



JAYHAWK CHAPTER

Lawrence, KS #486

# THE RESOURCE



NOVEMBER 2017



## Technical Training and the New Approach to Work Readiness

Tuesday, November 14, 2017

During this program, you will learn about Peaslee Technical Center's

- approach to the "new" work readiness.
- unique model on a national basis.
- incredible growth.
- How Peaslee Tech is helping industrial partners with succession and retention.

**Presenter: Marvin Hunt, Executive Director, Peaslee Tech**

Marvin Hunt oversees the daily operations of Peaslee Tech and coordinates the outreach efforts to drive economic development and training activities toward the training center. "Marvin Hunt has a proven track record and the perfect mix of experience, passion and knowledge of the community to lead the launch of the Peaslee Center," said Peaslee selection committee member, Cynthia Yulich.

Hunt served for 22 years at the University of Kansas, first in the Department of Speech-Language-Hearing, then at Continuing Education as Assistant Dean. He founded the KU Osher Lifelong Learning Institute and served as its first director. Hunt completed undergraduate and graduate degrees in Communication Studies at KU and his doctorate in Education from the University of Nebraska. For the past four years, he has served as Dean of Business and Continuing Education at Kansas City Kansas Community College where he has increased focus in workforce development and entrepreneurship.

**November Meeting Sponsor:**



**This event has been approved for one general credit by SHRM and HRCI**

**Tuesday, November 14, 2017**

Registration begins at 11:15 a.m. \* 11:15 a.m. Buffet Lunch Available \* 11:45 Opening Business /Chapter Announcements \* 12:00 Presenter \* 1:00 Meeting Adjourned

Location: Maceli's, 1031 New Hampshire, \*\*Parking is available across the street and in the parking garage at the north end of the block.

Pricing: Member in advance \$20. \$25 after Thursday noon pre-registration deadline or walk in at the door. Guest in advance \$30 if pre-registered by Thursday noon deadline prior to chapter meeting.



### Inside this issue:

Monthly Presentation	1
Financial Report	2
Sponsorship	3
Social Media	4-5
December Holiday Social	6
High-Performing Employees	7



**REGISTER ONLINE: [www.jayhawkshrm.org](http://www.jayhawkshrm.org)**



## Financial Report

### 2017 Board of Directors

#### President

Lori Carnahan, SPHR, SHRM-SCP

#### Past President

Debbie Snyder

#### President-Elect

Open

#### VP of Membership

Cassie Gilmore

#### VP of Finance

Heather Bunker SPHR, SHRM-SCP

#### VP of Professional Development

Mary McKenzie, SPHR, SHRM-SCP

#### VP of Communications

Cynthia Colbert

#### Certification Chair

Jenny Hiatt, PHR, SHRM-CP

#### Diversity Chair

Michelle Stegman

#### Foundation Activities Chair

Lori MacDonald

#### Legislative Affairs Chair

Dennis Meier, SPHR, SHRM-SCP

#### Social Media & Recognition

Keri Rodriguez, CESP

#### Volunteerism Chair

Open

#### College Relations Chair

Annette Delaney

#### Sponsorship Chair

Peter Steimle

[www.jayhawkshrm.org](http://www.jayhawkshrm.org)

 LinkedIn

Current Assets: 11/1/2017

#### CD's:

91-Day	\$	n/a	Checking Account:	\$ 18,581.51
182-Day (9/3/15)	\$	n/a	Pay Pal Account	\$ 5,339.04
12-months (5/12/16)	\$	8,560.53	Petty Cash:	\$ 101.00
			<b>Total:</b>	<b>\$ 32,582.08</b>



Prepared by: Heather Bunker SPHR, SHRM-SCP  
VP of Finance

### SEPTEMBER 2017 LABOR MARKET REPORT

Please find the links below to the September 2017 Labor Market report and the map of county unemployment rates/over-the-year change of unemployment rates.

Highlights and Quotes: <https://klic.dol.ks.gov/gsipub/index.asp?docid=472>

Kansas Map w/county unemployment rates (not seasonally adjusted unemployment rates):

<https://klic.dol.ks.gov/admin/gsipub/htmlarea/uploads/LR%20Sep2017%20Maps.pdf>

### Jayhawk SHRM Board Vacancies

If you've ever thought about serving on the board, this is a great time! We have a current opening for Volunteerism Chair, President Elect, and an upcoming vacancy for Certification Chair.



## Sponsorship

### 2018 Sponsorship Calendar NOW OPEN!

Would your company, clients, or service providers benefit from sharing your story with the members of Jayhawk SHRM? We surely benefit as a club when companies sponsor a monthly luncheon, e-blast, or our website! Sponsorships of a monthly luncheon cost \$300 and include:

- Logo in the meeting announcement email
- Logo on the scrolling PowerPoint the day of the meeting
- 5 min of podium time at the meeting
- One seat at the lunch & presentation
- Opportunity to hand out materials
- Opportunity to provide a door prize for a drawing

Ask Peter Steimle if you'd like a paper or electronic brochure with sponsorship details to share with your company or service providers. Or, send their contact information to Peter and he will reach out to them! ---> [sponsorships@jayhawkshrm.org](mailto:sponsorships@jayhawkshrm.org)

Submitted by: Peter Steimle  
Sponsorship Chair



### DID YOU KNOW?

In 1621, the Plymouth colonists and Wampanoag Indians shared an autumn harvest feast that is acknowledged today as one of the first Thanksgiving celebrations in the colonies. For more than two centuries, days of thanksgiving were celebrated by individual colonies and states. It wasn't until 1863, in the midst of the Civil War, that President Abraham Lincoln proclaimed a national Thanksgiving Day to be held each November.



## How Firms Are Turning to Social Media Contests to Recruit Top Talent

*With more prospective candidates consumed in social media, more firms are turning to the medium to solicit candidate applications, using creative contests instead of traditional recruiting norms. Are these tactics legitimate?*

Candidates who wanted to apply for the “world’s coolest job” — to travel the earth taking pictures, shooting video and flying drones for creative marketing agency Beautiful Destinations — couldn’t submit a resume or cover letter. There was no form to fill out for work history or references and no personality assessments or behavioral quizzes.

Instead, candidates applying to the job at Beautiful Destinations needed a hashtag and an Instagram account. When Jeremy Jauncey, the company’s co-founder and CEO, set out to expand his four-member content team of videographers and photographers, he knew slapping a job ad on the usual talent boards wouldn’t do. Much of the Beautiful Destinations team is young — recent college grads or, in a few cases, students who pressed pause on higher education to take a full-time gig as a globetrotter

“This demographic doesn’t want to read job descriptions or ads — they want to get to know a brand and feel that it speaks to them,” Jauncey said.

So the team decided to bring the job opening to the people most likely to want to fill the position: the company’s social media followers. They crafted a short video explaining the contest and gave candidates a little more than a month to create their own new travel video and use the #worldscoolestjob hashtag.

“We thought maybe a couple thousand people would apply,” Jauncey said. “But we got more than 65,000 applications. It was staggering.”

The applications are still rolling in: More than 30,000 people have posted content with the hashtag since the job window closed. “The exciting thing was that it was so virally shared,” Jauncey said. “When you see a job advertisement on a board, the likelihood of sending it to a friend is so low. But with this, we saw that tens of thousands of people were tagging friends and encouraging them to apply.”



### #HelpWanted

The recruitment tactic may sound unorthodox, but as Generation Z hits the job market following the rise of their millennial predecessors, it may become more mainstream. In the next five years, Gen Z, or those born between roughly 1990 and 1999, will make up more than 20 percent of the workforce, according to a Robert Half International study. Today, only 3 percent of recruiters engage candidates on Snapchat and 13 percent on Instagram, according to a recent Jobvite survey.

Still, this type of social media recruiting may rise in tandem with the next-gen talent tsunami. Furthermore, positioning the opening as a contest rather than a static job ad is a quick way to goose engagement, according to Rebecca Vertucci, New York-based customer success manager with LinkedIn and career success coach with Vertucci Career Academy.

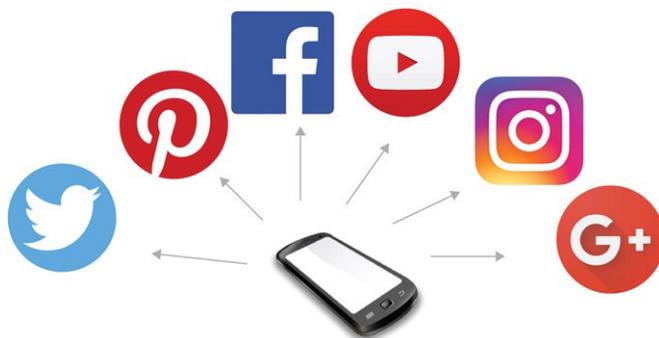
“In today’s talent market, you have to be competitive in what you’re offering candidates and how you go about getting the talent your company needs,” Vertucci said.

Just don't assume that social media contests will stay a young person's recruitment lure. "We are now living in an age of technology where every generation has smartphones and is connected to social media," said Scott Galanos, Denver branch manager at Addison Group, a Chicago-based staffing and employment firm. Companies may start to use social contests to attract younger and less-experienced candidates, but any social media norm will eventually migrate across generations, he said.

## Beware the Flood

Social contests are as varied as the HR teams behind them: At GrubHub, the online food delivery service, the HR team relied on SnapChat to host its recruiting contest and a photo gallery for admissions. At OgilvyOne, an advertising firm, the talent office created a dedicated YouTube channel and invited applicants to upload a video selling them a brick. Finalists got to pitch at the Cannes Lions International Advertising Festival, which is also where the winner was announced.

And when Public Broadcasting Service WTTW's Chicago TV show "Check Please" needed to find a new host, the station asked potential hosts to upload a video of themselves on YouTube explaining why they should be hired. The contest was announced at 8 a.m., and by 9:15 a.m., it already had the first video, according to David Manilow, the show's creator and executive producer, which has similar programs in San Francisco, Miami, Phoenix and in Vienna, Austria.



"Doing this format was very consistent with our brand: We are about regular people telling us about their favorite places," said Manilow, explaining "Check Please." "When I was looking for a new host, rather than doing it under the radar, I thought it was good to open it up to everyone."

"Check Please" received 1,100 videos through YouTube and viewed every single one.

"When we got interesting videos, I would release them on Twitter and on Facebook, and people upped their content, thinking they would have to do something a little more creative, a little more special," Manilow said.

There's no question that fielding applications using social media contests requires a different HR strategy. At Beautiful Destinations, nearly everyone in the company got involved in the massive screening effort. Still, it took more than four months to comb through the deluge of social applicants. "We're down to 150 finalists now," Jauncey said. "That feels really manageable."

Though the Beautiful Destinations team hasn't finished its deliberations, it has decided on one thing: More than one new creative will be joining the team.

*Kate Rockwood is a freelance journalist based in the Chicago area.*





## *Annual Jayhawk SHRM Holiday Social*

Join us at our annual Holiday Social on Tuesday, December 12th at 11:30 a.m. at Maceli's. All who wish to attend should register for this event no later than Friday, December 8th at noon.

If you are a current member of the Jayhawk Chapter of SHRM (i.e. your dues are paid for 2017), you can join us for the holiday social for FREE!

If you are not currently a member of the Jayhawk Chapter of SHRM and you join and remit your dues prior to or on December 5th, you will get your meal for free too!

Non-members who submit their completed membership application and dues payment prior to December 31, 2017 will also qualify for our end of year membership promotion, which provides you with membership to the Jayhawk Chapter of SHRM through December 31, 2018 at our current dues price (\$75 for dual National members/\$95 for non-National members).

Any new member who wishes to take advantage of either of these special promotions should contact Cassie Gilmore, VP of Membership at [membership@jayhawkshrm.org](mailto:membership@jayhawkshrm.org). If you don't want to join our Chapter yet, just join us for lunch. Guests can attend for a cost of \$30.00. We love meeting new people!

Be sure to bring a gift for our gift exchange. We are asking that gifts be in the vicinity of \$10. No "gag" gifts please.

We will also be selling chances to win some great prizes and all money collected will go to the SHRM Foundation. Bring some \$1s (or more if you'd like). We will also accept cash, check or credit cards. You could be a winner!

We would love drawing donations. If you are able to make a donation for the drawings, please contact Lori MacDonald at [foundation@jayhawkshrm.org](mailto:foundation@jayhawkshrm.org).

**December Meeting Sponsor:**



We look forward to seeing you on Tuesday, December 12th at 11:30 a.m. at Maceli's

## The 10 Habits of High-Performing Employees

I've never worked with an organization that said they didn't care about performance. Quite the contrary, I've always worked with organizations that cared about performance. A lot. Specifically, they wanted high-performance. In individuals and in teams.

But what does it take to identify a high performing (HiPo) employee? And once you've identified them, [how can managers continue to develop their skills and abilities](#)? HiPo employees have some habits that set them apart.

1. **They have their own system.** Whether it's a morning routine, a mindfulness ritual, a bullet journal, etc., HiPo employees have their own way of staying grounded and organized. It helps them stay focused on what's important, so they can perform.
2. **They listen to others – for feedback, suggestions, and proven strategies.** High performing employees take -in information. It could be about their performance. Or a speaker during a conference with a tip or resource. Possibly a co-worker explaining a strategy that worked for them.
3. **They hold themselves accountable.** Always focused on quality, HiPo employees keep their word. If for whatever reason, they cannot deliver, then they renegotiate the deliverable. People who work with high-performers know exactly what to expect.
4. **They are focused on the positive.** This isn't to say that everything around them is always positive. But when given a choice between celebration or cynicism, they find a way to look on the bright side. This outlook helps HiPo employees stay engaged with their work.
5. **They will accept a challenge. And often don't need to be told.** High performing employees are willing to take on tough tasks. They are [ready to solve problems](#). Many times, they are the employees bringing you the problem and the solution.
6. **They set their own goals. Along with stretch goals.** HiPo employees have goals. Not only the goals that the company sets for them. They have their own goals. In addition, high-performers set stretch goals. Maybe to finish the project early or under budget. They look for opportunities to exceed expectations.
7. **They learn from their mistakes.** Speaking of accomplishments, HiPo employees don't always achieve their goals. But they do use those moments to reflect and learn from the situation. They [don't view the moment as failure](#). It's an opportunity (see Habit #4.)
8. **They know how to manage their time.** This ties into Habit #1. HiPo employees are able to perform at their level because they understand their personal working style and how to get things done. This includes saying "no" at times so they don't disappoint. Or negotiating commitments and setting clear expectations.
9. **They're committed to their own personal development.** High-performers are not complacent when it comes to new skills. HiPo employees learn something every single day. It doesn't need to be [a breakthrough discovery](#). They understand that learning takes place in small iterations.
10. **They're highly engaged and willing to commit to the organization.** Several of these habits point to an individual who is happily engaged with their work and the company around them. They perform at a high level because the organization is invested in their success. HiPo employees build a working relationship based on trust and respect.

While it's important to keep the entire workforce engaged, it's particularly important to keep high performing employees engaged. High performing employees are often selected for the company's succession plan. Research from CEB shows that organizations with [strong leadership can double their revenue and profits](#). So those HiPo employees are the key to future business growth.