

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



Compass HR works with small and medium sized businesses to help with employee management, HR Solutions and compliance issues. Daneen Ashworth is a certified Associate Professional in Human Resources (aPHR), an ambassador with the Murrieta/Wildomar Chamber of Commerce and a well-known community steward in the City of Murrieta.

How deeply has the COVID-19 pandemic affected your business?

My à la carte business immediately fell off as well as handbooks, trainings and extra services. This was due to the fact that businesses were shut down, not interested in handbooks and trainings due to having more pressing issues, and having decreased revenues themselves to pay for outsourcing services. Overall, revenue was down by 25% in March and 65% in April.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Plan (PPP) or Economic Injury Disaster Loan (EIDL)?

I have received a small PPP loan to help meet payroll obligations.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

I have switched the majority of my business to a virtual platform. I have done staff meetings, trainings, onboarding, benefits administration, budget planning meetings, succession planning, planning for furloughs/layoffs, etc., all on Zoom meetings. This week I have also scheduled three HR Consultations with potential clients via Zoom meetings. I have switched to contactless documentation, with Adobe Sign. As staff was furloughed or laid off, I created virtual packets for employers to use with instructions. As staff is rehired, I have created virtual packets for employers with instructions.

For clients that have received funding that do not have a lot of work available for staff, I have been conducting the sexual harassment and abusive conduct prevention training in a virtual platform. In order to do this, I needed to ensure that all participants were engaged throughout the training, as stated by the DFEH. I created virtual worksheets so they can fill out and answer the questions as well as calling on them randomly for participation to ensure that they are engaged.

Overall, the focus of services has been much more on assisting clients with telework (performance and compliance), keeping abreast of new developments such as the leaves given in the FFCRA and knowing how the CARES Act affects employers. The FFCRA leaves have some payroll compliance issues as well and



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documentation issues that I have figured out. Now, as we are looking to reopen, legally, I have shifted into developing employer trainings based on the requirements given by the CDPH and CALOSHA as well as developing a training for employees as required by the Governor. These trainings cover disinfection, social distancing, wearing face masks, symptoms, checking employee health, etc. in the workplace. I have also hired a part time employee and have done all of his training virtually on Zoom.

Do you anticipate that these changes will make it easier to do business with the public going forward?

I do feel like I have made changes that will make things easier. For example, I can now take a client in a surrounding county and conduct the majority of those meetings virtually. This cuts my commute time and enables my reach as a business to go farther. For the clients in the immediate area, I am able to virtually meet with them if there is an emergency and I am unable to get out in the field.

What investments will you need to make going forward to ensure the survival and growth of your business going forward?

I will be marketing my new trainings as well as partnering with businesses that I can refer and that can refer me.

Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?

Immediately, I needed to have teleworking agreements ready and learn how to offer services at a reduced rate. I needed to continue to figure out Zoom.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

Referrals! Coming to me for help. I am a helper by nature so I would ask what I can do to help the Citizens of Murrieta and SW Riverside County?

I can help businesses reopen in regards to compliance with employee issues, I can keep abreast of the legislation that affects business and let the employers know how they can comply, and I can help deal with sensitive employee issues, such as fear.

To contact Compass HR, call 951-216-5474 or visit their website at <https://www.mycompasshr.com/>.