

Winona, Minnesota

Winona Area SHRM Newsletter

January 2021



President's Note

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

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 rebeccarowe@gmail.com to set up a virtual (or socially distanced in-person) coffee meeting to learn more!

Join us on Tuesday, January 12th for our first **Coffee and Convos** session for Winona Area SHRM. During this one-hour session, we will be openly discussing COVID in the Workplace, adjustments we have had to make as Human Resource professionals and employers along with best practice sharing with other HR professionals in the Winona HR community. Click [here](#) to register!

W O R K P L A C E





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.

Join us for a HR discussion in Slack – click [here!](#)



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.



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!

Behrens Manufacturing, LLC. Is actively growing and looking for an HR Generalist to join their team. If you want to learn more about the position or apply, click [here](#).



2021 Winona Area SHRM Calendar of Events

Date	Presenter	Topics
January 12 th	SHRM Board of Directors and Members	Coffee and Convos – COVID in the Workplace
February 9 th	Carolyn McNairy	Employee Retirement Income Security Act (ERISA) Presentation
February 23 rd – BONUS PROGRAM	TBD	Out of Sight Yet Still Virtually Productive: Effectively Managing Employee Performance During COVID-19
March 9 th	TBD	Mental Health First Aide
April 13 th	Winona Area SHRM Leadership and Development Conference	
May 11 th	Daniel Horgan	Being, Belonging & Becoming: An Interactive Experience Exploring Diversity, Strengthening Equity, and Cultivating Inclusion
June 8 th	Jason Hunt	Full Body Leadership
June 20 th – June 23 rd	SHRM Annual Conference Chicago, IL	
July 13 th	SHRM Board of Directors and Members	Coffee and Convos – Topic TBD
August 10 th	Alexander C. Pullen, Sr. SHRM-SCP	Servant Leadership
September 14 th	Nancy Vollertson	FMLA Update
October 10 th and 11 th	MNSHRM Annual Conference	
November	TBD	TBD
December 14 th	Sue Sieger	Year End Compliance Review

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 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

Tabitha Newton, Membership Director

What a great gift it is to have made it into the year 2021! To start the year off right, don't forget to update your Winona Area SHRM membership profile. If you have had a change in employment, received a promotion new position or have earned your SHRM Certification, please remember to log in and update your account. Additionally, feel free to email me at newton@fastenal.com so that I can recognize you in our next newsletter!

Thank you to the members who have renewed their membership for 2021 and welcome to all new members! Do you know someone who could benefit from our great organization? Please invite them to join us at one of our upcoming events! The first event in 2021 is our new Coffee and Convos series which will focus on COVID in the Workplace. Visit this [link](#) for more details!

**Certification Director
Grant Carr**

With so many different ways out there to get your PDC credits, I just wanted to touch on some stuff. Remember to go to the Apple Store or Google Play Store to down the SHRM Certification app. It is a quick and easy way of tracking your PDCs right from your smart phone.

Also, SHRM sends out emails on a monthly basis letting everyone know of upcoming webcasts and events to help gain more HR knowledge, and to earn those PDCs. There is also a On-Demand, which they also highlight in that email. Currently there are some great topics. One that peaked my interest was “Addressing Mental Health in the Workplace.” During the holidays and with COVID there are many people dealing with mental health issues. So be sure to check out the On-demand for some quick PDC credits.

Workforce Readiness

Julie Kiehne – Workforce Readiness Director

WIN a 2021 SHRM Learning System® for SHRM-CP/SHRM-SCP Prep Course

Establish yourself as a globally recognized human resource expert by earning the new standard in HR certification utilizing the 2021 SHRM Learning System® for SHRM-CP/SHRM-SCP Prep Course. These professional certifications open doors for professional advancement and serve to harmonize standards with changing HR expectations.

WSU secured a partnership with St. Cloud State University to offer this **instructor-led course**. If you learn best with **live, online** human interaction and guidance, this is the format for you. This course has **consistently surpassed the national pass rates** for certification (December 2019 - February 2020 **pass rate was 100%** compared to the national average 66%).

As a member of the Winona SHRM, you have a chance to WIN a free SHRM CP | SCP Prep Course including materials through Winona State University (WSU), a \$1,210 value.

How to enter your name in this drawing?

Email winonaareashrm@gmail.com to have your name entered in the random drawing.

Deadline: Wed., January 13, 2021 by 5:00 pm

Any questions, feel free to reach out to Julie Kiehne, Winona SHRM Workforce Readiness Advocate jkiehne@winona.edu

Legislative Update

Beth Ede, SPHR, SHRM-SCP

Families First Coronavirus Response Act (FFCRA) – Not Extended Past Year-End 2020But Wait

The Federal coronavirus-related paid-leave benefits under the FFCRA program are set to expire at year end 2020 as the pandemic persists. This was not extended under the new stimulus bill signed by President Trump on December 27, 2020. Even though it was not extended, applicable employers can continue to follow the FFCRA voluntarily and receive the federal tax credit through March 31, 2021.

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.

If you are a covered employer and voluntarily choose to continue to follow the FFCA, be sure to follow the initial guidance – for instance, allowing an employee up to 2 weeks paid time off based on one of the qualifying reasons. The extension of the tax credit through March 31, 2021 does not allow for any additional benefits such as any “extra” paid time off over and above how the original FFCRA was written.

While we are expecting some additional guidance from the Department of Labor, for now, reply on information provided in past guidance.

SHRM Foundation

Cheri Duffenbach – Foundation Director

Veterans at Work Initiative Builds Business Case for an Untapped Talent Pool

Judith Tavano, a seasoned human resources (HR) professional, knows that employers struggle to find qualified talent.

She also knows that there is an untapped talent pool that they are overlooking: veterans. As the spouse of a military veteran, she lends a unique perspective with insights into both worlds. She has independently helped veterans seeking employment for nearly 20 years. Two years ago, her Northwest Arkansas SHRM chapter received a grant for a program that helps veterans find jobs. Yet, Judith found there was still more to learn about veterans and the civilian workforce.

Establishing the Business Case

HR professionals are always looking for talent. Depending on the geographic area and/or industry sector, filling specific needs can be difficult, Judith says.

"As HR professionals and business leaders, we talk continuously about skills gaps and finding candidates with the skills needed to stay competitive in the 21st century — while 200,000 trained and work-ready adults are transitioning out of the military every year," she says.

The trick for employers, she adds, is to tap into this talent pool. That's where the SHRM Foundation's Veterans at Work Initiative can help. Despite her decades of experience helping veterans seeking employment, Judith says the program helped better inform her for the work she's been doing. The program, developed by HR professionals, people managers and front-line supervisors is a multifaceted, free and self-paced course that is available to anyone.

It helps HR professionals and people managers learn the value that skilled veterans and members of the military community bring to the civilian workplace. Participants earn a certificate, which demonstrates their commitment to attracting, hiring and retaining these talented professionals. Upon completion, SHRM members can earn 10 professional development credits toward their SHRM-CP or SHRM-SCP recertification.

Judith says she better understands the broader veteran community and its needs.

This community includes the National Guard and Reserve.

"When I reflect back on what I learned by taking the Veterans at Work course and how I use what I learned, the part of the program that resonates the most for me is the step-by-step guide to building the business case for hiring and including veterans in the civilian workplace," she says.

"In my work, helping to position veterans for the civilian workplace and educating employers as to the benefits of hiring veterans [and active-duty National Guard and Reserve (members), I find that most employers struggle with the 'why' for hiring veterans."

Veterans at Work gave her content and context to share with employers asking that question. The course shows veterans as entrepreneurial, skilled, resourceful, resilient, tech savvy, team oriented, committed, culturally sensitive, familiar with the value of inclusion and, in so many cases, more highly educated than is expected.

Research indicates that most of the general public has little contact with the military and are unaware of how skilled, trained and educated modern military service members are, Judith says. SHRM member Monique Jenkins is the HR Manager for Enterprise Talent Management Services with the Georgia Department of Administrative Services. She serves as an internal consultant to state HR leaders and their teams in the areas of talent acquisition and performance management.

"One of the things that we hear in the employment space is employers want to support veterans. They're just not sure how to do it," Monique says. "The Veterans at Work Certificate program lays out that framework for them."

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Monique, who often promotes the Veterans at Work Initiative at HR conferences, has received feedback indicating that employers find the information valuable because they just didn't know where to start to learn more about recruiting, hiring or retaining veterans. "It helps to set the stage to help them understand why this is so important and how they can truly be impactful for a veteran," she says. She is personally motivated to promote the program because she's also a veteran. Monique enlisted when she was just 17. After serving a few years, she left to enroll in college and has worked in HR on the civilian side her entire career.

"I want to make sure that employers have what they need to really help and value veterans so they can ultimately make good hires," she says.

The Veteran's Perspective

Rick Silva must have applied for nearly 70 jobs.

The Army veteran had about 20 years of HR and recruiting experience in the military. He was optimistic about his chances of securing a similar role in the civilian sector. But it wasn't the case.

"There's a perception that companies want veterans. But once you're out there, it seems like the opposite," he says.

Nearly one-third of veteran job seekers are underemployed, according to a Call of Duty Endowment study. Of all the jobs Rick applied for, he only received a handful of phone calls and just one interview. He says there's a disconnect between the military and civilian sectors. The jobs may have been similar, but the lack of awareness in the civilian workforce can be a barrier for veterans like him.

A civilian-military divide does exist, according to a report published by the U.S. Chamber Foundation about veterans in the workplace. The study indicates that greater efforts are required as veterans are onboarded into the civilian workforce. Such efforts include providing training to help co-workers understand the unique attributes of military service members.

Monique says there are numerous programs assisting veterans transitioning back into the civilian sector. However, there aren't many programs educating civilians about veterans.

"They are the ones who need to know," she says. "They need to know what that veteran can bring to the table."

Adam Bolenbaugh is another veteran who thought he had acquired enough HR experience in the Navy to transition into a similar role outside the military.

It turned out that his 14 years of recruiting, training and personnel experience within the military wasn't enough. Civilian hiring managers told him that he needed a HR degree for the jobs that he was applying for. He went on to earn that degree, but was then told that he lacked HR work experience. Employers didn't recognize his military roles as equivalent to the civilian positions he applied for. He was finally hired at a company where there was an awareness about veterans and the soft skills they bring to the job.

Veterans are dependable, organized and dedicated to their jobs, Adam says. The Navy instilled in him its core values of honor, courage and commitment. Veterans are also more educated than their civilian peers. According to the Institute for Veterans and Military Families at Syracuse University, 65% of veterans have some college education or higher.

"You're very dependable and reliable," Adam says. "Your all-around work ethic is very strong because that's what you're taught in the military." Findings from The Center for New American Security also indicate that 68% of employers reported that veterans perform "better than" or "much better than" their civilian peers.

Another report published in 2017 by the Call of Duty Endowment and ZipRecruiter also reveals that veterans stay at their jobs longer than the median employee tenure of 2.5 years.

Monique adds that a veteran's impact in the workplace is soon evident: "They are going to be individuals who can come into an organization and make an immediate impact, as well as relate to anyone at any level."

Sabrina Davis-Fuller, a veteran who still serves in the Army Reserves, better understands the disconnect now that she's on the civilian side of HR. Sometimes it's just a matter of semantics — though the roles are similar, some jobs are called different things in the military.

More than half of HR professionals have little knowledge of military structure, according to the U.S. Chamber Foundation's report about veterans and the workplace.

"The frustration is when a soldier knows that they can do a job. They know that they can be trained for it, but the employer may have doubts," Sabrina says. "The biggest thing that I would like for them to understand is that we're hard workers."

[Apply now](#) in the SHRM Foundation's free, 10-hour, self-paced Veterans at Work certificate program.