



Benefit Advisors
NETWORK



Human Capital Management Services

2022 HCM Trends

February 9, 2022



Poll 1 – Top Priority



COVID

Pay & Benefit Equity

Attraction – Recruiting

Wage and Hour



Task focused vs. Strategy focused



Lead²Health™

Lead2Healthier

*Assets™
Business
People
Culture*

Employee Engagement

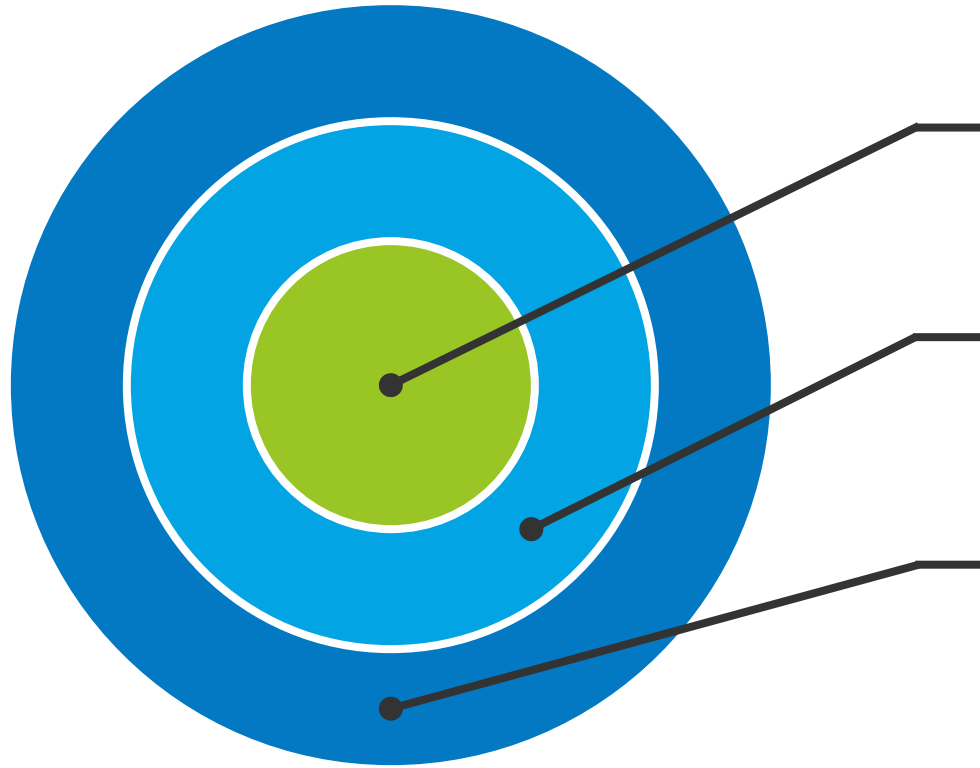
- ✓ Talent Attraction
- ✓ Retention
- ✓ Impacts Health & Welfare Costs
- ✓ Increased Performance

Meeting Business Goals

- ✓ Improves Production/Customer Continuity
- ✓ Increases Institutional Memory
- ✓ Limits Recruiting, Onboarding, and Training Costs



What are the Business Objectives?



Mission

“We provide...”

Vision

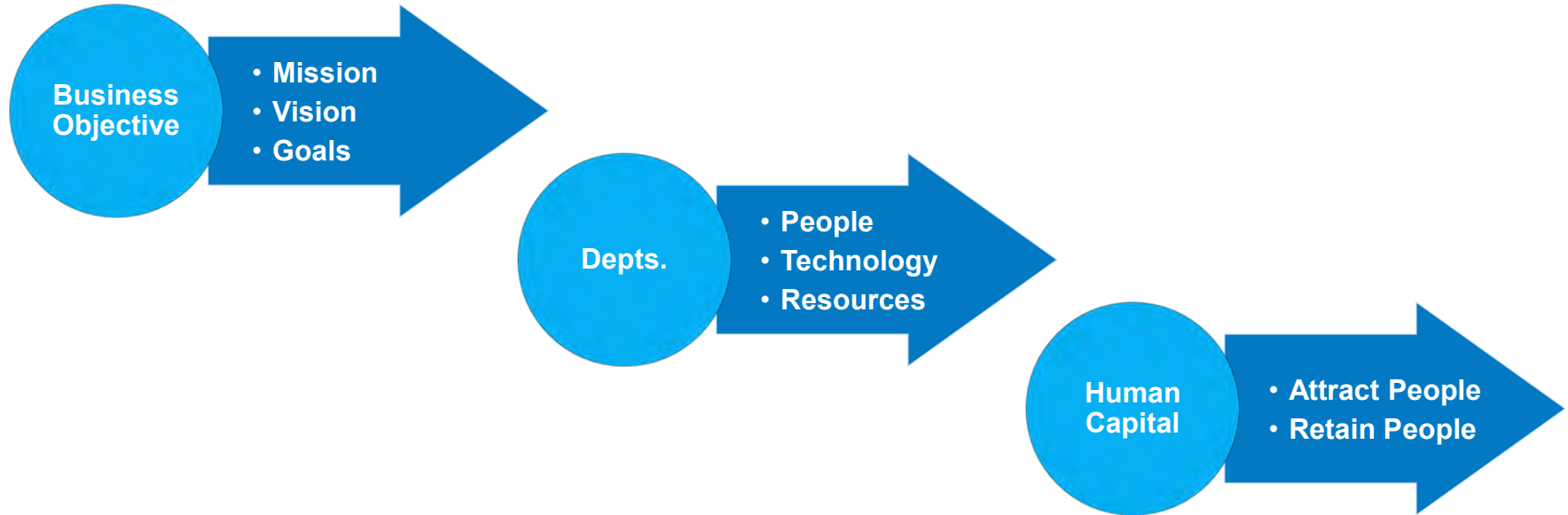
“We are going...”

Goals

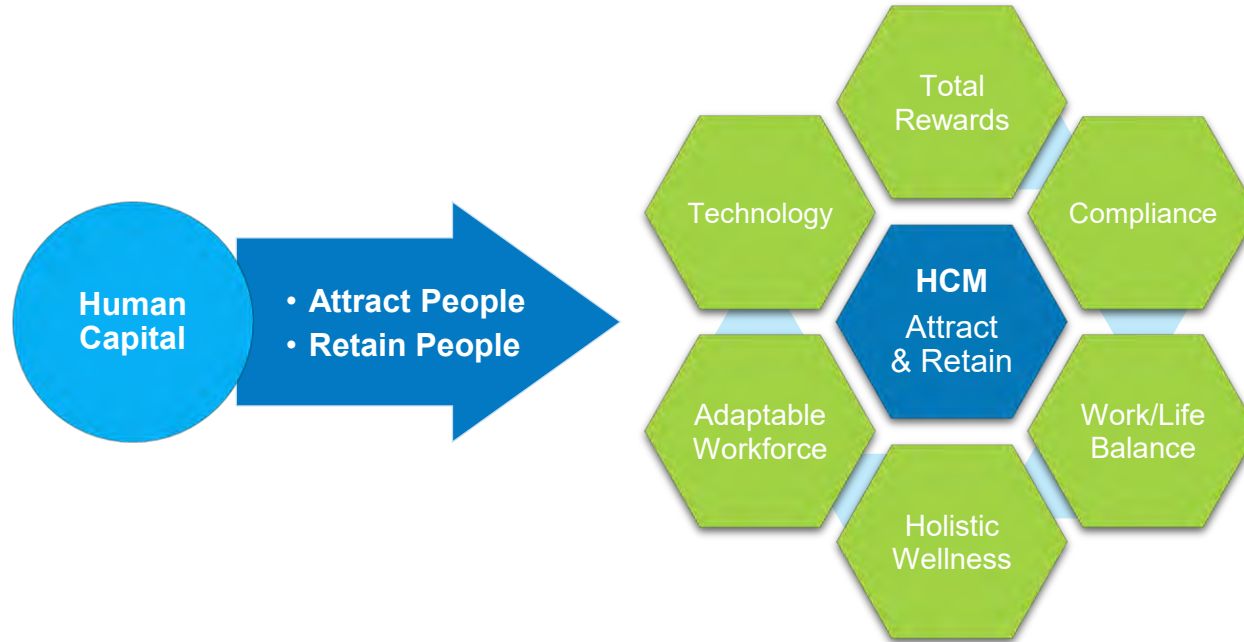
1, 3, 5 year



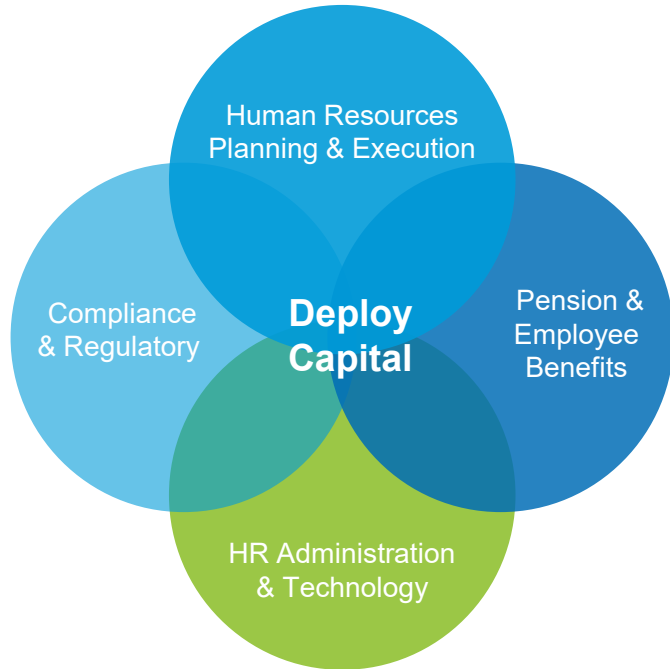
How does HR help to meet the business objectives?



How does HR help to meet the business objectives?



Conversation Shift: Set the Stage



Conduct an annual business analysis and measure against current, 3-year and 5-year goals

Common Ground:

- “What is the available capital you have to invest or re-invest in your business in these areas?”
- “What is the impact to my business if I choose to not invest?”



Strategic HCM

Adapt and manage human capital effectively and efficiently for long term success

1. The ability of leadership to holistically **Lead²Health™** its assets, business, people and culture by:

taking stock of the present moment and developing deliberate steps to foster a mind shift amongst its workforce

2. The ability to be adaptable in the face of challenging events is the keystone to resiliency.





Strategic HCM

Adapt and manage human capital effectively and efficiently for long term success

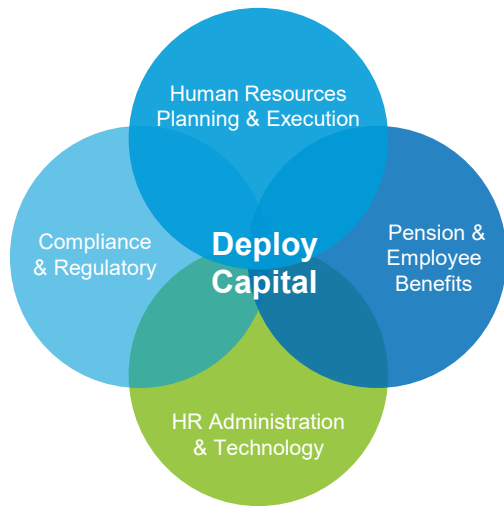
3. taking one of the following steps and determining what success will look like under that scenario:

- returning the workplace to its original condition
- restructuring for growth or
- rebuilding what may have been lost





Planning Strategies for Employers



Lead²Healthier
Assets • Business • People • Culture

**HCM Relevancy: Redefining the Employer goal
Strategic Human Capital Management**

The Great Resignation Era



Employers are continuing to face a difficult labor market, perhaps the most difficult they have ever faced. Industries are facing recruiting challenges & high turnover.



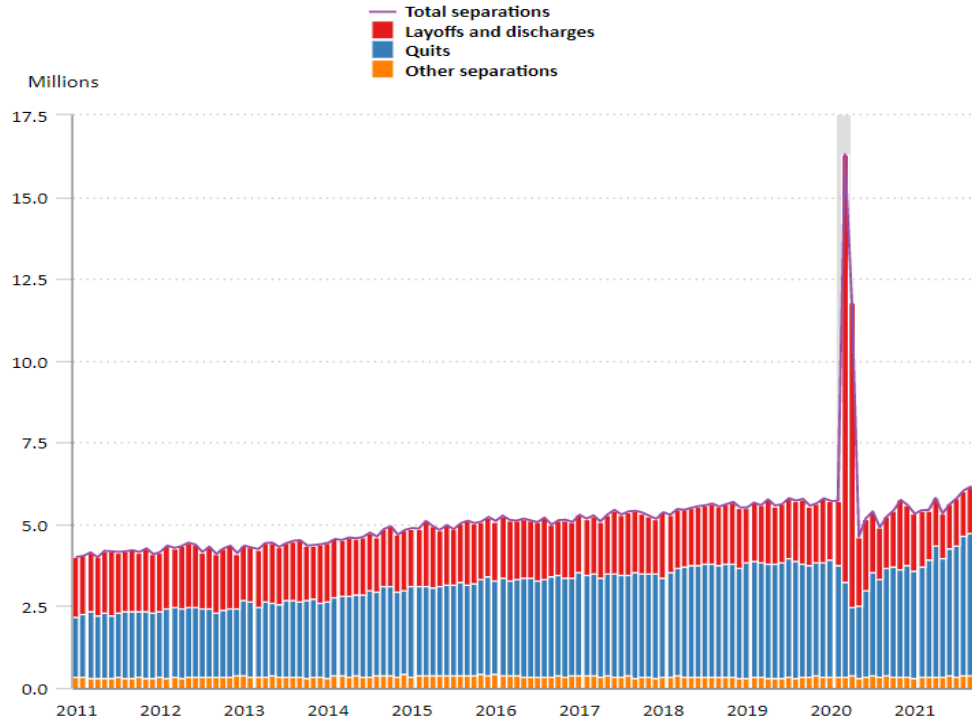
Employers who are searching for ways to differentiate themselves need to focus on building an attractive work culture.





Disruption: The Labor Market

Job separations, January 2011—November 2021, seasonally adjusted

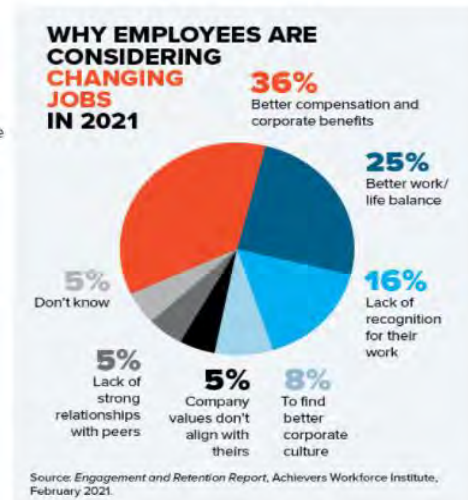




Disruption: The Labor Market

42 million U.S. **employees, or more than one in four** workers, will leave their jobs this year to go work for another company.

More than three in four employees (77%) who quit could have been retained by employers



The Cancel Culture

- ✓ If employees don't like something, they can quit today and find another job tomorrow.
- ✓ Younger employees are motivated differently than older generations.
- ✓ Employees are not always making these decisions based on money alone.



Is it a new issue?

Generation	Traditionalists	Baby Boomers	Generation X	Millennials (GenY)	Gen Z
Time Period	20 th Century				21 st Century
	1901 - 2000				2001 - 2100
Work is...	An obligation A long term career	An exciting adventure A career Work and then retire	A difficult challenge A contract Just a job	A means to an end Fulfillment Flexible work arrangements	Multi-taskers Entrepreneurial Technology driven Promotes individuality

Retention



Pre-Covid-19: Retention Mindset was the Answer

42 million U.S. employees, or more than one in four workers, will leave their jobs go work for another company

2022: Retention Mindset is still the Answer

1. There are companies that are aggressively hiring/redefining themselves
2. Millennials – The Cancel Culture
3. Labor Market – the Great Resignation



War for Top Talent



Being Prepared



COVID are you settled?

Pay & Benefit Equity - Review wages and model compensation plans

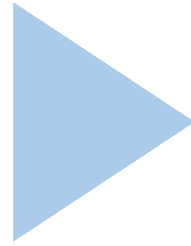
Attraction – Recruiting – Marketing is Key

MOU with OSHA & Wage and Hour – Audits On Rise??



Workforce Dynamics

Internal or
External
forces which
disrupt
business
continuity



local, state,
continent or
global



HCM Trends: Workforce Dynamics Employer Resource Guide

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RETURNING TO THE WORKSITE

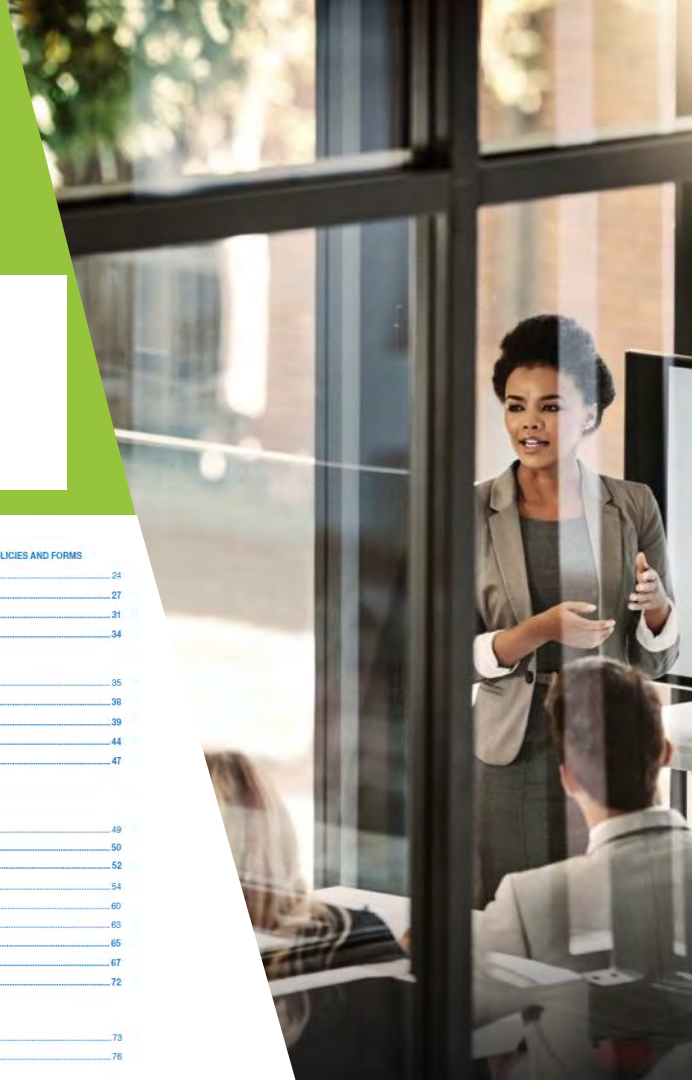
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Pay & Health Equity

Equity – determining if employees are being paid differently



?’s to Ask

- Are we paying at least equal to market
- Where do we want to pay – below market/at market/above market
- Are we paying employees in similar positions equitably to same/similar positions
- When was last time job descriptions were reviewed
- Do the benefits offered represent the needs of my workforce
- What incentives are in place
- Is there value to my PTO policies

The Conversation Shift: Benefits are a HCM Strategy



Benefits are a piece of an employee's ***compensation***



Benefits are a valuable component of an employer's ability to ***attract and retain*** employees



The benefits an employer provides are a piece of the ***cultural*** message which shows how an employer values their employees



Benefits provide a way for employees to maintain health and therefore maintain ***productivity***



MPC
MAJOR 24-HOUR ACCESS-A-RIDE COMPANY

Major 24-Hr Access-a-Ride Company Wants You To Join Our Family!
IMMEDIATE FULL TIME OPENINGS AVAILABLE
\$20.00 per HOUR to Start

Experienced CDL Holders inquire within for starting rate of pay

- \$1040 tax-free incentive upon completion of 90-hour class
- Overtime Available (morning/evening/overnight)
- Medical coverage for yourself and family w/ dental, vision and prescription
- 401K Plan
- Paid vacation, paid personal days, 5th Friday pay, bereavement, sick leave, jury duty pay
- Annual Attendance Bonus
- Annual Safety Bonus
- Life insurance policy paid by employer
- Conveniently located 1 block from J train, Newark Avenue Station

Minimum Wage Increase

- Goods cost more
- Increase in interest rates



State Minimum Wage for 2022

State Name	Minimum Wage Rate	State Name	Minimum Wage Rate	State Name	Minimum Wage Rate
<u>Alabama</u>	\$7.25 / hour	<u>Louisiana</u>	\$7.25 / hour	<u>Ohio</u>	\$9.30 / hour
<u>Alaska</u>	\$10.34 / hour	<u>Maine</u>	\$12.75 / hour	<u>Oklahoma</u>	\$7.25 / hour
<u>Arizona</u>	\$12.80 / hour	<u>Maryland</u>	\$12.50 / hour	<u>Oregon</u>	\$12.75 / hour
<u>Arkansas</u>	\$11.00 / hour	<u>Massachusetts</u>	\$14.25 / hour	<u>Pennsylvania</u>	\$7.25 / hour
<u>California</u>	\$14.00 / hour	<u>Michigan</u>	\$9.87 / hour	<u>Rhode Island</u>	\$12.25 / hour
<u>Colorado</u>	\$12.56 / hour	<u>Minnesota</u>	\$10.33 / hour	<u>South Carolina</u>	\$7.25 / hour
<u>Connecticut</u>	\$13.00 / hour	<u>Mississippi</u>	\$7.25 / hour	<u>South Dakota</u>	\$9.95 / hour
<u>Delaware</u>	\$10.50 / hour	<u>Missouri</u>	\$11.15 / hour	<u>Tennessee</u>	\$7.25 / hour
<u>Florida</u>	\$10.00 / hour	<u>Montana</u>	\$9.20 / hour	<u>Texas</u>	\$7.25 / hour
<u>Georgia</u>	\$7.25 / hour	<u>Nebraska</u>	\$9.00 / hour	<u>Utah</u>	\$7.25 / hour
<u>Hawaii</u>	\$10.10 / hour	<u>Nevada</u>	\$9.75 / hour	<u>Vermont</u>	\$12.55 / hour
<u>Idaho</u>	\$7.25 / hour	<u>New Hampshire</u>	\$7.25 / hour	<u>Virginia</u>	\$11.00 / hour
<u>Illinois</u>	\$12.00 / hour	<u>New Jersey</u>	\$13.00 / hour	<u>Washington</u>	\$14.49 / hour
<u>Indiana</u>	\$7.25 / hour	<u>New Mexico</u>	\$11.50 / hour	<u>West Virginia</u>	\$8.75 / hour
<u>Iowa</u>	\$7.25 / hour	<u>New York</u>	\$13.20 / hour	<u>Wisconsin</u>	\$7.25 / hour
<u>Kansas</u>	\$7.25 / hour	<u>North Carolina</u>	\$7.25 / hour	<u>Wyoming</u>	\$7.25 / hour
<u>Kentucky</u>	\$7.25 / hour	<u>North Dakota</u>	\$7.25 / hour	<u>Puerto Rico</u>	\$8.50 / hour
				<u>District of Columbia</u>	\$15.20 / hour
				<u>Federal</u>	\$7.25 / hour

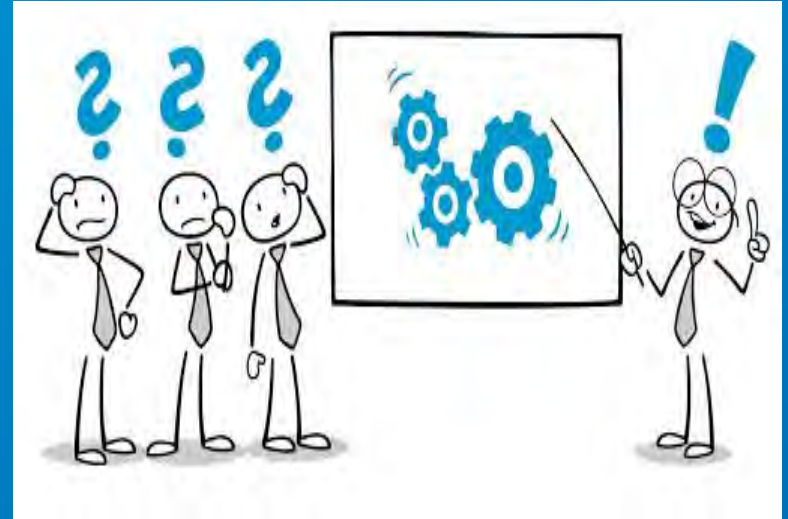
2021 Entry Level Salaries



State	Annual Salary	Monthly Pay	Weekly Pay	Hourly Wage
Washington	\$35,793	\$2,983	\$688	\$17.21
Maryland	\$35,187	\$2,932	\$677	\$16.92
Nebraska	\$34,468	\$2,872	\$663	\$16.57
New York	\$34,285	\$2,857	\$659	\$16.48
Virginia	\$34,016	\$2,835	\$654	\$16.35
Colorado	\$33,480	\$2,790	\$644	\$16.10
South Carolina	\$33,388	\$2,782	\$642	\$16.05
New Hampshire	\$33,159	\$2,763	\$638	\$15.94
Missouri	\$32,958	\$2,747	\$634	\$15.85
Delaware	\$32,935	\$2,745	\$633	\$15.83
California	\$32,086	\$2,674	\$617	\$15.43
Oklahoma	\$32,035	\$2,670	\$616	\$15.40
Massachusetts	\$31,954	\$2,663	\$615	\$15.36
Michigan	\$31,372	\$2,614	\$603	\$15.08
Vermont	\$31,258	\$2,605	\$601	\$15.03
Hawaii	\$30,912	\$2,576	\$594	\$14.86
Wyoming	\$30,682	\$2,557	\$590	\$14.75
Idaho	\$30,145	\$2,512	\$580	\$14.49
Connecticut	\$30,039	\$2,503	\$578	\$14.44
West Virginia	\$29,797	\$2,483	\$573	\$14.33
Maine	\$29,779	\$2,482	\$573	\$14.32
Rhode Island	\$29,625	\$2,469	\$570	\$14.24
Alaska	\$29,462	\$2,455	\$567	\$14.16
Pennsylvania	\$29,292	\$2,441	\$563	\$14.08

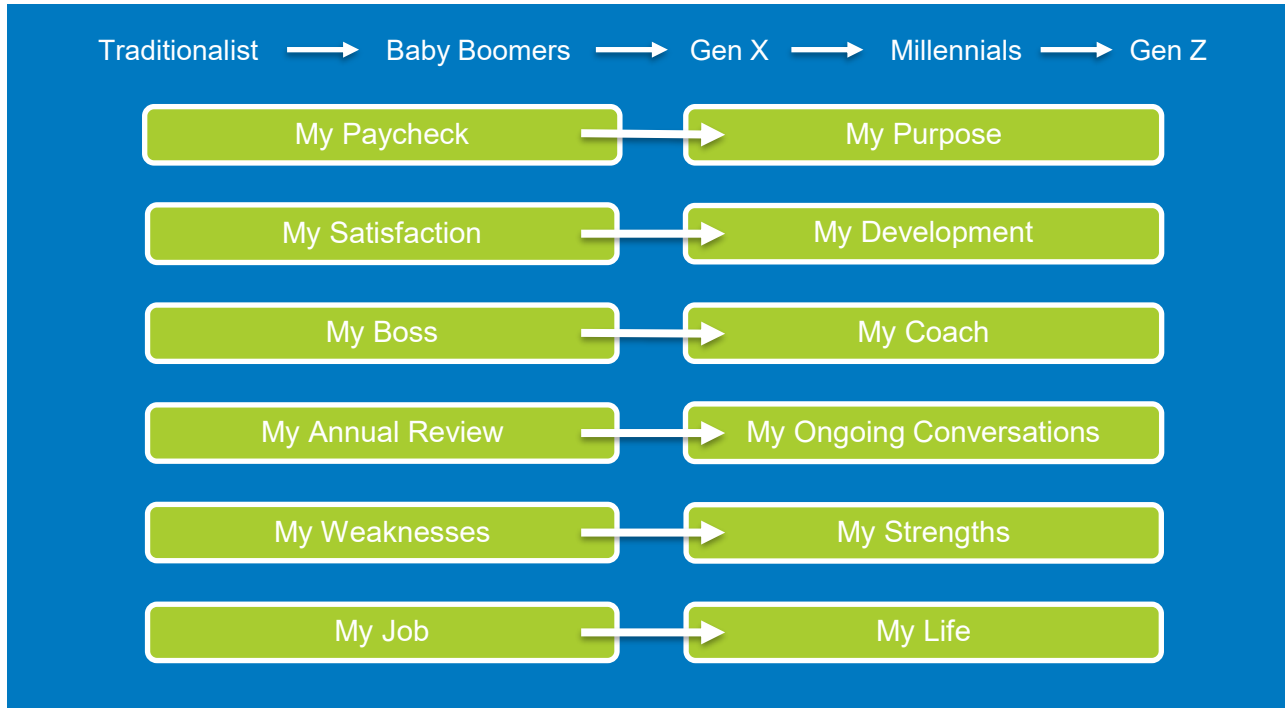
State	Annual Salary	Monthly Pay	Weekly Pay	Hourly Wage
Nevada	\$29,231	\$2,436	\$562	\$14.05
North Dakota	\$29,213	\$2,434	\$562	\$14.04
Texas	\$29,193	\$2,433	\$561	\$14.04
New Jersey	\$29,185	\$2,432	\$561	\$14.03
Montana	\$29,113	\$2,426	\$560	\$14.00
Arizona	\$28,813	\$2,401	\$554	\$13.85
Indiana	\$28,628	\$2,386	\$551	\$13.76
Minnesota	\$28,468	\$2,372	\$547	\$13.69
North Carolina	\$28,452	\$2,371	\$547	\$13.68
Tennessee	\$28,435	\$2,370	\$547	\$13.67
South Dakota	\$28,360	\$2,363	\$545	\$13.63
Wisconsin	\$28,297	\$2,358	\$544	\$13.60
Ohio	\$28,229	\$2,352	\$543	\$13.57
Oregon	\$27,917	\$2,326	\$537	\$13.42
Utah	\$27,873	\$2,323	\$536	\$13.40
Georgia	\$27,795	\$2,316	\$535	\$13.36
Louisiana	\$27,608	\$2,301	\$531	\$13.27
Kansas	\$27,494	\$2,291	\$529	\$13.22
Iowa	\$27,195	\$2,266	\$523	\$13.07
Alabama	\$27,145	\$2,262	\$522	\$13.05
New Mexico	\$26,885	\$2,240	\$517	\$12.93
Kentucky	\$26,315	\$2,193	\$506	\$12.65
Florida	\$26,197	\$2,183	\$504	\$12.59
Arkansas	\$25,853	\$2,154	\$497	\$12.43
Mississippi	\$25,756	\$2,146	\$495	\$12.38
Illinois	\$25,712	\$2,143	\$494	\$12.36

Attraction & Retention Marketing Your Brand





Communicate to your demographic



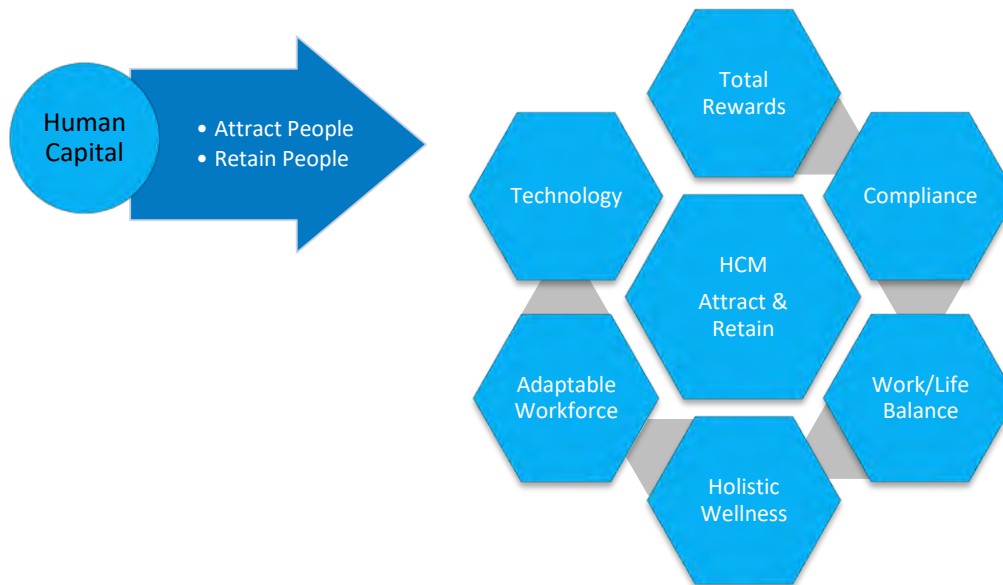
Make or Break You - Stop the Retention BI\$\$d

Attacking the Root Causes

- Strategic HCM Practices
- Supervisors Trained in Leadership Mgmt.
- Employee Contributions Valued
- Clear Communication of Business Goals and Objectives



How does HR Market Culture and Elevate the Brand?





Consider Communication = Marketing

Needs are the core of the marketing concept. The study of Motivation refers to all the processes that drives a person to perceive a need and pursue a definite course of action to fulfill that need.

[Consumer Behavior](#)

Remember Engagement?

Employee Engagement

- ✓ Talent Attraction
- ✓ Retention
- ✓ Impacts Health & Welfare Costs
- ✓ Increased Performance



Make or Break You - Applicants

Technology... Technology... Technology

Social Media

Your Website

Highlight the best features

Organization

Community

Your Internal Referrals

Brand

ALERAGROUP ABOUT SOLUTIONS LOCATIONS RESOURCES CONTACT US

JOIN A TEAM YOU CAN GROW WITH

CULTURE, COMMUNITY, COLLABORATION

Join a Team You Can Grow With

At Aleragroup, we are passionate about collaboration and growth. Enjoy working in a highly collaborative culture? Looking for an exciting environment that is constantly growing and improving? If you care about providing outstanding client service while serving local communities, then we may be looking for you.

[SEE OPEN POSITIONS](#)

Our Culture

Whether we are sharing resources across our national network or simply sharing expertise with a new client, collaboration is at the center of our culture. Collaboration helps us elevate the client experience, ensuring we grow with integrity, both as an organization and as individuals.

Aleragroup culture is founded on the principles of the Collaborative Way: Listening Generously, Speaking Straight, Being for Each Other, Honoring Commitments, and Acknowledgement and Appreciation.

The Collaborative Way is the foundation of who we are as a business and as people, dedicated to working with each other to provide the best possible service to our clients.

Our Team

Our clients expect customized, innovative recommendations delivered by a trusted, passionate advisor. They count on us to do what is right for them and help them achieve their goals. We work hard to meet these expectations and justify their trust. We know that people's lives, families and businesses are better off because of what we do.

As such, each of our associates have been carefully selected based on their knowledge, experience and desire to make a long-term commitment to our clients. Our teammates are experts in communication, participate in community initiatives, are dedicated to diversity and multiculturalism and are passionate about their education and continued professional development.

glassdoor
4.5 ★★★★★

[SEE OPEN POSITIONS](#)



Department of Labor = Audits??

Are Your HR

Practices in Order?

Agencies

Office of the Secretary (OSEC)

Administrative Review Board (ARB)

Benefits Review Board (BRB)

Bureau of International Labor Affairs (ILAB)

Bureau of Labor Statistics (BLS)

Employee Benefits Security Administration (EBSA)

Employees' Compensation Appeals Board (ECAB)

Employment and Training Administration (ETA)

Mine Safety and Health Administration (MSHA)

Occupational Safety and Health Administration (OSHA)

Office of Administrative Law Judges (OALJ)

Office of Congressional and Intergovernmental Affairs (OCIA)

Office of Disability Employment Policy (ODEP)

Office of Federal Contract Compliance Programs (OFCCP)

Office of Inspector General (OIG)

Office of Labor-Management Standards (OLMS)

Office of the Assistant Secretary for Administration and Management (OASAM)

Office of the Assistant Secretary for Policy (OASP)

Office of the Chief Financial Officer (OCFO)

Office of the Solicitor (SOL)

Office of Workers' Compensation Programs (OWCP)

Ombudsman for the Energy Employees Occupational Illness Compensation Program (EEOMBD)

Pension Benefit Guaranty Corporation (PBGC)

Veterans' Employment and Training Service (VETS)

Wage and Hour Division (WHD)

Women's Bureau (WB)

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