



YUBA CITY POLICE DEPARTMENT

I received 53 responses relative to my question on the dress code other Chiefs employ with their Executive Assistant, Admin. Assistant, Secretary Etc.

The majority of respondents (41) indicated their policy was "Professional Business Attire," which encompassed business suit or coordinated clothing, both with skirt or slacks. The balance employed uniforms for their Assistants or had no dress policy other than "presentable." It appeared the larger the agency, the more formal the dress expectation was.

I also checked resources in the private sector via the web (Universities which highlight their business programs and a sampling of Fortune 500 companies). Their suggestion (university programs) or expectation (corporate entities) for their "executive team", which included their Executive Assistants, was also listed as "Professional Business Attire;" however, they went into considerable more detail in their expectations covering jewelry, clothing styles fabrics etc. The private sector employers in the sample placed significant emphasis on the initial impression imparted to their clients by members of the "executive team." A common statement was the attire worn by key staff was viewed by clients, and in some of the reviews stockholders, as a direct reflection of the company as a whole, its professionalism, overall capability and especially was a direct reflection of the CEO/Chairman and his or her approach to leadership of the firm.

Possibly the most interesting case study conducted on corporate attire was a control group that was segregated and shown multiple photos of the same person in escalating levels of business attire. They were asked the question, "Who would you feel most confident and comfortable doing business with?" In every case, the photo of the model in the most conservative and traditional attire was chosen. In the set of photos, that picture was at the exact opposite end from the casual attire photo, which most of us would consider a," Casual Friday look."

My thanks to all those who took the time to respond.

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