



September
2014
**Twin Tiers
HR Times**

| | |
|------------------------------|-------------|
| HRATT Current members: | 98 |
| SHRM members: | 54 (55%) |
| Certified members: | 17 (17%) |

The President's Corner

The world in which we live is an ever-changing and evolving place. I for one have difficulty at times keeping up with all of the changes. Change can stir up feelings and emotions but in the end, hopefully we can draw from the experience of change to learn and grow. We all know SHRM and HRCI are going through some major changes right now regarding certification. In the midst of all of this change, I am feeling uncertain about how we, as the HRATT Leadership, can best meet the needs of our membership in the coming year. We want to begin planning now for 2015 and create the best program calendar we can to keep you abreast of changes in legislation, help you learn about trends within the profession, and provide you opportunities to network with other practitioners like yourselves who are reacting to changes on a daily basis. We are setting out to accomplish these objectives while working to minimize our costs and maximize your valuable time. What we ask of you is patience, trust, and feedback. We ask for your patience as the Board makes critical decisions about changes for the coming year. We ask for you to trust that the composition of our Board allows us to represent the interests of the entire membership and that we will work diligently to achieve our objectives with those interests in mind. And most importantly, we ask for your feedback. If we miss the target in some areas or hit a home run in others, we want to hear from you. Feedback is valuable and we welcome you to reach out to a Board Member during a monthly meeting or by contacting one of us. Our contact information is listed on the last page of this newsletter.

Jenine J. Cleary, SPHR

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3 Ways to Make Your Company Stand Out from Other “Now Hiring” Signs

There may be high unemployment these days, but companies are still hiring. In fact, if you're a hiring manager or otherwise involved in HR, it can sometimes look like all your industry competitors are hiring at the same time. Even the perception of this kind of frenzy can make it harder for you to get the talent that you want in-house.

So how do you pull off a 'hiring win' in a tight industry? One way is to make your open positions stand out from others in the industry.

3 ways to make sure your company's advertised positions are seen.

Drop the Traditional “Drab Ad”

Traditional job advertisements were often no been more than a laundry list of what a company wanted from an individual. These were also often extremely dry to read, and punctuated by unnatural keywords related to skill sets or specific technologies.

To really make your job positions stand out, give your job advertisements a makeover. Make them personable and relatable. Refer to the kinds of things that talented people, especially young people, are doing and saying right now. Bring your job ad alive by creating a narrative that's related to the targeted industry or field. For example, for a tech job, include a reference to personal gadgets, cloud computing or other technologies, and how they apply to not only the job, but to someone's personal life as an engineer, programmer, etc.

Promote Your Corporate Culture

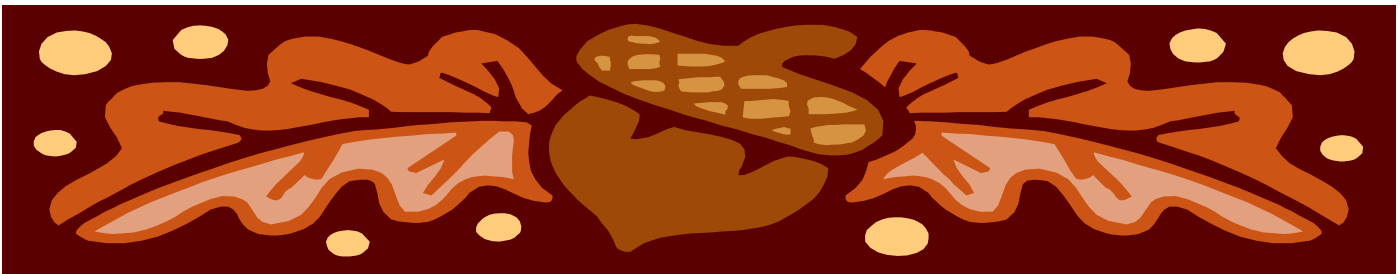
It's no coincidence that some of the top companies around have more relaxed workplace environments or other policies that people are attracted to. You don't have to base your company in San Francisco to make it hip and happening. You just need to show and tell readers or viewers what it's like at your company.

For example, instead of just a text job ad, you can include video segments or photos showing some of the policies that your employees like about your company. This can include any kind of outside work space, flexible scheduling, or, and this is a big one, accommodation for new mothers. Many of today's workers are family men and women, and they will appreciate work places that encourage and benefit the family over those that try to push motherhood and fatherhood off into the corner to serve production quotas.

Showcase the Right People

Another great technique is to show off the people who are involved in your company. This is an opportunity to promote diversity, and it's also an opportunity to show that people at your company are happy, successful and talented. That tends to attract other happy, success and talented people. Some techniques for this strategy include short bios as part of job packet materials, or links to the personal blogs or sites of business leaders or others involved in the company.

Submitted by: Daniel Mori, President, Employment Solutions of New York, Inc.





Diversity Corner

Sexual Orientation

More than half of Americans now support same-sex marriages. More than 9 in 10 *Fortune* 500 companies have explicit protections based on sexual orientation, while more than two-thirds offer same-sex partner benefits.

Yet more than half of lesbian, gay, bisexual and transgender (LGBT) employees (53 percent) remain closeted at work.

One in four LGBT state they hear offensive remarks at work. Such comments may not be malicious or intentionally hurtful, but are part of the modern vernacular, such as “that’s so gay” or “man up.” Regardless, such comments can give LGBT workers even less incentive to come out to their colleagues.

Sixty-two percent of LGBT workers reported hearing jokes about lesbian or gay people at least once in a while, while 43 percent reported hearing jokes about bisexual people, and 40 percent about transgender people, at the same frequency.

One in four open LGBT employees reported that co-workers became uncomfortable if they mentioned something related to sexual orientation or gender identity such as a partner or spouse.

How to Create a LGBT Friendly Workplace

Equal Policies and Benefits

Include sexual orientation in non-discrimination and anti-harassment policies.

Include gender identity and expression in non-discrimination and anti-harassment policies.

Recognize same-sex couples and their families with full, equal access to all company benefits.

Ensure that health coverage includes complete health benefits for transgender employees.

Talent Management and Professional Development

Recruit, hire, and offer mentoring to LGBT employees through tools such as LGBTCareerLink.com.

Workplace Climate

Provide diversity training with specific reference to LGBT issues for all employees.

Communicate routinely to all employees about how the organization supports its LGBT workforce.

Community Commitment

Support nonprofit groups working for LGBT equality

Sponsor and encourage visible participation in LGBT cultural events.

Additional Resources:

[Cornell LGBT-Career-Guide](#)

[MakingYourOrganizationalLGBTFriendlyWorkplaceHandout.pdf](#)

[Creating a LGBT Friendly Workplace](#)

Sources:

Wilkie, Dana 2014 is an online editor/manager for SHRM.Modified

<http://www.diversityinc.com/diversity-management/how-can-you-create-an-lgbt-friendly-workplace/>



Career Development Council

**The Horseheads Middle School's
Family and Consumer Science 8th Grade Classes
need Interviewers for Thursday, October 30, 2014**

Are you available for one or two class periods during the day to interview a few students? Mock Interviews count as a Work-force Readiness Activity for HRATT to report to SHRM. Please consider volunteering!

You will come in 15 minutes prior to the class period you have signed up for in order to re-view the resumes, then you will interview up to 3 students during the 40 minute class period. To sign up, please email Deb Lynch at dlynch@gstboces.org) with your preferred class time by October 11th. Deb will email you to confirm your time slot.

Period 1: 7:50 to 8:30 AM

Period 2: 8:34 to 9:14 AM

Period 3: 9:18 to 9:58 AM

Period 4: 10:02 to 10:42 AM

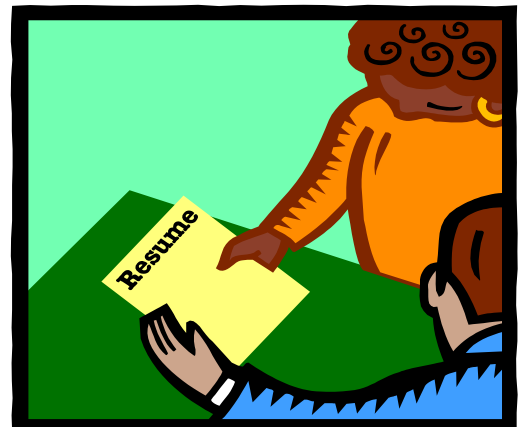
Period 5: 10:46 to 11:26 AM

Period 6: 11:30 AM to 12:10 PM

Period 7: 12:14 to 12:54 PM

Period 8: 12:58 to 1:38 PM

Period 9: 1:42 to 2:22 PM



If you have any questions, please call or email
Deb Lynch at 795-5320 or dlynch@gstboces.org.

Thank you for your time!!

2014 HRATT Officers

| | | |
|--------------------------|-------------------------|-------------------------------------|
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The Human Resource
Association of the Twin Tiers

P.O. Box 904
Elmira, New York 14902

The Association

The Human Resources Association of the Twin Tiers (HRATT) is an organization for human resource professionals from the private and public sectors who daily deal with personnel matters, wage and salary administration, labor relations and other aspects of human resource management.

HRATT serves the Twin Tiers including the counties of Chemung, Steuben and Schuylar in New York, and Bradford and Tioga counties in Pennsylvania.

HRATT meets on the 2nd Thursday of the month in the Elmira-Corning area. Meetings usually alternate between breakfast and lunch unless otherwise indicated, except July and August. On the months where a holiday is involved in the week, we move the meeting to the 3rd Thursday of the month.

Goals

1. Provide the members a means for exchange of information on area HR practices & challenges.
2. Further members' professional development and education.
3. Develop & publish a survey of wage/salary & HR practices in the area.
4. Enhance the area's labor relations image.

Benefits of HRATT Membership

- Monthly meetings dealing with local and national HR issues.
- Professional speakers covering current HR topics.
- HRATT Membership Directory.
- Networking with local HR professionals.
- Opportunities for professional and personal growth

VISIT US ON THE WEB:
WWW.HRATT.ORG

