

SHRM Certification POLICY CHANGES

Earn PDCs During the Grace Period

Effective August 1, 2019, SHRM Certification holders who are working toward recertification can earn PDCs for activities they participate in through their grace period (the 60-day period between their certification end date and expiration date).

The Benefit of this Change

- Allows more time to add activities to your account.

Details

- Any PDCs earned during this period may be applied toward the recertification requirement.
- No maximum on the amount of PDCs you can earn during this period aside from categorical PDC limits (Advance Your Organization - 20 PDC limit & Advance Your Profession - 30 PDC limit.)
- Since this activity is taking place after the regular recertification cycle, a \$50 late fee (in addition to the recertification application fee) to recertify will apply.

Immediately Begin Earning PDCs for the New Recertification Cycle When You Recertify Early

Effective August 1, 2019, the new recertification cycle for SHRM Certification holders who recertify early will begin the day after they recertify. Their end date will still be on the last day of their birth month.

Benefit of This Change

- Allows you to begin earning PDCs in your new cycle right away!
- If you recertify early you may have more than 3 years in your new cycle.

Carry Over a Maximum of 20 Credits to the Next Recertification Cycle

Effective August 1, 2019, SHRM Certification holders who recertify with more than 60 PDCs in their account will be able to carry over up to 20 credits to their new cycle.

Benefit of This Change

- Allows you the opportunity to get credit for up to 20 excess credits in your new cycle.

Details

- You must have successfully recertified with more than 60 credits to carry over the excess.
- Maximum carry over is 20 credits per recertification cycle.
- Carry-over credits will be auto uploaded into your certification portal and will appear as an activity in the Advance Your Education category.
- Auto upload will appear in your certification portal at the end of the month following recertification.

Submitted by Amanda Sutton,
BGSHRM President-Elect

BGSHRM Diversity & Inclusion Tagline Contest

Enter your creative **D&I Tagline** to WIN a \$25 AMAZON GIFT CARD and your tagline will be used for the BGSHRM 2020 D&I Conference!



Sample Taglines to boost your creativity:

- ◆ T-Mobile "Be yourself. We like it that way."
- ◆ Salesforce "We're greater when we're Equal"
- ◆ Comcast "Diversity & Inclusion: Our Foundation for Innovation."

You can submit your entry electronically to:

diversity@bgshrm.org

or place it in the box on the table on your way out of the September Chapter meeting.
All entries MUST be submitted by October 8th, to be considered.

The WINNER will be announced at the November Chapter meeting.

Member Spotlight!

(continued from pg. 3) Ben Haydon
Community Engagement
Coordinator
Goodwill Industries of KY

What is the best advice you can offer anyone? *There is nothing wrong with trying and failing as long as you are trying.*

What are your hopes and dreams for the future? *That our employers start to examine hiring practices as it relates to hiring individuals that need a second chance. As a workforce, that we are more accepting of individuals who need a second chance.*

Thank you to Ben for participating in the BGSHRM Member Spotlight!

Bluegrass Society of Human
Resource Management



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BGSHRM Wellness Fair...Great Success!!

On August 22nd, 2019 Bluegrass SHRM hosted its Annual Wellness Fair. Carol Donnelly spoke on the topic, **"Moving Your Wellness Plan to the Next Level: The Challenge of Maintaining a Culture of Health in the Workplace"**

It was a great time of food, fun and professional development. Kudos to Flo Campbell the BGSHRM Wellness Chair for a wonderfully successful event.



Legislative Update

by Kelly Bolton, Legislative Affairs Director

- The Department of Homeland Security provides a free active shooter training on their website.
 - ⇒ <https://www.dhs.gov/cisa/options-consideration-active-shooter-preparedness-video>
 - ⇒ <https://www.dhs.gov/cisa/active-shooter-emergency-action-plan-video>
- If you do not already have a strong safety plan in place, you should do so immediately and ensure that Active Shooter Training is included. Also, just a reminder that there are protections for gender neutrality now included in OSHA regulations – especially concerning restroom utilization.

Bluegrass Society of
Human Resource
Management

Special points of
interest:

- > Legislative Update
- > Upcoming Chapter Meetings
- > SHRM Policy Changes
- > D & I Tagline Contest



- > Member Spotlight



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If you want to submit an article for placement in the BGSHRM Gazette, please email your submission to:

communications@bgshrm.org

All submissions will be reviewed and edited if needed. Placement of submissions in the BGSHRM Gazette is at the discretion of the BGSHRM Newsletter committee.



Dodging Coconuts—The Art & Science of Retention

by Sylvia Lovely

Big surprise! The art and science of retention of employees is growing more complicated by the minute? Hiring is complicated enough but in a full employment economy, retention is more important than ever. “Art” because it requires moving the right levers and “science” because there are proven paths to success.

Thus, another chapter of Dodging Coconuts. They are flying everywhere – so will you acquire the skills to avoid a direct hit? The flying coconuts epitomized by life in our modern era require that we consider the the most effective ways to meet the 30,000 foot prescriptive for engaging your employees. The single most important factor in retaining your best and brightest is engagement.

A 2015 gallop poll indicated that only 32 percent of American workers are engaged and thus fully productive in their work. That requires our attention. The flip side of retention-worry is that you run the risk of keeping those employees who are not engaged and not energetic enough to look for another job. Too often, employers worry about keeping “everyone” instead of focusing on those most valuable to the company. Knowing the difference between the valuable and not so valuable and finding the right balance can spell the difference between success and failure in achieving your mission.

Emerging at the top of the list for retaining great employees are these factors:

- providing employees with the tools and the infrastructure to do their jobs -- employees can spot a prescription for failure;
- training and educational opportunities – feeling that there is an opportunity growth;
- Recognition of accomplishments – as simple as regular ceremonies and certificates of achievement or a shout-out during a staff meeting;
- honesty and transparency – If there are lean times, being candid and explaining what can be done about it in order to

quell rumors that lay-offs are coming ... unless they are. Again, be honest and act as soon as possible to bring down the stress levels;

-fairness – most people say that they don’t mind losing something or not getting something to which they felt entitled if it is explained, is transparent and all are treated fairly; and, -a strong mission that provides a sense of meaning – everyone wants to be part of something bigger than themselves; But, enough of broad strokes; how do you apply flesh to those bones?

Begin by recognizing and preparing yourself by becoming knowledgeable about the workforce of today and tomorrow and then plan accordingly. Drilling down further, know YOUR workforce. Today’s employee base is more diverse than ever in many ways –

age (five generations around the conference table), culture and ethnic background (for global companies, technology has enabled a multi-cultural melting pot; and at the local level over 100 languages spoken in any given school system reflects the make-up of your workforce), gender (women gaining stature), and skill level (with several skill levels increasingly included in teams reflecting the knowledge that innovation comes from collaboration at all levels.)

Understand trends in employee benefits. Two of the most important factors in retention are benefits and job security. Is the composition of your workforce highly educated professionals? Technicians? Support staff? Or a mixture. Too which generation do they belong? What are their cultural needs? Consider age and the millennial workforce of the approximate ages of 23 to 38. In a typical career trajectory, this is when many of this cohort is moving into management thus taking on more responsibility. At the same time, this is likely when many is start a family. It is not uncommon to hear of losing a great employee because they were offered, not more money, and perhaps even less, but more flexibility. Going to that ballgame

or recital is growing in importance for both men and women as they seek work/life balance.

Affordable and accessible child care is often listed as the single biggest worry of this generation. Many employers are providing guidance on finding care that is close to home and work and/or offer bag lunch seminars on topics related to child care.

For all employees, recognition of the importance of family life and balance is gaining in importance. Do not underestimate the power of something so simple as the annual family picnic.

A strong retention strategy is essential. It should include a formal Employee Assistance Program that provides employees with the opportunity to address their needs as appropriately called for. Understand that such programs must evolve over time to address issues that are endemic to our day such as substance abuse and depression. With the opioid crisis, for instance, there is a movement to implement resiliency training on how to recover from adversity, how to spot a troubled employee, how to have difficult conversations and how to seek help for themselves should the need arise.

Finally, employers with strong retention strategies have a plan. That plan incorporates all the above into clear communications and strategies. And, just because it is a written plan doesn’t mean it isn’t subject to change. Your employees may see flexibility as a showing of support and respond with increased productivity. You own sense of flexibility allows the science of retention to come alive with a touch of artistry. Sylvia Lovely, Esq., is founder and CEO of Sylvia Lovely & Associates, who, through her Dodging Coconuts seminars, specializes in assisting people and businesses in both meeting the challenges and seizing the vast opportunities available in the world today. She can be reached at sylvia@sylvialovely.com.



\$5 Take Home Lunch/Dinner

Don't want to cook! Purchase a take home lunch or dinner after the Monthly Chapter meeting. \$5 will get you a take home meal from whatever was served for the Monthly Chapter meeting lunch.

All proceeds go towards the SHRM Foundation. So enjoy a night off from cooking! \$5 per take home meal.



BGSHRM Meetings!

**October Chapter Meeting
Legal Update for HR Professionals: New Laws, Hot Topics, and Best Practices**
*Speakers: The Attorneys of Fisher Phillips
SPECIAL 3 Hour EXTENDED LEGAL SESSION!
FOLLOWED BY KEENELAND SOCIAL!*

**October 18th 8 am–5 pm
Location Grand Reserve**

**November Chapter Meeting
Implicit Bias: Starting the Conversation**

*Speaker: Edward L. Palmer, Sr.
SPECIAL 2 Hour PROFESSIONAL DEVELOPMENT SESSION!*

**November 12th 11:15 am–2 pm
Location Grand Reserve**

BGSHRM December Meeting & Holiday Party



**December 10th 4 pm–7 pm
Location Grand Reserve**

Member Spotlight!

Ben Haydon
Community Engagement Coordinator
Goodwill Industries of KY



What do you do in your spare time? *Work out, go to the gym, hangout with my sisters, niece and nephews, hang with friends and enjoy various social events Lexington has to offer, such as Thursday Night Live.*

Why did you join SHRM? *To get more involved with various workforce initiatives going on in the community. Get more connected with employers to learn more about workforce initiatives and to see how I can be more engaged.*

What do you like best about your membership? *I am brand new to BGSHRM and I was able to get connected quickly and get involved. I joined the D&I committee. I have the opportunity to learn more topics, which is great because I am not a direct HR practitioner.*

What is the best advice you ever received? *There is no such thing as a bad idea.* (continued on pg. 4)

LinkedIn—Yes It Really Is That Big Of A Deal!

By Mackenzie Hanes

According to the Pew Research Center’s [2018 Social Media Use](#) study, 50% of college students are LinkedIn users. Of the total users, 38% are Millennials and 11% of those are in decision making roles. LinkedIn is literally growing up with the newest members of our workforce, and you need to follow a few tips to become and stay relevant. If you’re going to invest some time on LinkedIn, make sure it’s working for you!



Upload a Photo: [LinkedIn research](#) claims you will have 14 times more views than someone without a profile photo. This needs to be a professional photo,

wear work attire and have a plain background. Your picture will be in a circular frame, so you cannot easily crop out an ex — or a friend — from a picture from a wedding last year, so stop trying. Use Keyword Optimization: you know the key phrases and buzz words of your industry. Ensure they are in at least 3 of the following places on your profile, Your Tagline, Your Summary, Your Work History, Your Skills, or Your Endorsements. If you’re not sure how to best do this, LinkedIn has many tools to help coach you through the process. Spell Check: write your content in a word processor or use Grammarly to ensure your posts and profile content utilizes correct spelling, punctuation and grammar. Once

you think you’ve done it well, send it to the most detail-oriented writer you know and let them take a red pen to it.

Comment, Post and Share Professionally: LinkedIn is for your professional networking connections; if you don’t want your boss to read it, in front of you and Granny, don’t post it, share it, or comment. All activity you do will be on your profile page and easy for potential connections/employers/advocates to review.

Additionally, LinkedIn provides great opportunities to publish articles through their platform; consider sharing your expertise.

Don’t connect to everyone: if you don’t know someone and can’t tell how a connection would be beneficial for either party, don’t connect. Connect with your parent, or child, or neighbor’s friend’s child (if it makes professional sense), but you do not have to accept every connection that is suggested. When you send connection requests, add a note to explain why you want to connect, especially if it seems like it might be a stretch to the other person! Check your privacies: make sure your photo is visible, make sure your phone number is not. Make sure you can be searched, but if you’re looking for a job and don’t want your employer’s recruiters to know, there is a setting for that. It’s not a guarantee, but it is a commitment on LinkedIn’s efforts to help.

If this seems overwhelming, start at tip one,

and master one tip per week. The increase in activity in your profile will benefit you in the analytics. And in case you need some encouragement to share with your board on why you should be on LinkedIn for company development share this information: [According to a 2017 report](#) employees sourced through LinkedIn are 40% less likely to leave the company within the first 6 months! Think of all the time and money you could save your teams. Best of luck sharing, relating and connecting!

Mackenzie Hanes is the Director of Career Services and Academic Success at Midway University. Mackenzie regularly coaches new and established employees on their LinkedIn presence, professional branding, and essential skill development. Visit www.midway.edu for more information on Midway University and to connect with Mackenzie. www.linkedin.com/in/MackenzieHanes.

