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Human Resources

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Management Ideas & Trends

EMPLOYEE BENEFITS

Tips for HR when advising laid-off employees about holding onto their health coverage

Regardless of reports suggesting that the economy is slowly rebounding, for many employers, the layoffs continue. To this end, HR executives find themselves with the difficult responsibility of providing counsel to laid-off workers, as well as those ex-employees still out-of-work, on how to hold onto their health insurance coverage.

While the initial impact of employer layoffs in 2009 and 2010 was softened by Congress' efforts to subsidize COBRA benefits, including paying two-thirds of

a laid-off employee's monthly premium, those programs and their welcoming payments have now expired. As a result, for those newly laid-off and for those who are still unemployed and reaching the end of their COBRA coverage, the need for advice and counsel grows in importance.

Moreover, the changes being brought about by the *Patient Protection and Affordable Care Act*, which Congress passed in March, are also greatly impacting HR executive's advising process. While the

lion's share of this landmark legislation's provisions take effect in January 2014, there are a number of incremental changes in health coverage occurring in 2010 and 2011. It is important for those who are unemployed or those who will soon be experiencing layoff to understand all of these changes, as well as the currently available government-sponsored programs and post-subsidy COBRA options.

The COBRA subsidy. In 2009 and 2010, an estimated 7 million Americans and their dependents took advantage of the one-time COBRA subsidy created by Congress as part of a stimulus bill that sought to assist the newly unemployed. The subsidy reduced the amount of money individuals had to pay for their COBRA health insurance premiums by 65 percent for 15 months. Any person who was involuntarily terminated before May 31, 2010 was eligible for the 15-month subsidy. In June 2010, consumers who began

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TECHNOLOGY

Have you heard about mobile "apps" capable of performing HR functions?

According to the research firm Gartner, by 2013 more people will be accessing the web through mobile devices than PCs. Those "mobile devices" include tools like smartphones and iPads. In addition, today's workforce increasingly depends on giving employees access to features that will make them more effective and efficient in the field. Those "features" include "apps." Put them together, and you can see where the HR profession is headed. According to Aron Ezra, CEO of MacroView Labs, "Companies are beginning to turn to smartphone and iPad apps to meet their HR needs."

"An app—short for 'application'—is a software program that runs on a mobile device. It can be anything from a video game to a weather program," explained

Ezra. Current apps allow for employees' password-protected access to orientation materials, scheduling and payroll software, property maps, FAQs, worker directories, company newsletters, expense reports, employee benefit materials, employee email, virtual ID cards, schedules, travel routes and other critical information on the go. Similarly, prospective employees can get information about a potential employer, and in some cases can even apply to a job via the app.

"HR apps in particular can perform a wide range of functions for HR teams, general staff, or potential employees," said Ezra. "Some apps are built to do one or two things, while others can perform a huge range of functions. Some are available to

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receiving the COBRA Subsidy in March 2009 reached the end of their 15 months of subsidized COBRA Health Insurance premiums, leaving many questioning how they will afford the high-premiums.

The good news is that after the subsidy ends there are other health coverage options available. It is important to note, however, that many plans depend on an individual having no gaps in coverage. This being said, an employee will have to make important choices while exploring options for health coverage that may include paying full price for COBRA or private insurance until the newest health reform programs are available.

Tips for advising terminated employees

1. Pre-existing conditions are no longer a big bugaboo. In 2014, as a result of health care reform, insurance companies will no longer be able to refuse coverage to individuals with pre-existing conditions. To meet the more immediate needs of the uninsured with pre-existing conditions, the U.S. Department of Health and Human Services has set up the “Pre-Existing Condition Insurance Plan” where eligible individuals with pre-existing health conditions have access to state-run or federally-run high-risk pool insurance. Employees should be encouraged to check out the available plan in their state on www.PCIP.gov, as premiums, deductibles, and out-of-pocket limits vary from state to state.

It is also important for employees to be aware of the new mandate, which took effect on September 23, 2010 and prohibits insurance companies from denying coverage to children with pre-existing conditions. New individual policies, as well as job-based plans, will have to cover all children under the age of 19, including those with pre-existing condition and disabilities.

2. Mixing and matching public and private coverage is a valuable choice. First and foremost, employees being laid-off should be advised never to drop their COBRA coverage until they have set up an alternative plan. It is also important to emphasize that they must elect coverage by the 60th day after the written

offer of COBRA benefits is sent, or they will no longer be eligible to enroll. Historically, COBRA has been the best option for people with pre-existing conditions. However, if the employee is healthy, choosing an individual policy from any local private insurer or going to a health insurance aggregator website, such as www.EhealthInsurance.com, to identify whether an individual plan may be a more cost-effective option.

“As layoffs continue, it is crucial that employees are being given the right advice about their health coverage choices.”

Laid-off employees with families should also be encouraged to research whether they qualify for “mix and match” public and private insurance coverage options. If a given family has only one breadwinner as a result of a layoff, the single income level may qualify family members under the age of 18 for their state’s comprehensive Children’s Health Insurance Program (CHIP). For example, a family of four living in Maine with an income of up to \$88,000 per year is eligible for CUBCARE, Maine’s CHIP. Enrolling children in these low-cost or no-cost government-sponsored programs can help reduce the monthly premium on a family’s private policy, making the entire coverage effort more affordable.

Recently a father called the Foundation for Health Coverage Education’s US Uninsured Help Line with questions on how to handle his recent job-loss. The Help Line’s health insurance specialists advised him to enroll in COBRA because of his pre-existing conditions, insure his healthy wife through a private individual plan and his children through their state’s CHIP. Using this strategy, his family was able to save hundreds of dollars each month and keep their coverage. Employees who are uncertain about their public program eligibility should be directed to insurance resources, like the U.S. Uninsured Help Line (800-234-1317) or www.Coverage-ForAll.org, for guidance.

3. Know the ABC’s of health reform benefits that affect employees’ families. The following are additional elements from the legislation that can impact the final decision on which direction an employee should take with health care coverage.

- **Requirement of insurers to extend coverage to dependent children until age 26.** Though this was not officially available until September 2010, some insurers implemented this practice early. Check with the employee’s chosen carrier to see if they qualify. Keep in mind, if the young adult is offered insurance at his/her place of work, then he/she is no longer eligible.
- **Private plan providers must offer no-cost preventive care for children and adults.** According to a statement released by the HHS on July 14, new health plans beginning on or after September 23, 2010, must cover preventive services that have strong scientific evidence of their health benefits, and these plans may no longer charge a patient a copayment, coinsurance or deductible for these services when they are delivered by a network provider. Also beginning in January 2013, there will be new funding and income guidelines for state Medicaid programs that choose to

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HEALTH CARE FOR UNEMPLOYED

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cover preventive services for patients at little or no cost.

● **Insurance companies will not be able to limit care.** For most plans starting on or after September 23, 2010, health reform prohibits insurance companies from taking away one's coverage based on an unintentional mistake, like a technical error on an application. It also prohibits insurers from setting lifetime limits on coverage and restricts their use of annual limits.

Understanding these provisions from the *Patient Protection and Affordable Care Act* is crucial to being able to successfully advise an employee on their health coverage situation.

4. Provide employees with resources to assist them long after their departure.

Employees trust the advice of the HR department, and want to feel that their HR executive is looking out for their best interest even after they leave the company. One available resource is the non-profit, Foundation for Health Coverage Education (www.CoverageForAll.org). The foundation and its resources can help employees discover the best plan of action in finding health coverage for themselves and their families. Other valuable resources that will assist employees in holding onto their health coverage are www.PCIP.gov, where they can learn more about their state's Pre-Existing Condition Insurance Plan and www.EhealthInsurance.com, where they can anonymously research

available individual private options and their premiums for free.

As layoffs continue, it is crucial that employees are being given the right advice about their health coverage choices. Keeping up to date with how health coverage is changing over the next few years, and referring employees to helpful resources will help smooth the bumps during an otherwise difficult time. □

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Source: *Ankeny Minoux is president of the Foundation for Health Coverage Education, 101 Metro Drive, Suite 250, San Jose, CA 95110; telephone: 650-762-1930 (www.CoverageForAll.org).*

 For more information on the *Patient Protection and Affordable Care Act*, begin at ¶3050 in the Compensation Guide Explanations.

HR "APPS"

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anyone, while others might only be privately distributed or password-protected. The only limit is your imagination. We've built apps that can help employees check their payroll info, schedule their shifts, take mandatory certification tests or continuing education courses, access checklists or FAQs, view a company's internal communication newsletters and tips, locate other team members, and more."

As an example, Ezra described the additional benefits of a location-aware app. "Instead of a new employee simply looking at a map of the workplace on her computer and trying to memorize it, she can now see a live map of the office or the warehouse as she walks around, with a marker identifying her position at the center of the map. She can immediately see where the cafeteria is, where the other departments work, and more—providing her with a much more helpful experience."

Is it cost effective?

"This type of technology is well within reach for all but the smallest organizations," said Ezra. "There are no special tools required other than having a mobile device like a smartphone or an iPad."

Generally organizations that have a lot of workers who aren't at their desk in front of a computer all day benefit the most from use of apps. "If I'm at a computer all the time I'm already connected," explained Ezra. "However, if an organization is spread out over a large area or has a workforce that is in the field or interacting with customers frequently, there's a good chance that there are some major benefits to be had."

"Apps are software programs that run on a mobile device, so the risks and protections are similar to using a standard computer program."

"Measuring the return on investment can happen both through tracking how people use the app and through more traditional approaches, such as measuring satisfaction scores, sales numbers, and much more," continued Ezra.

Achieving executive support.

Ezra recommends that proponents of HR apps spend some time learning about the technology, and finding a good partner that

has experience building powerful apps. "At MacroView Labs, for example, we work very closely to help our prospective clients make a case and outline exactly how the app will help their organization in the short term and the long term."

As for any potential risks associated with the use of Apps, you likely already have computer use policies in place, which can be expanded to include Apps. "Apps are software programs that run on a mobile device, so the risks and protections are similar to using a standard computer program," explained Ezra.

"In conclusion," Ezra said, "as we're all asked to do more with less, and as mobile becomes even more dominant, I think we'll see HR really begin to embrace more mobile solutions. The technology is affordable and delivers immediate returns all across the board." □

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Source: *Interview conducted by CCH, a Wolters Kluwer company, of Aron Ezra, CEO of MacroView Labs, 795 Folsom Street, 1st Floor, San Francisco, CA 94107; telephone: (415) 255-5727.*

 For more information on employee use of smartphones, begin at ¶2430 in the HR Practices Guide Explanations, and the discussion of workplace computer use policies begins at ¶2421.

Employers cut costs by establishing worksite wellness clinics

“A worksite wellness clinic is a medical center or clinic that operates on or near a company’s workplace, where a concentration of employees (as well as their eligible dependents, if applicable) can access health and wellness services,” explained Tammy Steele, senior vice president of human resources at Concentra. Steele described how employers are looking for new and innovative solutions to save on healthcare costs and are turning to worksite wellness clinics to do just that.

However, not all employers fully understand what a worksite clinic or a worksite wellness program can offer their employees and in turn the healthcare savings these programs can provide. According to Steele, worksite wellness clinics can help to:

- Improve access to health care services for employees;
- Provide health education to employees about tips on leading a healthier lifestyle and improving their (and their families) overall health;
- Positively impact medical claims as the health of the employees/organization improves over a multi-year period;
- Increase productivity; and
- Decrease absenteeism.

Employer options. The particulars of a wellness clinic can be tailored to meet the needs of your particular workforce. Concentra is one provider of worksite clinics. Their clients currently have two clinic options to choose from: 1) A full-scale worksite wellness center (managed and operated by Concentra and staffed/open during employer business hours); or 2) An

episodic wellness clinic—at the worksite “as needed” for special programs, education, or clinical services (biometric screening, flu shots, physical exams, etc.).

In addition to traditional medical care for acute and urgent injuries and illnesses, employment screenings, and preventive care, Steele says wellness clinics also offer:

- Biometric Screening;
- Health Risk Assessments;
- Preventive examinations;
- Education counseling based on patient screening results;
- Wellness education series/training programs for employees; and
- Health coaching and health advocacy.

Determining whether a clinic is right for your organization

“Wellness programs are right for every organization, but wellness clinics are most appropriate only where there is a concentrated group of employees at a certain location or geographic area, in order to make the financial investment worthwhile as determined by each company,” Steele explained. “Keep in mind that there is very little risk to the company, as the wellness clinic is typically managed by a vendor/partner who takes on medical liability.”

When it comes to determining what services are right for your workforce, Steel said “Many employers work directly with a broker and/or a vendor partner to evaluate several aspects that are essential to determining the appropriate level of services.” An analysis is conducted of the following factors:

- The overall health risk of employee population;
- Claims costs and benefit renewal impact;
- Current benefit program design;
- Workplace demographics; and
- Support and engagement of new programs by employees.

HR’s role. According to Steele, HR’s role in wellness clinics will include the following:

1. Evaluating the workforce demographics to determine where a worksite wellness clinic would have the greatest impact;
2. Working with broker and/or vendor partner to determine and negotiate the services required;
3. Influencing executive leadership and senior management on the benefits of an investment in worksite wellness clinics, as well other wellness programs;
4. Ensuring communication to workforce is clear, concise and educational about the importance of wellness programs, design of the programs, responsibility of the company and employees during the process, outcome expectations, and future steps/requirements;
5. Ensuring that employees (participants) understand that all health care information is confidential and will not be accessed by the company;
6. Ensuring the appropriate communication channel for colleagues to ask questions; and
7. Providing insight into a company’s culture to assure clinical services assimilate into the organization.

The impact on payroll. Steele recommends that organizations try to provide avenues for employees to visit wellness clinics during normal working hours, which are paid for by the company. “This should be emphasized and communicated in the early years of a wellness program to increase clinic utilization by employees,” she said. “Alternatives and options are

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SIFL rates for second half of 2010

The Department of Transportation has released the applicable terminal charge and standard industry fare level (SIFL) mileage rates for July 1, 2010, through December 31, 2010. These rates will be used by the IRS to determine the value of noncommercial flights on employer-provided aircraft. The terminal charge is \$41. The SIFL rates are \$.2243 per mile for the first 500 miles; \$.1710 per mile for 501 miles through 1,500 miles; and \$.1644 per mile for miles over 1,500.

Source: Letter, US Department of Transportation, August 2010.

BENEFITS

Preventive care benefit programs are going unused

With flu and open enrollment seasons upon us, the talk around many HR tables has turned to employee wellness. To that end, the Midwest Business Group on Health (MBGH) has released the results of its recent employer membership survey on preventive care benefits. The study was conducted to determine the extent to which employers are adopting approaches that support the use of screenings, vaccinations, and education.

"Employers are increasingly investing resources in preventive care and wellness programs to reduce health care costs and improve the health and productivity of their employees," said Larry Boress, MBGH president and CEO.

The survey found as follows:

- Almost all employers (97 percent) agreed that they have a role in offering preventive care services, such as screenings and vaccines, to their covered populations.
- The top three reasons for doing so: keep employees healthy (84 percent), keep employees productive (59 percent), and to reduce medical disability costs and prevent illness (94 percent).
- Almost half (48 percent) of employers have a high benefit cap of more than \$1,000 to encourage use of preventive services.
- Screening services covered by more than 90 percent of the responding employers include: annual screenings, well child visits, pap smears, breast exams, prostate exams, colorectal cancer screening and employee assistance program services.
- The top barriers to get employees to use preventive benefits are: a lack of understanding of value of preventive services (88 percent); no motivation to stay healthy (56 percent); and difficulty in taking time during the work day (47 percent).

Group health plans must cover preventive services without cost to employees



Issue: Your group health plan currently covers certain preventive services without imposing cost-sharing requirements on employees. But you are not sure whether your plan covers all the preventive services required by the health care reform laws. What preventive services must be covered?



Answer: Group health plans and health insurance issuers offering group or individual health insurance coverage must provide benefits for and prohibit the imposition of cost-sharing requirements for:

- Evidence-based items or services that have in effect a rating of A or B in the current recommendations of the United States Preventive Services Task Force with respect to the individual involved. Services with a rating of A or B include screening and counseling to reduce alcohol misuse, aspirin therapy for certain men age 45-79 years and women age 55 to 79 years, assorted pregnancy-care screenings, screening for depression, cholesterol abnormalities, anemia, hypothyroidism, obesity, colorectal cancer, tobacco use, and visual acuity in children.
- Immunizations for routine use, as provided on the Immunization Schedules of the Centers for Disease Control and Prevention, that have "in effect" a recommendation from the Advisory Committee on Immunization Practices of the Centers for Disease Control and Prevention (CDC). A recommendation is "in effect" if it has been adopted by the Director of the CDC.
- Certain preventive care and screenings for infants, children, and adolescents, as set forth in guidelines supported by the Health Resources and Services Administration (HRSA).
- Other preventive care and screenings for women in guidelines supported by the HRSA.

Recommendations for employers. Preventing illness before it starts is key to keeping employees healthy and reducing health care costs for employers. To ensure employees take advantage of preventive services, employers should focus more on education and

communication, remove barriers to access and better align incentives to encourage employees to actively take care of their health. □

Source: Midwest Business Group on Health press release, August 19, 2010.

EMPLOYERS CUT COSTS

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also important, so some employers may consider providing a couple of choices to employees for both working hours and after hours. After hour clinics are especially important if the company is including dependents (spouse/children) in the wellness program, to accommodate work and school schedules." □

Source: Interview conducted by CCH, a Wolters Kluwer company, of Tammy Steele, senior vice president of human resources at Concentra, 5080 Spectrum Drive, Suite 1200 West, Addison, Texas 75001; telephone: 972-364-8000.



For more information on workplace wellness programs, see ¶4185A in the HR Practices Guide Explanations.

CREDIT CHECKS

SHRM testifies before House Subcommittee on use of credit background checks

The use of credit background checks in employment decisions has not increased during the economic downturn, and these checks remain one tool among many that are useful to employers evaluating potential new employees, the Society for Human Resource Management (SHRM) told the U.S. House Financial Services Subcommittee on Financial Institutions and Consumer Credit on September 23. Speaking on behalf of SHRM, Colleen Parker Denston, a senior human resource professional, said: "There is a compelling public interest in ensuring that employers can assess the skills, abilities, work habits and integrity of potential hires in an employment process that balances the needs of both employers and employees."

Denston, director of human resources for Worcester Preparatory School in Berlin, Md., testified at a hearing on specific legislation to address the use of credit background checks in employment. She detailed SHRM research into employer uses of credit information that reveals only a small minority of organizations conducts credit checks on all job candidates and that organizations generally conduct credit checks only for positions that have responsibilities for managing money, property, personal-identity and financial information, and other critical resources for employees and consumers.

Called the *Equal Employment for All Act*, H.R. 3149 would amend the Fair Credit Reporting Act (FCRA) to prohibit the use of consumer credit background checks on prospective and current employees for employment purposes. The bill, sponsored by Rep. Steve Cohen, D-Tenn., would make exceptions for managerial positions at financial institutions, job applicants subject to national security clearance, and people applying for government positions that require a credit check.

IMMIGRATION

Expert provides top 5 quick tips for I-9 compliance

By now, you know that the US government has been performing widespread investigations and audits of employers to crack down on employment of undocumented noncitizens. You should also be aware that you must maintain Form I-9, an employment authorization verification form issued by the United States Citizenship and Immigration Service (USCIS), for all your workers.

Failure to comply can be a very serious offense that may result in substantial civil or criminal penalties. Here are five steps to help avoid that mistake:

1. **Read and refer to the Handbook for Employers (M-274).** The M-274 is published by USCIS to help employers better understand the purpose of the I-9. For a one-page form, the I-9 can be surprisingly confusing. The handbook should answer many of your questions about compliance.
2. **Store your I-9 forms safely.** It is best to keep your I-9 forms in one place—separate from other personnel files—so that sensitive information will not be unnecessarily revealed during an audit.
3. **Perform internal audits regularly.** An internal audit is the best way to detect and correct errors. It may also demonstrate a "good faith effort" that could spare you serious penalties in the event of a government audit.
4. **Avoid employment practices that are considered discriminatory.** Employees must be treated equally regardless of citizenship or immigration status, national origin or native language. Many well-intentioned actions can be considered discriminatory; for example, employers may not ask to see work authorization documents before hiring on the grounds that someone seems "foreign" or is not an American citizen.
5. **When in doubt, consult a professional.** When it comes to I-9s, an ounce of prevention is worth more than a pound of cure. Consulting a professional could spare you hefty fines or even jail time.

Source: Tips for I-9 compliance were provided by Michael J. Wildes, managing partner of Wildes & Weinberg, an immigration law firm with offices in New York City and Englewood, N.J. He can be reached at Michael@wildeslaw.com or 212-753-3468.



Detailed information about the Form I-9 can be found in the HR Practices Guide Explanations at ¶1353.

Denston said there are many more positions across various industries for which the public may have an interest in the integrity of employees. "Credit histories, like other aspects of the background check process, are but one piece of information HR professionals use to evaluate whether an individual should be hired," Denston told the subcommittee. But, she noted, "the consideration of credit history information is not only useful in determining whether the potential hire has the skills and responsibility necessary for a particular job, but also whether the individual is qualified

to handle money. The consequences of making a poor hiring choice can be great."

Denston noted that employers already are barred by the FCRA and the Civil Rights Act of 1964 from using credit background checks to screen some job applicants and that the FCRA requires employers to inform applicants if an adverse decision was based on a credit-related issue.

Four states have passed legislation barring the use of credit background checks in hiring in recent years, and another 20 states considered legislation in 2010. □

Inflating job titles to keep workers happy is risky business

While tough economic times continue, companies everywhere are creating innovative solutions to keep their loyal staff happy. As the company pocketbooks don't have the spare cash for generous raises, many employers are turning to title promotions with slight raises as a way to show their appreciation. And while there's nothing wrong with advancing a competent person, employment law experts warn companies to maintain integrity when giving promotions and be aware of potential legal risks associated with "job title inflation."

"If you're inflating job titles, you're breaking down traditional boundaries in the duties category. While employers may have good intentions, if you start inflating titles, the titles themselves don't reflect the duties of the position and required expertise," explained John K. Skousen, a partner in the Irvine, California office of Fisher & Phillips LLP. "It also can become confusing, disorganizing and difficult when striving to maintain job classifications and proper salaries when the economy bounces back—including dealing with inaccurate job descriptions with misleading duties requirements, which can converge to cause difficulty separating exempt and non-exempt employees."

Skousen suggests considering the following issues before implementing title changes in today's economy:

1. **Steer clear of negligently promoting.** To give someone a responsibility he/she is not capable of doing—or a title that suggests something he/she is not really doing—is very risky. This may occur inadvertently when "promoting" by consolidating two or more positions into one job, leaving an employee unable to perform certain new functions in the glorified job. Employers are largely liable for their employees' actions and if they haven't trained them properly, or are negligently promoted, the company is responsible for that action. Skousen advises employers to avoid the temptation to change titles if it misstates what the person actually does.
2. **Avoid the temptation to give overworked staff title changes.** In a recession, people get more responsibility and jobs are combined. Instead of two employees working 40 hours per week, companies may have one person in that role working 60-hour weeks. Risks include increased turnover due to injuries or job turnover. Skousen advises employers to be smart and evaluate the risks of spreading out more work and responsibility to fewer employees just to "save money."
3. **Don't play the name game.** Many companies started calling staff "associates" several years ago, and it's lost much of its value today. Similarly, "consultants" are no longer sophisticated business consultants making \$200,000 per year giving sound advice to companies. Now everyone's a "consultant" instead of a "salesman" or other appropriate title. Ensure the reputation of your team's qualifications are maintained, and that management titles remain respected.
4. **Ensure exempt and non-exempt accuracy.** Employers giving supervisory title changes may also assume they can shift a non-exempt employee to exempt status. However, if the actual job duties or responsibilities do not change much, there may be legal ramifications for misclassification and a potential lawsuit against the employer for unpaid overtime.
5. **Remember past lessons learned.** Inflating job titles is nothing new. In fact, similar practices took place in the '80s during that recession as employers attempted to compensate overworked and loyal employees during a tough economy. In addition, Skousen compares job title inflation to grade inflation in education, "If everyone has an 'A,' how do you discern between the best and the average?" □

Number of mass layoffs up slightly in August, while unemployment goes unchanged

Employers took 1,546 mass layoff actions in August that resulted in the separation of 150,192 workers, seasonally adjusted, as measured by new filings for unemployment insurance benefits during the month, the U.S. Bureau of Labor Statistics reported. Each action involved at least 50 persons from a single employer. The number of mass layoff events in August decreased by 63 from the prior month, while the number of associated initial claims increased by 6,489. In August, 403 mass layoff events were reported in the manufacturing sector, seasonally adjusted, resulting in 46,540 initial claims.

The national unemployment rate was 9.6 percent in August, seasonally adjusted, essentially unchanged from the prior month and from a year earlier. In August, total nonfarm payroll employment decreased by 54,000 over the month but increased by 229,000 from a year earlier.

Industry distribution. The number of mass layoff events in August was 976 on a not seasonally adjusted basis; the number of associated initial claims was 92,435. Over the year, the number of mass layoff events decreased by 452, and associated initial claims decreased by 32,589. Thirteen of the 19 major industry sectors in the private economy reported over-the-year decreases in initial claims, led by manufacturing. Retail trade and management of companies reached August program highs in terms of average weekly claims.

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a. Total Number of Copies (Net press run)		Average No. Copies Each Issue During Preceding 12 Months 429	No. Copies of Single Issue Published Nearest to Filing Date 325
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)			
(1)	Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541 (include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	287	242
(2)	In-County Paid/Requested Mail Subscriptions stated on PS Form 3541 (include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	0	0
(3)	Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS	0	0
(4)	Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail)	0	0
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))		287	242
d. Non-requested Distribution (By Mail and Outside the Mail)			
(1)	Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0	0
(2)	In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	0	0
(3)	Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard MA or Package Services Rates)	0	0
(4)	Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms and Other Sources)	47	47
e. Total Nonrequested Distribution (Sum of 15d (1), (2), and (3))		47	47
f. Total Distribution (Sum of 15c and e)		334	289
g. Copies not Distributed (See Instructions to Publishers #4, (page #3))		95	36
h. Total (Sum of 15f and g)		429	325
i. Percent Paid and/or Requested Circulation (15c divided by 1 times 100)		86.00	84.00
16. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication. 10/6/2010			
17. Signature and Title of Editor, Publisher, Business Manager, or Owner			Date 10/1/10
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			
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