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## H.R. News Highlights



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## PSSSST....

## Resume Searching/Mining–TalentFilter

Sourcing the web for the most qualified candidates usually involves finding your way through countless corners, twists and turns—a time-consuming journey that often results in a dead end.

Alstin Communications knows how demanding your day is. We understand how frustrating your sourcing and searching efforts can be. And, despite how daunting the web's myriad nooks and crannies may seem, we believe in the outreach power of online. The people are there. You just have to know how to filter them.

Most organizations purchase access to resume databases because they see the need to proactively recruit new talent. Unfortunately, usage of this important resource is usually lacking, either through difficulty in their inherent search platforms, learning boolean search

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codes, changing search criteria and having different databases to search. Alstin has a powerful platform that unifies all sources, search efforts and screening steps from one single central location. It even offers automatic advice for search strings, sweeps all job board subscriptions (and free web sources), matches and rank results and delivers them to the recruiter's inbox.

Alstin's "power browser" resume searching TalentFilter's selling points?

- Makes resume searching a breeze
- Unifies all resume databases into one application
- Matches and ranks results
- Can even search in-house ATS systems
- Can be used to search the web for resumes of current employees, giving companies an opportunity to take corrective action to head off defections of key employees

The web is teeming with talent, and too often, short on the smart technology needed to reel it in. With TalentFilter, you can get more of the 'net's gems, bringing only those with the qualifications you're seeking along for the ride. If a single, web-based product sounds better than your current web wandering process, let Alstin unite you with the Strategies, Communications and Results to separate the best from the rest.

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## Welcome to Alstin in Action!

Alstin in Action is the new section of Alstin Answers that will provide an inside look at what we have to offer. We will feature an idea each month with a sample of how it worked for one of our clients. If you have questions or any interest in what we are featuring, please feel free to contact us at 215-568-3200 or [recruit@alstin.com](mailto:recruit@alstin.com). Thank you, and ENJOY!

### Career Videos and Podcast

Being a mover and shaker is about more than keeping up with technology. For the most effective companies - those who are steps ahead of the trends that others wait to jump on - innovation isn't a point on a checklist: it's part of their overall strategy. For the HR department focused on giving people "insider" access to what it's really like to work in their company, Career Videos and Podcasts are the most dynamic and alluring ways of spreading their message of opportunity to a world of potential candidates.

### Strategies

Have you ever felt as if you're not giving the full story about a position? Does it sometimes seem like your job posting just isn't resonating with potential candidates? Are you looking to add audio and streaming content to your careers site? A Careers Video or Podcast from Alstin Communications can effectively fill the gaps left by static web pages. By giving a clearer "snapshot" of who you're looking for, what it's like to be in a specific position, or how your company can be a match for a particular audience, Videos and Podcasts are small snippets of your culture with the potential for big returns.

### Communications

A Careers Video from Alstin - embedded within a job posting, career site, microsite, or other online venue - allows candidates to "try on" an occupation before they've even applied. More interactive and interesting than a static page on your careers site, a Career Video can target prospects with a high-quality, streaming video or audio experience that has the potential to turn apprehensive candidates into confident applicants. In much the same way, a Podcast—a digital recording of a radio broadcast or audio program which can be downloaded onto a computer or audio player for later listening—results in a more memorable first visit than clicking on an "About Us" tab ever can. Podcasts can be used as a subscription-based tool—much like RSS feeds, can act as accompaniment to a job posting, or can be used to market your ERP. Videos and Podcasts can also be promoted through viral marketing by strategically placing them throughout your corporate site as well as sites with content relevant to your target audience. However you use these tools, they're investments that can pay back with every click.

### Results

Career Video and Podcasts can:

- Build awareness of your recruitment brand via more robust media
- Help you deliver richer, more stimulating messaging to targeted candidates
- Leave a more positive first impression with visitors by giving them the feeling they're being talked "with" as opposed to "at"
- Turn ordinary recruiting event invites into talked-about marketing masterpieces
- Include an individual URL for all employment Videos/Podcasts and take away maintenance complications (by letting Alstin host them on our server)

Ready to shake up your messaging? Contact Alstin to learn more about Career Videos and Podcasts. We'll recommend the best Strategy for your needs, develop creative video- or audio-based Communications that work to attract applicants, and provide an implementation game plan that will deliver loud and clear Results.



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**Montgomery County Community College's** board of trustees has made it easier for students to spread out their tuition payments. Students in the program can pay 25 percent of their tuition prior to the start of class and the remaining 75 percent in three equal payments over the next three months of the semester. The program formerly required students to pay 50 percent of their tuition prior to the first day of class and pay the remaining amount in two equal sums by the middle of the semester. Students need only take three credit hours to qualify for the program. Previously, they were required to take four credit hours. (*Philadelphia Business Journal*, 5/15/09)

The Pennsylvania Department of Community and Economic Development is providing **Doylestown Hospital** with an \$11.1 million grant for the \$87 million relocation and expansion of its emergency department. The ongoing project, expected to be completed next year, is creating 450 temporary positions and 180 health-care-related jobs. The relocated emergency department will be in a more visible and accessible site on the east side of the hospital's main campus, and increase in size from 11,500 square feet to 55,756 square feet. The hospital expansion will also include: a chest pain center, an indoor bioterrorism treatment facility, infrastructure for a future rooftop helipad, a second-floor shell space that will accommodate the potential future expansion of 39 additional private treatment areas, and a 400-parking space garage. (*Philadelphia Business Journal*, 6/11/09)

**Aqua America Inc.** said Monday that its Pennsylvania subsidiary, Aqua Pennsylvania Inc., has completed its purchase of the Kratzerville Municipal Authority's water system for \$300,000. The system serves about 400 residents in portions of Jackson and Penn townships in Snyder County and is about five miles from Aqua Pennsylvania's other Snyder County systems, Rolling Green-Monroe Manor and Pennsview. Bryn Mawr, Pa.-based **Aqua America's** subsidiaries operate water and wastewater systems serving 3 million people in 13 states. (*Philadelphia Business Journal*, 6/1/2009)



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## NEW CLIENTS:

Since **January 2009**, the following organizations have become new clients of Alstin Communications:

**Bayada Nurses - NJ**  
Burlington, NJ

**Bancroft NeuroHealth**  
Cherry Hill, NJ

**Depaul USA**  
Philadelphia, PA

**GMAC Bank**  
Ft. Washington, PA

**GMAC ResCap**  
Ft. Washington, PA

**MEDCO (Liberty Bell Equipment Corp  
t/a MEDCO)**  
Philadelphia, PA

**Southeast Delco School District**  
Folcroft, PA

**Touchstone Wireless, L.P.**  
Hatfield, PA

**United National Group**  
Bala Cynwd, PA



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THANKS!**

**Philadelphia Area Association of Healthcare Recruiters (PAAHCR)** will host a meeting on 7/24 from 11:30 a.m. to 3 p.m. at Cape Regional Medical Center, Inc., 2 Stone Harbor Blvd, Cape May Court House, NJ. The topic for this event is To Be Determined. The sponsor for this event is Success Communications. For more information, please visit [www.paahcr.com](http://www.paahcr.com).

**Philadelphia Human Resources Planning Society (PHRPS)** For more information about PHRPS, please visit [www.phrpg.org](http://www.phrpg.org).

**Tri-State HRMA** will host a breakfast meeting on 7/8 from 8 a.m. to 12 p.m. The topic for the meeting is "HR 101 for Non-Profits" This meeting will take place at ValleyBrook Country Club, Blackwood, NJ. This event will be sponsored by Ballard Spahr Andrews & Ingersoll, LLP. Visit [www.tristatehr.org](http://www.tristatehr.org) for more information.

**PhillySHRM** will be one of the sponsors for the Mega Career Fair at Lincoln Financial Field on 9/23. This event will run from 10 a.m. till 4 p.m. For more information, please visit [www.phillyshrm.org](http://www.phillyshrm.org).

**Chester County Human Resources Association (CCHRA)** is currently planning its 2009/2010 schedule. For more information please visit [www.cchrassn.org](http://www.cchrassn.org).

**The Greater Valley Forge Human Resource Association (GVFHRA)** will host a Career Development Meeting on 7/13 at 5:30 p.m. The meeting will take place at Lee Hecht Harrison, Berwyn, PA. Frank Powell will host this event. Please contact Frank at 610-729-7603 if you have any questions. Also, GVFHRA will partner with the Philadelphia SHRM Chapter on 10/9 to host the Annual Delaware Valley HR Partnership Summit. This event will take place at the Philadelphia Marriott Downtown Hotel. For more information, please visit [www.dvhrpsummit.com](http://www.dvhrpsummit.com).

**HRA of Southern NJ** meetings take place at the George P. Luciano Family Center for Public Service & Leadership at Cumberland County College. Dinner meetings are from 5:30 p.m. 'til 8:30 p.m. For meeting information, please contact Agnes Trummer at 215-751-8208 or [atrummer@ccp.edu](mailto:atrummer@ccp.edu).

**The Human Resource Professionals of Central Pennsylvania (HRP of Central PA)** typically hold monthly meetings on the fourth Tuesday of each month. For more information please visit [www.hrpcpa.org](http://www.hrpcpa.org).

**HRMA of Princeton** will host a breakfast seminar on 7/10 at 8:30 a.m. The topic for this event will be "What Every HR Executive Needs to Know about Social Networking." This will be presented by Veronica Fielding, President of Digital Brand Expressions. This event will take place at Pepper Hamilton LLP, 301 Carnegie Center, Suite 400 Princeton, NJ. For registration and additional information, please visit [www.hrma-nj.org](http://www.hrma-nj.org).

**Southern Shore HR Management Association of New Jersey** hosts meetings on the third Wednesday of each month except for December. Please visit online at [www.sshrmanj.org](http://www.sshrmanj.org) for more information.

**SHRM DE (Delaware Chapter)** will host a dinner meeting on 7/14 at 5:30 p.m. The topic for this Diversity Meeting is "Ouch, Stereotypes Hurt." The speaker will be Ada Gonzales. The meeting will take place at the Cavalier Country Club and is sponsored by Wilmington University and Serviam Girls Academy. For more information, please visit [www.deshrm.org](http://www.deshrm.org).

**Southeastern Pennsylvania Chapter of the Society for Human Resource Management (SEPA SHRM)** holds monthly breakfast meetings featuring keynote speakers covering timely topics related to human resources. These meetings start at 8 a.m. Meetings are held on the third Tuesday of each month at the Ramada Inn Northeast Philadelphia. For more information visit: [www.sepashrm.org](http://www.sepashrm.org).





## Out-of-Pocket Health Care Expenses Rising

As health care costs continue to rise, employers are boosting deductibles and other out-of-pocket payments made by employees, according to a recent survey.

The PricewaterhouseCoopers survey of 694 employers found that 20 percent of respondents this year imposed an in-network deductible of \$400 to \$999, up from 17 percent last year, while 11 percent imposed a deductible of at least \$1,000, up from 8 percent. At the same time, 14 percent of employers this year required employees to pay at least 34 percent of the premium for dependent coverage, up from 10 percent of employers last year.

Those increases came as respondents reported that group health care plan costs rose an average of 6.1 percent this year, a slightly lower increase than the 6.4 percent rise last year. Boosting employee cost-sharing is a delicate balancing act, noted Michael Thompson, a PwC principal in New York.

On one hand, employees can become more careful consumers of health care services as more costs are shifted to them. On the other hand, health plan enrollees might delay getting needed medical services if their share is boosted too much, he noted.

The survey also found that while less than 40 percent of employees enroll in employer-provided wellness programs, participation rises when employers offer incentives such as cash or gift cards. For example, when employers gave employees some type of financial incentive for employees to complete a health risk questionnaire, about 45 percent did so. By contrast, only about 30 percent of employees underwent the assessment among employers that did not provide such incentives. (*Workforce Management*, 5/28/09)

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## SHRM, Democrats Tangle over Paid-Sick-Days Bill

After the first hearing in its legislative history, it's unclear whether a bill that would require companies to offer paid sick days will take a path toward reconciliation or strife between business and advocacy groups. But at a recent meeting of a House Education and Labor subcommittee, the Healthy Families Act created tension between the panel's Democratic chairwoman and an official of the Society for Human Resource Management.

Rep. Lynn Woolsey, D-California, said the bill, which would allow employees to accrue up to seven paid sick days each year, would provide economic security for workers who cannot take time off for themselves or loved ones during an illness because they are afraid of losing their jobs.

Woolsey asserted that only 8 percent of workers have paid family and medical leave. Rep. Rosa DeLauro, D-Connecticut and author of the bill, said that almost half of private-sector workers lack paid sick days.

SHRM chief operating officer China Miner Gorman warned that the bill would foist new requirements on employers that could turn out to be as difficult and costly to administrate as the Family and Medical Leave Act—whose 200 pages of regulations she held up at the hearing. During the questioning of witnesses, Woolsey turned to Gorman first. Woolsey noted that she was once an HR professional at a technology company in the 1970s that provided paid leave while growing from 12 to 800 workers.

"We would have bent over backwards if one of our employees had a family matter," Woolsey said. She implied that too many companies today don't offer the same support.

"What do you think HR people are all about?" Woolsey asked Gorman, after twice calling SHRM "shoorum," and declaring "that doesn't say anything to me" after Gorman gave her the proper pronunciation. Gorman responded, "HR people are all about having an active and productive workforce. Our members are very clear that providing paid time off... is an important part of an employee's total compensation."

More than 81 percent of SHRM members who responded to a recent survey said that

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their company provides paid sick time, while 42 percent offered paid time off that could be used for sickness, vacations and personal matters, according to Gorman.

During her testimony, Gorman introduced SHRM's principles for developing workplace flexibility law, which include encouraging employers to offer paid time off in exchange for protection from federal, state and local leave requirements. "Congress should build on the progress that is already being made by offering incentives for employers to do more-not risk the unintended consequences of another government mandate," Gorman said. (*Workforce Week, 6/11/09*)

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## Time Change Increases Accidents

When the nation moves its clocks ahead by one hour for daylight-saving time in March, the impact on workers is much greater than just being groggy from losing sleep -- it can cause a significant increase in workplace accidents, according to two researchers at Michigan State University.

Using 24 years of data from the U.S. Department of Labor's Mine Safety and Health Administration, psychology doctoral students Christopher Barnes and David Wagner found that workplace accidents spike on the Monday after daylight-saving time changes in the spring.

When compared to every other day of the year, the first workday after daylight-saving time resulted in 40 minutes less sleep for American workers, leading to a 5.7 percent increase in workplace injuries and nearly 68 percent more work days lost to injuries, the study says. The data found no ill effects of daylight-saving time in November, when Americans move their clocks back an hour, and typically gain about an hour of sleep.

"Employees who are sleep deprived in the workplace think they can just tough it out and it won't affect them," says Barnes. "It's like a drunk driver who doesn't really realize they've had one too many." The research is slated to appear in the September issue of the *Journal of Applied Psychology*, says Barnes.

Employers should also keep in mind that sleep deprivation can affect company drivers, causing road accidents, according to two studies. The U.S. National Highway Traffic Safety Administration cited sleep deprivation as the most likely cause of a 17-percent increase in accidents on the Monday following daylight-saving time, while the Canadian Ministry of Transport reported an 8-percent increase in the risk of accidents.

HR leaders should consider communicating to all employees about the increased risks in an attempt to avoid accidents, Barnes says. He also recommends that managers move especially dangerous tasks to another day.

Another idea from Barnes -- probably not a company's first option, however -- is for managers to stagger the start time for workers, he says. For example, a business could have employees come to work 45 minutes later than normal on the Monday after moving the clocks forward, then a half hour later the following day, 15 minutes later the next day and be back to normal by Thursday. (*hreonline.com, 6/11/09*)

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## Gender Discrimination Begins Much Earlier Than Exec Levels

Despite discussion regarding women hitting the glass ceiling once they reach the executive level, discrimination starts much earlier in their career, according to a recent paper by Development Dimensions International.

"Holding Women Back," which is based on responses from 12,800 leaders in 76 countries, found that women face gender discrimination from the very beginning of their careers. "Our data suggests that when you look at the things that would help people develop in their careers, women wouldn't get the same opportunities as men did," said Ann Howard, DDI's chief scientist.

One of the main areas where employers fail to include women is in their high-potential programs, where they identify those employees who managers believe could make strong leaders someday. According to the study, there were 28 percent more men than women in high-potential programs at the first level of management and 50 percent more men than women in such programs at the executive level. The problem with many companies' high-potential programs is that there is often no standard procedure to identify candidates, Howard said. Usually it's up to the managers to choose candidates,

she added.

"I'm not saying that there is some evil plot here," Howard said. "It's just that managers might think about future executives as men because that is the traditional norm at the company."

Many companies don't track how many women participate in high-potential programs, which also adds to this problem, said Jan Combopiano, vice president and chief knowledge officer at Catalyst, a New York-based organization dedicated to helping businesses build inclusive workplaces for women. "It's really important that there is accountability tied to these programs," Combopiano said. "It's critical for overcoming gender stereotyping."

Another way to make sure that women have the same opportunities as men to advance their careers is by having a formal succession planning program in place, Howard said. "It sets the same objective standards for everyone," she said.

Companies need to pay attention to all leadership development programs and make sure gender stereotypes don't get in the way of advancing women, Howard said.

"Employers need to have objective performance management standards in place," she said. Too often a company will say that there aren't women in management roles because they took time off to have babies, but that often doesn't explain the issue, Howard said. "The bottom line is that women are just as capable as men and if you have objective standards in place, women can show their stuff," she said. (*Workforce Week Management*, 5/19/2009)

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## **8 Cool Ways to Engage Your Hiring Managers and Hire More "A-Level" Talent**

1. Throw away the job description. We all know that lists of skills, duties, responsibilities, academics, required experience, and industry background are useless for attracting, screening, or selecting top performers. Hiring managers know this, too. So the next time you take a search assignment, ask the hiring manager what the person needs to do to ace the performance review. Then ask what the best people do differently than the average people in the department. Then ask why a top person would want this job. Then ask the manager if she'd see someone who could do all of this work successfully, even if the person didn't have all of the skills and experiences listed on the job description.

2. Don't take the assignment until you know the job. Since you've thrown away the job description, you can't leave the room until you have a complete understanding of what the person taking the job must do to be successful. To do this, take every item on the traditional job description and ask the manager what the person must do with it to prove superior competency. For example, if the manager says the person must have three to five years of industry experience, ask what will the person do with this on the job. This is how you convert job descriptions into performance profiles.

3. Train your managers to focus on performance early in the interview. In addition to the resume, ask candidates to separately summarize two different accomplishments related to the job – one team-based and one as an individual contributor. Then ask the manager to review these during the first 30 minutes of the interview. By having the hiring manager focus on the candidate's most comparable job-related accomplishments early-on, the interview is more focused, and emotional biases are minimized.

4. Go out of your way to minimize the impact of first impressions. More mistakes are made in the first 30 minutes of the interview than any other time due to the impact of first impressions. The tactic described in the point above, about focusing on performance early on, offsets this to a great degree. For one thing, the candidate is more confident since she has prepared the write-up. In addition, you should desensitize the manager ahead of time if you perceive a potential first-impression problem. Having the manager conduct a phone screen before the personal meeting can also be extremely helpful. You might suggest that the manager measure the "first impression" at the end of the interview when he or she is more objective.

5. Prep your candidate. The idea behind this is to minimize candidate nervousness, allow them to ask job- and performance-related questions, and to recognize that there is a formulaic way to answer questions that will overcome the typical weak assessment skills of hiring managers. A formal prep is one of the best ways to minimize the impact of hiring managers who aren't well trained.

6. Out-fact your manager. The one-question fact-finding interviewing process was developed to give recruiters enough information to disprove false conclusions. The idea behind this question is to ask the candidate to describe a few significant job-related accomplishments in great detail. The fact-finding process involves getting details, dates, metrics, org charts, and examples of going the extra mile. If you do this for two to three different accomplishments, you'll have enough information to challenge any false assertion. From a recruiter's perspective, accurate information is the only defense for conclusions based on intuition, biased first impressions, or narrow assessments.

7. Don't let managers conduct the first interview alone. Unless it's structured, pre-planned and focused, the initial one-on-one interview can quickly become an irrelevant or personality-based discussion. Making matters worse, if the candidate makes a positive first impression, the interviewer asks easier questions, and if the candidate falls short on the first impression hurdle, the interviewer asks tougher questions. For every new client, ask to lead the first round of interviews to avoid these problems. A well-run panel interview also avoids these pitfalls, since small talk is minimized and structure is ensured. A good lead interviewer can also watch out for - and reduce - temporary candidate nervousness by quickly intervening.

8. Use a multi-factor assessment. Practically speaking, untrained interviewers are unlikely to glean much insight into the candidate's ability to do the real work required for job success. While technical competency is part of this, it doesn't represent a complete assessment. For proof, consider the fact that when new employees underperform, it's typically not due to technical weakness; rather, it's because of weak team skills, lack of motivation to do the work, or a problem with the hiring manager's style. To address this, broaden the selection criteria and ask each interviewer to focus on a subset of these factors. A formal debriefing is part of this type of evidence-based assessment process.

Consider this: if you send in one less candidate per search using some of the techniques above, you'll increase your productivity by 20-30%! If you use them all, you'll double your placement rate and be the most sought-after recruiter on your planet. (*ERE.net*, 5/29/09)

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## **Enterprise's Recruiting Model Transforms Interns Into Managers**

Enterprise Rent-A-Car will employ 1,800 interns this summer, most of them rising juniors and seniors. By the time the interns head back to school in September, most of the rising seniors will have received a formal job offer from the company, and by the end of the fall semester, most will have accepted it.

With 2008 revenue of \$10.1 billion and 66,000 employees, Enterprise is the largest car rental company in North America and one of the top employers for interns and new college graduates. The company hires 8,000 graduates a year to fill its management talent pipeline.

Like most employers, Enterprise prefers candidates who have work-related experience. Its recruiters forgo rigid hiring criteria in favor of a broad approach that selects students with well-rounded work experience, leadership abilities and good customer-relations skills.

Employers consistently rank internships as one of their most effective recruiting tools. A 2009 survey conducted by the National Association of Colleges and Employers found that 76.3 percent of employers prefer graduates with relevant work experience. For college students, that experience is often gained through an internship or cooperative assignment.

An additional 18.9 percent of employers report that they prefer to hire graduates with any type of work experience, relevant or not.

As labor markets continue to soften, students who have worked in internship or cooperative programs will have a decisive edge in finding jobs. Employers can expect to see a surge in their internship applications over the 2009-2010 academic year, but that fertile field for recruiting will pay off only if the right programs are in place for training interns and converting them into full-time employees. (*Workforce Recruiting*, 5/28/09)

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## **Employers Furlough Without Weighing Legal Risks**

Employers are implementing furloughs without due consideration of all the legal risks, Robert Duston, an attorney with Saul Ewing in Washington, D.C., told SHRM Online. These legal risks run the gamut from wage and hour issues, possible unlawful discrimination, Worker Adjustment and Retraining Notification (WARN) Act requirements and possible labor relations challenges to benefits issues.

Mandatory furloughs rose sharply in the first quarter of 2009, according to a Watson Wyatt survey, which found that 17 percent of surveyed companies had instituted mandatory furloughs. Furloughs can help companies avoid layoffs, and "there is a recognition that employers will need to be poised for a turnaround," stated Laura Sejen, global director of strategic rewards consulting at Watson Wyatt. "Some cost-cutting measures such as reductions in force can put them at a disadvantage once the economy improves."

But the cost savings of furloughs could be undone by legal costs if compliance risks aren't considered up front. Duston said that furloughs are "a ripe area for class-action" lawsuits under the Fair Labor Standards Act (FLSA) because many employers are not thinking about wage and hour issues before instituting furloughs. "In such suits, it does not matter that the recovery for any one employee is small—the money is in the class certification, double damages and attorneys' fees," he noted.

The greatest danger of a wage and hour class or collective action arising from a furlough "is probably the claim that the employer has negated the exempt status of its salaried workers by making improper deductions based on either partial-week furloughs or else suffering or permitting exempt workers to engage in productive activity such as sending and receiving work-related e-mails during a full-week furlough and not paying the salary," according to Paul DeCamp, an attorney in the Washington, D.C., area office of Jackson Lewis and a former administrator of the U.S. Department of Labor's (DOL) Wage and Hour Division, the chief office responsible for interpreting and enforcing the FLSA. (*SHRM's HR Week*, 5/15/09)

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Kirby Risk Corporation	IN	34
Lima Public Library	OH	15
Masonicare Corporation	CT	25
Miami Dade College	FL	197
Millville Board of Education	NJ	11
North Branford School District	CT	11
Metropolitan Nashville Public Schools	TN	225
Ministry Health Care, Inc.	WI	60
Norfolk Southern Railway Company	VA & WV	13
North Rockland School	NY	17
Nypro, Inc.	MA & OR	62
PRC, LLC	FL & IA	30
Principal Financial Group, Inc.	IA	220
Recovery School District	LA	45
Redpoint Bio Corporation	NJ	11
Seven Counties Services, Inc.	KY	119
Starbucks Corporation	WA	120
Stein Mart, Inc.	FL	40
The Integer Group	CO & IA	19
The Manitowoc Company	WI	19
The University of New Hampshire	NH	7
Tree of Life, Inc.	IN	41
Trinity Health	MI & CA	17
Twin Disc, Incorporated	WI	36
Umicore Autocat USA, Inc.	OK	50
United Ways of Arkansas, Inc.	AR	6
University of Alabama at Birmingham	AL	245
University of Alabama Health System	AL	245
University of Redlands	CA	29



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*Enthusiasm: when it goes around,  
it comes around.*

**JPP's 5-Es are:  
ENERGY  
ENTHUSIASM  
EFFICIENCY  
EXCELLENCE  
ECONOMY**

## Pennsylvania near the Top in Clean Energy Jobs

Pennsylvania ranks third in clean-energy jobs nationwide with 38,763 of them in 2007, according to a report issued recently by the Pew Charitable Trusts. New Jersey was ninth with 25,397 clean-energy jobs. California was first with 125,390 and Texas was second with 55,646.

The report, called, "The Clean Energy Economy: Repowering Jobs, Businesses and Investment," lists the number of clean-energy jobs, companies and investments in each state and Washington, D.C. It defines them as jobs, companies and investments "aimed at developing clean, renewable sources of energy, increasing energy efficiency, reducing greenhouse gas emissions that cause global warming and conserving water and other natural resources."

Clean-energy workers include engineers, plumbers, administrative assistants, construction workers, and marketing consultants. Their annual incomes range from \$21,000 to \$111,000.

The report found that the number of clean-energy jobs increased faster than the rate of all jobs between 1998 and 2007. In the latter year, there were 68,200 clean-energy businesses employing 770,000 people, according to the report. By comparison, biotechnology companies employed fewer than 200,000 in 2007, the report said.

The report also said that the clean-energy economy "has tremendous potential for growth" because of investments by the public and private sectors and other actions on the part of federal and state governments. The report can be downloaded from the Pew Charitable Trusts' Web site. (*Philadelphia Business Journal*, 6/11/09)

## Five-dollar menu at Philadelphia International Airport

The restaurants at Philadelphia International Airport are launching a \$5 meal program for cost-conscious fliers. The "Wow! \$5 Chow" program will be available at some 50 restaurants in the airport.

"Offering the WOW! \$5 CHOW! menu will allow our passengers to stretch their travel dollars a little further and encourage them to explore the dining options at our airport," said Clarence LeJeune, president of the Philadelphia Marketplace Food & Shops.

Retail operations at the airport are managed by MarketPlace Development Inc., a Newton, Mass.-based retail-development firm. A similar discounting program is being offered at New York's LaGuardia Airport, whose retail operations are also handled by Marketplace Development. (*Philadelphia Business Journal*, 5/18/09)



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## NORTHEAST

**Camden Courier-Post (NJ)** will have a banner section called "Star Spangled Jobs" on 7/5.

**Greater Philadelphia Newspapers (PA)** will have a special section called "Build Your career-Skilled Trades" and "Top Jobs in Healthcare" on 7/12. There will be a section called "Jobs A-Z" on 7/15.

**Nursing Spectrum & NurseWeek** will host a Career Fair in Tarrytown, NJ on 7/31

## WEST

**Nursing Spectrum & NurseWeek** will host a Career Fair in San Diego on 7/17.



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