



West Sound Human Resource Management Association

# West Sound Happenings

October 2004

*Save The  
Date*

**October 22, 2004**  
Rescheduled FLSA  
Wage/Hour Update

**November 10, 2004**  
Fall half-day conference.  
See page 2 for more in-  
formation.

**December 8, 2004**  
Annual Work/Life Awards  
Presentations and Holi-  
day Celebration

Please continue to check  
our website at  
[www.wshrma.org](http://www.wshrma.org) for up-  
dated information on the  
above events.



## WSHRMA October Luncheon

### Diversity - The Untapped Recruiting Resource

Presented by: Job Area Network

**October 13, 2004 — Red Lion Silverdale Hotel**

This meeting will start with the viewing of a great video titled "The Diversity Cafe". We will then participate in some roundtable discussion about the video. Then if you are having trouble finding good workers, you won't want to miss a presentation by the Job Area Network. They will be discussing how to find dedicated workers who are eager to work for you and give you the best they can.

Job Area Network (JAN) is a consulting service designed to increase the employability of people with disabilities by: 1) providing individualized worksite accommodations solutions, and 2) providing technical assistance regarding the ADA and other disability related legislation.

**RSVP by October 8, 2004**

Date: October 13, 2004

Time: 11:45 am—1:30 pm

Place: Red Lion Silverdale Hotel

Price: \$15.00 Member  
\$25.00 Non-Members

RSVP: [ccrisp@oc.ctc.edu](mailto:ccrisp@oc.ctc.edu)  
360-475-7306



**RED LION  
SILVERDALE HOTEL**

3073 NW Bucklin Hill Road  
Silverdale, WA 98383

360-337-8800



## Become A Member

Are you interested in a SHRM Membership or transferring your membership to our chapter? Please give Marie La-Marche, VP of Membership a call with any questions. 360-792-3330 or e-mail at [mlamarche@thesunlink.com](mailto:mlamarche@thesunlink.com)

## AFFILIATE OF



## Job Bank

Please check out our website at [www.wshrma.org](http://www.wshrma.org) for current job openings. If you would like to advertise an open HR position in the WSHRMA job bank, please contact Lisa Hecker at 360-779-4431 or e-mail to [lisah@fredhillmaterials.com](mailto:lisah@fredhillmaterials.com)

## NOTICE

### FLSA Wage/Hour Update Rescheduled

The presentation on FLSA and Wage/Hour Update has been rescheduled. This presentation will include how employers can avoid class action wage and hour litigation; the new amendments to the federal "white collar" overtime exemptions; the new Washington regulations defining "salary basis" for exempt employees and how employers can comply with meal and rest break requirements. Jeff Youmans, Partner, Davis Wright Tremaine LLP will be the presenter.

Date: October 22, 2004  
 Time: 7:30 am— 9:30 am  
 Place: Olympic College Student Center  
 RSVP: [lyerger@oc.ctc.edu](mailto:lyerger@oc.ctc.edu) by October 14, 2004  
 Price: \$15.00 Member\*  
 \$25.00 Non-Member\*

**\*The price will be waived for those who attended the August breakfast briefing.**

### Study Group Started in September



**WSHRMA's next study group for the Human Resource Certification Exam** started

on September 20, 2004 and will go from 6:00 PM till 8:00 PM every Monday until November 15, 2004.

The only expense with certification is associated with the exam cost and purchasing study materials including an interactive CD to study with. You may access detailed information on the HRCI exams, including cost, application process, registration deadlines, and other valuable information by visiting the website [www.shrm.org/hrci](http://www.shrm.org/hrci). You must be a SHRM member to be eligible to participate in the WSHRMA study group.

For more information please contact: Audi Ritz, PHR at [audi@kitsapdrc.org](mailto:audi@kitsapdrc.org)

## WSHRMA Fall Conference—Safe and Sound November 10, 2004

Make a note on your calendar for the (half-day) Fall Conference to be held on Wednesday, November 10, 2004 from 7:30 a.m.—11:30 a.m. at the Olympic Lodge—Naval Base Kitsap in Bremerton.



Topics include protecting your employees from identity theft, and how new communication technology can create potential privacy and security problems for you and your employees (spy software, internet use, cell phones). Includes continental breakfast.

Watch the website and your mailbox for more information regarding topics, speakers and registration.

## 2004 West Sound Work/Life Partnership Award

HERE IS A CHANCE FOR LOCAL EMPLOYERS to be recognized for their leadership and commitment in providing policies and practices that help their employees balance work and personal responsibilities for healthier workplaces, families and communities. The 2004 West Sound Work/Life Partnership Award acknowledges organizations that use creative and effective ways to help employees improve their work performance by resolving the often-conflicting demands of work and family.

The recipients of the award will be honored at the West Sound Human Resource Management Association's Celebration Luncheon on Wednesday, December 8, 2004. Deadline for submission of the application form is October 28, 2004.

Sponsors for the event include the Silverdale Chamber of Commerce, Bremerton Chamber of Commerce, Bainbridge Island Chamber of Commerce, Kitsap Business Journal, West Sound Human Resource Manage-

ment Association and Kitsap County Prevention Services.

The 2003 award recipients were the Sycamore Tree Preschool and the Kitsap Physicians Service (KPS) who received the Alumni and Exemplary Drug Free Workplace Awards.

To request an Application Form, contact Mary de la Peña at 360/337-4878 or Che Che Murphy at 360/337-7185, ext. 3530 or go to WSHRMA's Website at <http://www.wshrma.org/worklife.html> (click on Work/Life on left side of the Home Page) to print out an application form and to learn more about the Work/Life Award.



### Foundation News...HELP NEEDED

As we all know the Foundation is responsible for the education branch of SHRM. It is through this Foundation that we are able to continue to educate, research and update the information needed to maintain certification.

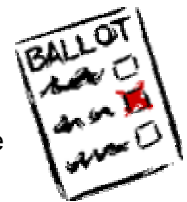
Our annual fundraiser is held at our December luncheon. In the past we have raised in excess of \$500.00 I would like to see us raise that by at least 50% this year. To do that, **I need your help.** We need item donated to auction off at our Silent Auction.

Please contact me for pick up if you would like or bring to any meeting.

Sharon Tucker, PHR  
 HR Manager, Kitsap Credit Union  
 Foundation Chair  
 West Sound Human Resource Association  
[Stucker@kitsapcu.org](mailto:Stucker@kitsapcu.org)

### WSHRMA Officer Election

It is time to start thinking about the WSHRMA officers for 2005. The Board, consisting of officers, plans meetings and takes care of chapter business. It is a great way to get more involved in our organization. Board members may also qualify for scholarships to NHRMA or SHRM events. If you are interested in any of the following positions, please notify Linda Yerger at [lyerger@oc.ctc.edu](mailto:lyerger@oc.ctc.edu) by October 1, 2004.



- President Elect,
- VP Membership,
- VP Programs,
- Secretary,
- Treasurer,
- Legislative Reporter,
- Education & Certification Advocate,
- Community Liaison/Diversity Director,
- Job Bank Coord./Publications Director

If you are nominating yourself, please send a short professional biography with your request.

## Traditional Recruitment Tools Can Work for Diversity

### Traditional Recruitment Tools Can Work for Diversity: Strategies For Creating Effective Diversity Print Advertisements

By Tracey deMorsella

The creation and evolution of cable television has revolutionized television advertising. By creating networks and shows for almost every target market imaginable, advertisers have been able to fine-tune their messages to address the specific needs of various target groups. This has led to a dramatic increase in the success of their advertising efforts.

As with broadcast advertising, the recruitment advertising industry has undergone some significant developments as a result of the development and evolution of the Internet. The dramatic growth of minority populations in the US over the past decade has also contributed to this evolution. As a result of this population shift, there is a demand for the creation of media targeting these ethnic populations and significant opportunities for employers who use advertising as part of their diversity recruitment strategy.

While advertising employment opportunities through traditional channels, like major newspapers and large-scale job boards play an important role in recruitment, delivering targeted messages that speak to the needs of the minority job seekers that you are reaching out to is the best way to attract a diverse slate of candidates for your employment opportunities and ultimately enhance the diversity of your workforce.

In addition to increasing and diversifying your pool of applicants, diversity recruitment advertising can enhance diversity in your employment brand. Some employers make the mistake of assuming that a positive image with their product or service translates into a positive image as employers that embrace diversity. Diversity recruitment advertising can be an effective tool for ensuring that diversity is an important part of your organization's overall brand image. It can also counter the impact of negative events, discrimination lawsuits and rumors of individual incidents, by reinforcing positive perceptions with image advertising.

Recruitment advertisements should sell more than just the position opening. They should also inform jobseekers about your organization's culture and the people that work there. If you want to attract skilled and talented minority applicants, one of the most important tasks that your recruitment advertisement must do, is relay that your organization embraces diversity. Your diversity print advertisements should be inclusive and must serve to position your company as one where minority employees are welcome, thrive, and do not stagnate. Mentioning awards, work/life perks, diversity milestones, community outreach, or recognition that your organization has received for being a great place to work is a great way to accomplish this.

If you want your diversity recruitment advertisements to be successful, those involved with constructing your diversity

recruitment advertisements must have a good understanding of these target markets that you are trying to penetrate. This can be accomplished by gathering input and research to identify what is important to the potential candidates that you are targeting and then integrate the key motivations uncovered into your advertising. Not doing so often results in wasted money, embarrassment, and the possibility the alienation of the very minority groups to whom you were seeking to reach.

When building a visual identity that communicates the importance of diversity within your organization, use images that show the various ranges of diversity that exist within it. The average reader is likely to respond negatively to an advertisement in which the company asserts that it embraces diversity if diversity is not reflected in that advertisement. It sends a message that the reader is not wanted in that organization.

While it is easier and more cost-effective in the short-term to deliver the same message to various target audiences, you can bolster the quantity and quality of your candidates from diverse backgrounds by tailoring messages to address the needs of specific target audiences.

One of the most effective diversity recruitment advertisement tools is the profile advertisement. These ads introduce potential employment applicants to a real person or people in your organization. Use descriptions that include traits that you desire in potential employees. This also imprints on potential applicants that you have top performers working for you. When using this form of advertisement, select people who have longevity in your organization and are successful. Include the employee's name and title, and if possible a quote from the employee stating how your organization helped them to become a success.

Using minority employees in your advertisements demonstrates that your organization is one in which people like them (from their ethnic group or race) can thrive. Recruitment advertisements that focus on or profile one individual are very effective when advertising in a publication that targets one nationality. This type of advertising also works well with banners on the Internet.

For targeted ethnic recruitment aimed at a specific career specialty, nothing beats ethnic career journals and publications. They often offer a variety of ways for you to get your opportunities out. Some ethnic professionals associations not only publish national newsletters and journals for their members, but regional ones as well. Most of these associations also have national and local web sites with online discussion lists that are used to promote employment opportunities.

Sometimes budgets don't allow for the luxury of having tailored messages for every group you are targeting. Not to worry. Diversity ads for general audiences can be designed to include a strong message of inclusion along with career

*(Continued on page 5)*

## Traditional Recruitment Tools Can Work for Diversity *(continued)*

*(Continued from page 4)*

issues of general interest. E.g., Training, growth opportunities, etc. Demonstrate the diversity of your organization in your recruitment advertising by showing people of different ethnic backgrounds, functional levels, heights, weights, genders, and ages. Make sure that the images relay that the organization is proud to have these employees and that they are proud to work there. These types of advertisements are often effective because no one seeing your advertisement is likely to feel excluded; and it will not look out of place in publications targeting minorities.

### FOUR COMMON DIVERSITY RECRUITMENT ADVERTISING MISTAKES TO AVOID

1. When targeting minority professionals avoid advertisements that may hold greater appeal to minorities who have less education. Doing so could have these potential job applicants feeling that the advertisement is stereotyping, which often leads to resentment at being targeted with these advertisements. With the new power of the Internet, word would spread, and your organization could be labeled as one that is racist.
2. Avoid using the word "qualified" in your diversity recruitment advertising, as it tends to turn off many diverse candidates. It often suggests to them that you think that they are generally not qualified.
3. Avoid the use of image showing isolated White males in recruitment advertising targeting minorities, as they will be less likely identify with the character portrayed in the advertisements. Doing so could have readers tune out from your message altogether. If you opt to use advertisements that do not illustrate diversity, use advertisements that have copy only or make sure that the images used are abstract.
4. Whether you are targeting candidates from diverse backgrounds or not, it is important that you include an EEO statement. Its absence could send that wrong message that perhaps your organization does not value diversity.

### BASIC RECRUITMENT ADVERTISING GUIDELINES

The following are some basic guidelines that you should apply to all recruitment advertising, but are often overlooked in diversity recruitment advertisements.

1. Use a variety of recruitment venues to enhance your success with the results of your recruitment advertising. Use online recruitment to enhance the impact of your print advertisements. This combination of media is a great way to steer readers to the company website for more detailed information about available employment opportunities and detailed information about your organization's diversity initiatives. Print advertisements can also serve to promote your organization's job fairs and open houses.
2. While many companies, know to include a link to their

web site in their recruitment advertising, they often overlook the option of using a link to their diversity section. This is a terrific way to provide potential candidates with additional information about your organization's inclusiveness. When linking to your web site's diversity section, it is important that there is an easy way to find link to the employment section and even a link to post resumes.

3. You want to give job applicants every possible option available to apply for the position. Make sure that that all of your recruitment advertising provides more than one way for applicants to submit their resume. Eliminate as many barriers as possible to increase applicant responses and include a fax, mail address, web address, and email for resume submissions. Avoid placing restrictions like "no phone calls" in your advertisement. Include a job code that you will be able to track ad responses to determine which media are most effective.
4. You can gain the attention of passive jobseekers by placing advertisements in relevant news and features sections of the publications used.
5. Try to avoid providing too much information in your advertisement, as you could lose jobseekers' attention. Instead, refer job seekers to your company's website for more specific information about the advertised job.
6. It is sometimes also a good idea to list all of your organization's major hiring areas so that potential job applicants won't assume that you are only recruiting in one career specialty.
7. If yours is an organization with employment opportunities across the country, indicate this in your advertisements to prevent readers from assuming that you only have opportunities at your company's headquarters.
8. Many organizations that advertise their company's openings sometimes avoid identifying themselves to avoid having to deal with screening a large number of inquiries via phone or in person. While this approach to recruitment advertising is acceptable, it can sometimes be a deterrent to potential minority applicants. They are often reluctant to respond to these types of advertisements because they have no way of knowing the organization's reputation with minorities and diversity.

While the variety of mediums for advertising your employment opportunities and number segment groups to whom you target your recruitment advertising message has increase dramatically in recent years, you such consider these changes opportunities, not obstacles. Knowing how to reach these employment marketing segments and how to use the tools available can significantly boost your efforts in developing and maintaining a talented and skilled diverse workforce.

*Tracey de Morsella is managing producer of The Multicultural Advantage Staffing Center <http://>*

West Sound Human Resource  
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**WSHRMA**  
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**Check out our  
website at  
[www.wshrma.org](http://www.wshrma.org)**

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