

Standard of Professionalism, Identification and Dress

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1.0 POLICY

The Town of Carolina Beach is a place of business. The Town is committed to a high standard of professionalism.

2.0 PURPOSE

The Town of Carolina Beach is committed to a work environment that is professional and keeps in mind a citizen's or visitor's perception of the Town. Town employees are expected to conduct themselves in a manner which exemplifies courtesy and respect to all. Employees are expected to dress appropriately for the job being performed and should be able to be identified as a Town employee. A Town issued Identification Badge should be worn by all employees while in an official working capacity.

3.0 SCOPE

This policy applies to all employees.

4.0 DEFINITIONS

- 4.1 **Identification Badge** – A badge issued to each employee that identifies the employee by name, department, photograph and other criteria as established by the Town Manager.
- 4.2 **Business Casual** - Relating to or denoting a style of clothing that is less formal than traditional business wear, but is still intended to give a professional and businesslike impression.
- 4.3 **Standard of Professionalism** – Exemplifying personal integrity, honest and fair in dealing with customers, observance of all applicable laws and regulations. Conducting one's self in a manner that shows respect to all.

5.0 ORGANIZATIONAL RULES

- 5.1 The following are appropriate professional behaviors expected of Town employees:
 - Promote decisions which benefit public interest
 - Promote public confidence in Carolina Beach Town government
 - Demonstrate fiscal responsibility by making decisions that provide the best service and protect all funds and Town property
 - Perform the work of the Town diligently, promptly and with excellence
 - Comply with all laws, policies, rules and regulations
- 5.2 The following are inappropriate behaviors:
 - Engaging in outside interests not compatible with the impartial and objective performance of duties
 - Engaging in business or professional activities which might require or induce disclosure of confidential information

- Improperly influencing or attempting to influence others to secure privileges or exemptions in the employees' own interest
 - Accept anything of value (compensation, gift, reward or gratuity) from any source except from the Town for any manner related to Town employment unless otherwise provided by law. **See policy on Employee Gifts**
 - Use Town resources for personal or private benefit
 - Engage in political activity prohibited under the Personnel Policy. **See policy on Political Activity.**
- 5.3 The Standard of Professionalism encourages Town employees to achieve Customer Service standards by understanding right, wrong and situational appropriateness. Professionalism in Customer Service not only exhibits courtesy and respect to our Customers, but also demonstrated the pursuit of opportunities to elevate the level of our service to customers.
 - 5.4 This policy establishes guidelines for appearance of Town employees in the performance of their duties and in conducting business for the Town. Regulations pertaining to acceptable attire and grooming are flexible due to the changing nature of fashion, however there are certain expected norms of professional appearance, personal neatness, cleanliness, and good grooming which are applicable to all Town employees.
 - 5.5 The Town observes a business casual dress environment. There may be situations requiring more formal attire.
 - 5.6 Uniformed employees such as Police and Fire may not be issued a Town identification badge, as their town issued work uniform contains the necessary insignia to establish the employee's identity as a town employee.
 - 5.7 All employees are required to wear issued badges while in an official working capacity, including working off-site. A lost or stolen badge should be immediately reported to Human Resources so that a new badge can be issued to the employee. Employees may be charged a reasonable cost for replacement badges.
 - 5.8 Any exceptions from the provisions of this policy must be approved by the Town Manager.

6.0 PROCEDURES

- 6.1 Consistent with this policy, appropriate town issued badges are to be worn while in an official work capacity.
- 6.2 Employees required to wear uniforms or other articles of clothing identifying them as a Town employee while on duty shall be furnished such uniforms or clothing by the Town. The employee must maintain uniforms and other issued clothing in a clean and presentable manner. Town employees shall not permit any unauthorized person to wear Town uniforms. All articles of clothing provided by the Town must be returned upon termination of employment.
- 6.3 Normal office attire for employees is business casual. The Town may have such events as "Casual Friday's" however, at all times clothing should be neat, clean, pressed and in good condition in keeping with the nature of the duties being performed.
- 6.4 Any clothing with words, terms or pictures that may be offensive to other employees or customers is unacceptable. Clothing that promotes alcoholic beverages, tobacco, controlled substances, violence or is of a sexual or political nature is inappropriate.
- 6.5 Dresses and skirts should be at a length where the wearer can sit comfortably in public without being revealing. Length should be no more than 3-inches above the knee.

- 6.6 The following are examples of Appropriate dress:
 - Dress slacks, trousers or crop/capri pants
 - Casual dresses, skirts or jumpers
 - Blouses or dressy tops
 - Casual golf-style or dress shirts with collars
 - Button down shirts
 - Sweaters or turtlenecks
 - Suit or sport jackets
 - Athletic or walking shoes, loafers or deck-type boat shoes
 - Clogs, boots, flats or sandals (open or closed toe)
 - Dress shoes or heels (open or closed toe). Heels should generally not exceed 3-inches in height.
- 6.7 The following are examples of Inappropriate dress:
 - Blue jeans, unless approved for a specific event or job task, or on Casual Fridays. At all times jeans must be without holes, fraying and with finished seams
 - Sweatshirts, sweatpants, athletic outfits, jogging suits, wind suits, exercise pants, spandex pants or form fitting pants, tights worn as pants without a long blouse or shirt no shorter than 3-inches above the knee.
 - Shorts or skorts, unless approved for a specific event or job task, no shorter than 3-inches above the knee, short-shorts, or cutoffs.
 - Dresses, shirts or tops that do not cover the back waist or midriff or allow the underwear to be seen.
 - T-shirts, tank, spaghetti, halter or tube tops or tops with bare shoulders, unless worn under another blouse, shirt, jacket or dress.
- 6.8 Employees whose positions involve leisure activities may dress in athletic dress appropriate for the specific job being performed. When not participating in a leisure activity or when representing the Town in other than a leisure activity, these employees are expected to wear business casual attire.
- 6.9 Seasonal exceptions to appropriate dress may be approved by the Town Manager.
- 6.10 Reasonable accommodations will be considered for employees who, because of a sincerely held religious belief of a recognized religious organization, cultural heritage, or medical reason, request a waiver of a particular part of this policy for dress or appearance. The waiver request must be made in writing and signed by the employee and approved by the Town Manager based on the recommendation of the Department Head.
- 6.11 Clothing shall be sufficient as to conceal undergarments at all times.
- 6.12 Personal hygiene is very important. Daily baths, shaving, use of deodorant, and daily mouth hygiene are essential to providing a professional image. Grooming accessories including perfumes, colognes or sprays should be applied as to not affect other employees who may have allergies or sensitivities to scent.
- 6.13 Hair (including facial hair) must be neat and clean. Hairstyles that are extreme, including extreme colors, are inappropriate for the workplace.
- 6.14 Jewelry should not be worn in excessive amounts and must not interfere with the employee's ability to perform his job duties. Visible body piercing should be limited and the wearing of extreme facial jewelry such as tongue rings, nose rings, eyebrow rings, and lip rings is not allowed.
- Tattoos bearing offensive language or logos that could be seen by others as profane, racist, sexist or discriminatory in nature are to be covered.
- 6.8 No hats are to be worn indoors. Chewing of gum or eating while in contact with customers is unacceptable.

7.0 APPENDIX, APPENDICES

- None