

# November 2020

## Discussion: All Things Marketing!

#### NOVEMBER MEETING

Friday, November 13 11:30am—12:30pm Zoom Meeting

## Speaker: Astrid Reyes



Astrid Reyes has 7+ years of marketing experience. She currently manages the marketing at EJ Water Cooperative, owns Astrid Johana Photography, and does freelance marketing consulting service for a wide variety of businesses in different industries. She previously managed the marketing for 20+ locations at

Innovative Staff Solutions, where she focused on both branding for the company as well as marketing strategy for recruiting workforce.

### U.S. Adds 638,000 Jobs; Unemployment Rate Drops

In October the U.S. payrolls rose by 638,000 jobs with the unemployment rate falling to 6.9% from 7.9%. The Bureau of Labor Statistics believes most of that is due to employees returning from temporary layoffs.

A little over half of the 22 million employees that were furloughed or laid off due to the pandemic in March and April have been rehired. While the job gains were higher than expected, this is still the smallest monthly gain since May.

The number of people citing permanent job loss is at 3.7 million in October.

More than 21 million people are receiving some form of unem-

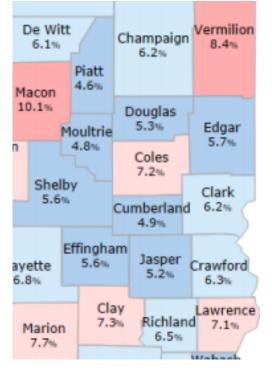
: ployment benefits, according to the Department of Labor's weekly

jobless claims report. A growing number of workers have ex-

hausted their state unemployment benefits and have signed up for

alternative federal emergency programs due to expire at the end of the year.

Here is a look at Central Illinois Unemployment Rates as of September 2020



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### How a New Administration May Impact HR

Over the last four years there have been many federal regulations revised and overturned that caused employee handbooks and company polices to be updated and rewritten on a frequent basis. So with a new administration coming, what federal regulation will be changed back? Below is an overview of what many analysts, according to SHRM, believe could change.

> Health Care Insurance Paid Leave Labor Relations Workplace Immigration Retirement Plans Minimum Wage Marijuana Legalization LGBTQ Rights

To read further about these possible changes click here

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