

April 2019

HR BRIEF

Provided by Baldwin Krystyn Sherman Partners

When it Comes to Employee Engagement, Communication is Key

According to a Gallup poll, 70 percent of U.S. workers aren't engaged at work. This statistic should alarm employers across the country, as low engagement means employees are not committed to their own success in the workplace, let alone the organization's.

Investing in employee engagement might seem unjustifiable for a business that is focused solely on profits, as it might not recognize the benefits of engaged employees. One simple and cost-effective way that you can improve employee engagement at your organization is by improving and expanding your communications strategies.

Typical benefits and workplace communications can be bland and difficult to understand, but they don't have to be. The key messages for each topic in an effective communications plan should be simple, relatable and actionable—and presented in a variety of content formats that you can use to communicate through multiple channels.

By implementing a multichannel communication strategy, where you use posters, emails, flyers and videos to communicate company and benefits information, your message will reach more employees. This will help employees feel more informed about your company, which, in turn, will improve their workplace engagement.

For more information on multichannel employee communications, contact Baldwin Krystyn Sherman Partners today.

The EEOC is Changing Things up by Moving Online

The Equal Employment Opportunity Commission (EEOC) recently proposed a rule that would increase its online presence and communications with private-sector parties.

The proposed rule is nothing new for the agency, but is the next step in fully implementing digital EEOC claims and related communications. The rule expresses the EEOC's wishes to conduct most of its routine business through its existing online portal. Routine business, according to the EEOC, includes actions like charge notices, determinations and position statements.

Additionally, the proposed

rule would make modifications aimed at adding clarification to a few EEOC-issued documents, including the EEOC's Dismissal and Notice of Rights form. For example, the proposed rule would update that form to ensure that employees understand that receiving it doesn't mean that their claim lacks merit.

As with any other proposed rule, this rule is not immediately in effect. This particular rule is open to [public comment](#) for 60 days from Feb. 22.

If the rule takes effect, its impact on employers and employees is expected to be minimal, as many already rely on online portals to conduct their day-to-day business.

For more information, contact us today.

