



HR ELEMENTS®



HR & EMPLOYEE BENEFITS NEWSLETTER

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Welcome to the UBA Partner Firm exclusive monthly newsletter, delivering insights into timely human resources and employee benefits topics.

HR Elements | March 2024

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Dear HR Manager,

What initiatives can I implement to support child caregivers in my organization?

– Creating a Culture of Care

Dear Creating a Culture of Care,

The accessibility, affordability, and reliability of childcare are challenging, so [addressing these issues](#) requires thoughtful action. To create a culture that supports child caregivers, consider these steps to create a culture that supports child caregivers.

Lead by Example

Leadership can set the tone for acknowledging the importance of childcare by sharing personal experiences to help destigmatize working parents' challenges and encourage open discussions about solutions. Acknowledge the essential role of childcare for parents who juggle balancing work and family life. Encourage a workplace that values flexibility and offers an inclusive environment where caregivers feel seen and heard.

Enhance Benefits

Review and expand your employee benefits package to include childcare support to meet employees where they are. Conduct a survey to gather data and determine what options, such as flexible schedules, subsidized

babysitters, or partnerships with a local daycare provider, would be valued. Practical childcare solutions can increase job satisfaction and be as vital to working parents' well-being as mental wellness support.

Communicate

A culture that recognizes the diverse needs of caregivers and accommodates childcare challenges can have a positive impact. Transparent communication about the available support and resources for childcare is critical. As with other employee benefits programs, regular updates and reminders about childcare benefits and resources can reinforce the company's commitment to its employees' needs.

Addressing childcare needs with empathy and a strategic plan can enhance your organization's employee satisfaction and productivity. By treating childcare as a fundamental aspect of your workplace strategy, you set a standard for corporate responsibility and contribute to a future where working parents can thrive.

– HR Manager

Workplace Culture | Attracting and Hiring Veterans

Hiring veterans can address the challenges of a skilled labor shortage and diversify your talent pool. You can tap into veterans' technical skills and leadership experience by adjusting your recruitment strategies to consider practical experience over academic qualifications.

Why should you develop a more inclusive recruitment strategy for veterans?

Veterans bring to the workplace a unique blend of leadership, accountability, problem-solving abilities, and proficiency in cross-functional skills, making them team assets. Their military background ensures they are well-equipped to handle challenging situations, follow through on assignments, and contribute positively to team dynamics and organizational goals.

[Hiring veterans can benefit employers](#) due to their:

- Diverse skill sets
- Experience with multi-tasking and time management
- Strong work ethic
- Teamwork, discipline, and adaptability

Employers:

- [Gain access to a broader and highly skilled talent pool.](#)
- Tap into unique skills and experiences to introduce new perspectives for problem-solving.
- Leverage distinct skills to improve organizational productivity and capacity for teamwork and innovation.

What else should you consider when recruiting veterans to bridge the military-civilian divide?

- Translate Skills
Host a workshop or provide resources to help veterans express how their military skills translate to current open roles.
- Offer Support
Partner with outside resources offering veteran training or internal resources to help veterans adjust to their new roles.
- Increase Awareness
Shine a spotlight on veterans' contributions to your company through internal communication campaigns and referral contests.

The U.S. Department of Labor's [Veterans Employment and Training Services](#) has regional resources that offer one-on-one assistance for employers to find, hire, and retain veterans. By rethinking your recruitment practices to embrace veterans, you access a rich reservoir of talent to help your organization advance in innovation and growth while supporting those who have served.

Employee Benefits | Millennials in Focus

Born between 1981 and 1996, [millennials represent 44% of the current workforce](#). They are reshaping expectations with their demand for roles that are not only professionally fulfilling but also personally resonant and socially impactful. For this generation, a job represents an essential aspect of their identity and life purpose, emphasizing work that contributes positively to society.

Prioritizing Flexibility and Wellness

At the top of Millennial preferences is the need for flexible work arrangements. This includes supportive policies for parental leave, adaptable scheduling, and opportunities for remote work, allowing them to tailor their work life to personal needs and lifestyle choices. Alongside flexibility, there is a strong emphasis on creating a work environment that supports overall well-being, with [mental health resources being particularly valued](#) for contributing to job satisfaction.

Integrating Digital Engagement and Health-Focused Initiatives

Millennials appreciate the integration of digital tools and online platforms that enhance their work experience and facilitate social connections. They are drawn to wellness programs and challenges that align with their health and fitness goals, utilizing technology to maintain motivation and foster community. Comprehensive health benefits, including a range of insurance options, are also crucial to this generation, reflecting a holistic approach to well-being that includes physical, mental, and financial health.

Emphasizing Financial Education and Support

Facing challenges such as student loans and the need for effective financial planning, Millennials highlight the importance of access to financial education and resources. Benefits that address these financial concerns, like

student loan repayment assistance and financial planning services, are highly valued, showcasing this generation's practical approach to securing their financial well-being.

Building an Engaging and Purposeful Workplace

Millennials seek a workplace that engages them and offers opportunities for personal growth and alignment with their values. Volunteer opportunities that resonate with their social and environmental concerns are essential, as are continuous learning and development opportunities, enabling them to remain relevant and satisfied in their professional paths.

To attract and retain Millennial talent, organizations are encouraged to develop a workplace culture that aligns with these values, blending flexibility, wellness, digital innovation, and growth opportunities. This approach helps build a motivated and dynamic workforce.

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