will be done. Short of any further guidance, the FFCRA will sunset at the end of 2020.

If you were an employer group that was required to comply with the FFCRA, there are rules and guidelines that must be followed in order for tax credits to be claimed. Eligible employers can claim refundable tax credits under the FFCRA for all or part of the cost of providing qualified paid sick or family leave taken from April 1 through December 31, 2020.

Eligible employers claim the FFCRA tax credit by retaining payroll taxes – federal income taxes and Social Security and Medicare taxes – that would otherwise be deposited with the IRS. If the retained payroll taxes are insufficient to cover the full amount of the tax credit, employers can file a request with the IRS on Form 7200 for an accelerated payment. Form 7200 can be filed before the end of the month following the quarter in which the qualified sick or family leave payments were made. Note that the form may not be filed later than the date on which the employer files the Form 941 for the fourth quarter of 2020 – which is generally due by January 31, 2021.

## Workforce Readiness

Julie Kiehne – Workforce Readiness Director

### Workforce Data Connects Colleges to Careers

Several states are helping college students choose what to study depending on the skills local employers and human resource professionals say they need.

The Minnesota Department of Employment and Economic Development created [a matchmaking program for job seekers](#) who aren't in college. The Job Skills Transfer Assessment Tool also facilitates workers' transitions from their current jobs to entirely new careers. Organized around 22 job families in the [Occupational Information Network \(O\\*NET\)](#) database, job seekers can match their current skills to the skills needed for their desired occupations, view annual wages for each occupation, see postsecondary education and training options available to gain the new skills necessary, and scan current job openings.

Minnesota and other states are integrating data to:

- Assist schools in developing curricula aligned with the skills and abilities that job seekers will need to succeed with local employers.
- Help workers understand how to take advantage of postsecondary education and training options as they change jobs and navigate their careers.

Contact Julie Kiehne – Workforce Readiness Director [jkiehne@winona.edu](mailto:jkiehne@winona.edu) to voice the types of skills, certifications and degrees your workforce need to help your business succeed. Julie has connections with 2 and 4-year universities and colleges as well as community resources to help you fill your workforce training gaps.

## **SHRM Board of Directors**

### **President**

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### **President-elect**

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