

2018 December Newsletter

Happy Holidays!

We would like to wish everyone a wonderful holiday season and thank you for your support. It is hard to believe 2019 is right around the corner!

Health Care Reform - Last week, a Texas federal judge ruled that the Affordable Care Act is unconstitutional because of a recent change in federal tax law. However, legal experts have been forecasting that the Texas case would be appealed and could go before the Supreme Court again. For now, hold tight before making any changes.

Employer Branding - Companies are in the most competitive labor market for hiring new employees and retaining current employees. As of November, the unemployment rate was 3.7%, the lowest level since 1969. One way to reach today's talent is to focus on employer branding, which is a powerful tool to reach talent and motivate job seekers to act.

According to Monster, survey data shows that applicants put a high value on three components of an employer brand;

- A Company's reputation
- Information a Company provides
- A company values

As companies try different strategies for employer branding, below are a few common employer branding mistakes made by companies.

Mistake #1: Touting unique perks without understanding what candidates really want at their job. Companies attempt to differentiate themselves by offering unique benefits such as free snacks and private concierge services — especially when trying to recruit Millennials. While Millennials may enjoy those perks, it is not always their top priority. Many candidates are looking for companies that offer autonomy, communicate effectively, provide training and professional development, give them the opportunity to do meaningful work, and make innovation a core company value.

Mistake #2: Keeping benefits information hush-hush. Many companies keep their lips sealed when it comes to the benefits they offer, and candidates may only find out benefits after an offer is extended. A good practice is to add your benefits to your company internet site and provide a Benefit Summary prior to interviewing candidates. If you are unable to provide health coverage currently, promote other benefits that you can provide such as time off, training, job growth, etc.

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Mistake #3: Missing out on employee brand ambassadors. Your own satisfied employees—particularly top performers—could be your best tool for attracting candidates with similar attributes. Empower your brand ambassadors to promote your company as an employer of choice.

A great way to determine what will attract candidates, retain employees and develop your employer branding is to ask employees. A survey is a good tool, as well as group meetings, for valuable feedback. Often, the feedback may include inexpensive, easy suggestions as well as provide great ideas on how you can promote your employer brand and develop an engaged workforce.

To read the complete article and learn about other mistakes, go to the following link;

<https://hiring.monster.com/hr/hr-best-practices/recruiting-hiring-advice/attracting-job-candidates/employer-branding-mistakes-to-avoid.aspx>

2019 is almost here—What are you doing to thank employees for their hard work this year? Don't let end-of-year bonuses, holiday parties, or reward programs fall by the wayside. With ample recognition, employees will feel fresh and motivated to kick off the new year.

“Wishing you peace and joy this Holiday season and throughout the coming year”

Year-End tends to be one of the busiest times for Human Resource and Payroll departments. If you need assistance on benefit enrollment, communications, year-end audits or extra help, we are available to help. For questions on any of the above items, or assistance, please contact info@humanresourcesolutionsllc.com

This newsletter is intended to provide general guidance about recent topics in Human Resources. It is not a legal opinion. For answers to your specific questions, please consult with counsel.