



A MESSAGE FROM YOUR PRESIDENT

I am excited and humbled to serve as your 2020 Chapter President! We look forward to working to bring you the most relevant and valuable programming possible to support your professional growth and help you stay ahead of the curve in the rapidly changing realm of HR. Our mission has always been and will continue to focus on providing our HR colleagues with a place to obtain relevant information, come together as a strong group of HR peers, and

networking events. If you are considering becoming a member, please review the membership area of our website, contact our members, or attend one of our upcoming events! I also want to extend my appreciation and gratitude to each and every board member. The loyalty, dedication, and professionalism they display is second to none. We would not be able to provide the level of programs and resources without our amazing

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use that network to leverage best practices in our field. We value our members and look forward to providing further opportunities to exchange information among human resource professionals along with our focus on strategic professional development.

There is no better time to stay informed and get involved with Bluegrass SHRM. If you are returning or are a new member, we welcome you to our organization and promise that your membership will be filled with exciting programs and various

board. We value your opinion and I encourage you to personally reach out to me with suggestions, questions, or commentary throughout the year. I look forward to an impactful year and hope you'll come along for the journey!

Best Regards,

Amanda Sutton, SHRM-CP
 2020 BGSHRM Chapter President
 president@bgshrm.org

NEW 2020 BOARD MEMBERS



Michael Hooper
 President Elect



Leslie Jarvis
 Secretary & Business Manager



Ashley Case
 Internal Communications Director



Alisha Lyle
 External Communications Director



Sam Stapleton
 Student Relations Director



Hollye Spicer
 Wellness Chair



Elodie Dickinson
 Workforce Development Director

UPCOMING CHAPTER MEETINGS
 Grand Reserve | 11:15 AM - 1:00 PM



APRIL 14 Cyber Security
MAY 12 Mental Illness in the Workplace

ATTRACTING AND RETAINING TALENT IN A FULL EMPLOYMENT MARKET

By: Leslie Moody



From businesses small to large and industries from A to Z, all have felt the recruiting squeeze. We've entered the 23rd month in a row with unemployment below 4 percent—a 50-year low. With record high job openings, there are more jobs available than job seekers in the United States. Herein lies the issue—people aren't actively looking for a new job and companies are fighting to keep their best employees. So, how do you attract and retain talent in this historic job market?

CONSIDER ENLISTING HELP WITH YOUR LISTINGS

Long gone are the days when you can post an ad in the paper and receive hundreds of qualified applicants quickly. Now, options are splintered among countless job boards, social media, specialty groups, radio, TV, print—the list goes on. It can be confusing to determine the best bang for your buck. Consider working with a professional. A partnership with a recruiting and staffing agency ensures you can leverage their job posting expertise, far-reaching network, and extensive database of candidates. They also often have access to candidates who are too timid to apply online for confidentiality reasons, and have inside information on a host of applicants.

RESIST THE LAUNDRY LIST APPROACH

Don't make your job description a list of functions and requirements. It should speak to the applicant and answer that all important question:

"What's in it for me? Why should I be interested?" Put yourself in a potential applicant's shoes.

SAFEGUARD YOUR REPUTATION

In this Google review world, when was the last time you made a big decision without doing your research first? Your company is no different. Reputation Management is more important than ever, when all companies are competing for the top talent. Mind your social media, your google reviews, and check sites like Indeed, Glassdoor, and more for negative feedback. If you find it, address it. People appreciate seeing a company who owns any mistakes and works to make it right. Moreover, consider what you can do to boost your reputation, such as community service work and sponsoring community events. Employees value opportunities for volunteer work and it creates a more engaged workforce – a win-win for your reputation.

BE FLEXIBLE

I often see incredible talent passed over because they lacked one skill that an employer was non-negotiable about. Keep in mind that hard skills can be taught. It's the soft skills that training will have little to no effect on. Rather than try to make the person fit your exact job description, make the job fit the person. When you see talent, latch onto it and find a place for them within your workforce. Additionally, be mindful of alternative workforces. Many segments of population who have much to offer are often

underutilized. Make it a point to be inclusive of veterans, seniors, persons with disabilities, and others.

VIEW ONBOARDING AS AN ONGOING PROCESS

Onboarding is often confused with orientation. Orientation involves the necessary paperwork in order to start someone at your workplace. Onboarding is a dynamic, interactive process that can go on for the first year. It includes opportunities to learn about your mission, vision, and values, the company's structure, work processes, expectations, and opportunities for growth. It involves regular dialogue with your new hire to ensure they are happily assimilating.

MIND YOUR MANAGERS

One of the top reasons employees leave a position is due to personal conflict with a manager. Ensure you are developing strong managers by offering ongoing training and development and conducting regular performance reviews. Just because someone is a top performer, doesn't necessarily mean they have the people skills to make a top manager.

Leslie Moody is the Business Development Manager for Precision Staffing, Inc., a staffing and recruiting firm serving Central Kentucky for 40 years. She has also served on the Board of Directors for the Bluegrass Society of Human Resource Management for five years, including as the 2019 President.

OUT WITH THE OLD, IN WITH THE NEW

We are very excited to announce that we are officially undergoing a website redesign and re-branding initiative. We will modernize your BGSHRM website experience as well as our logo.

We are aiming for a go-live date of April 16, but we want to deliver a quality product to you, so consider this date a soft go-live. In the meantime, we are interested in hearing your input on re-branding ideas. Please provide your response to the following:

If you could describe what BGSHRM has meant to you in three words, what would those be?

You can email your responses to communications@bgshrm.org.

SILENT AUCTION RESULTS

Our December Silent Auction SHRM Foundation Fundraiser was a huge success! The auction featured over 34 items and included a Michael Kors purse raffle as well as Dollar Raffle items. Many thanks to our donors, bidders, attendees and board members for helping us raise over \$2,600 in the effort. A fun time was had by all!

Our Silent Auction proceeds combined with proceeds from the Take Home Lunches, Spring Fitness Challenge, KYSHRM Conference Raffle, Sponsor fees, and donations outright, allowed us to contribute a whopping \$15,000 to the SHRM Foundation for 2019! This amount placed us **2ND IN THE NATION** among 500+ SHRM affiliated chapters! This is unbelievable folks! Results like this are truly a team effort! I sincerely

thank everyone who participated last year for all of your efforts in making this contribution a reality. I humbly ask for your participation again this year so that we can meet and/or exceed last year's results. We need everyone's help to make 2020 even better!

The SHRM Foundation advances the profession by providing scholarships to those seeking their HR certification and/or HR degree. The Foundation is also currently providing a Veteran's Initiative whereby those with a SHRM Certification can earn 10 recertification credits for completing an online tutorial to help attract, hire and retain those military service members looking to gain employment in the civilian sector.

Tiffany Yarbrough
Foundation Director

OPIOID RESPONSE PROGRAM FOR BUSINESSES

Are you an employer looking for added support to navigate effective policies in the areas of hiring, treatment, recovery and prevention to combat the addiction epidemic of today?

Kentucky's business community has become acutely aware in recent years that the state's opioid epidemic is more than a public health issue, it is also a serious workforce issue. Employers are feeling its impact firsthand. As businesses struggle to find and retain workers, the opioid crisis is making their challenges even greater.

The Kentucky Chamber Workforce Center has created the Opioid Response Program for Businesses which is at no cost to employers. Through this program you can work with Kentucky Chamber team members to help audit your existing policies and make recommendations for the best practices to maintaining a drug-free workplace while supporting a recovery-friendly culture.

BGSHRM will hold a Breakfast Session on April 22 for participants to learn more information about the Opioid Response Program for Businesses. Interested attendees may register through the www.bgshrm.org website. The event is \$10 for members and \$25 for non-members/guests.

CONTRIBUTE TO THE NEWSLETTER!

Did you know that we are always looking for fresh, new content for our newsletter? Find your inner writer and send something our way following these guidelines:



- Content must be directly related to a SHRM Competency and kept to under 250 words. For more information on the SHRM Competency Model visit: [SHRM Competency Model](https://www.shrm.org/competency-model).
- Include a brief (1-2 sentences) bio with your submission.
- Professional experiences and stories tied to the SHRM Competency you are writing about are encouraged. Please use pseudonyms in place of company names and people when sharing.
- Photo submissions to support your content are also encouraged.
- Be flexible! As editors, we fancy the red pen, so please anticipate possible spelling and grammatical corrections to your content before publishing.

Submissions are due no later than the following dates: May 1, August 28, and November 30

CORONAVIRUS WHAT DOES IT MEAN FOR HR?

By: Beverly Clemons

CoronaVirus. Covid-19. Pandemic. Social Distancing. CDC. Quarantine. You have undoubtedly been inundated with these terms in your email, social media, TV, radio, and industry sources. Everywhere you turn people are discussing it.

When we first heard the word Coronavirus late last year, most of us could not have imagined the impact it would have on us. From empty shelves at the store to having to make decisions about personal vacation trips, sports and entertainment outings, and most of all how it would affect us as Human Resource Professionals.

It is a natural response for employees to express fear over the outbreak. Your organization's owners and/or managers are probably asking you –“what do we need to do?” While no one knows for sure the extent to which the Coronavirus will take hold in the US, it certainly is a credible and potentially serious issue facing employers in the US. It is important to remember to help your employees stay calm and not over-react, while at the same time ensuring that you take the necessary precautions to provide a safe work environment.

OSHA's General Duty Clause requires that employers mitigate the risks for employees. It's important to take the time to carefully review the strategies, policies and procedures you have in place to protect employees and

address their concerns. Obvious strategies include the now-famous “elbow-bumps” and “ankle-bumps” instead of hand-shaking, limiting non-essential travel internationally (and possibly domestically), implementing workplace safety precautions as you would with other flu-like illnesses, and reminding employees to practice basic illness prevention strategies such as:

Open doors with your closed fist or hip rather than your hand.

Use disinfectant wipes at stores to wipe down the shopping cart.

Drink plenty of fluids.

Wash your hands with soap for 20 seconds.

Use a greater than 60% alcohol based hand sanitizer.

Avoid touching your eyes, nose and mouth.

Most important for HR Professionals is to stay informed and up to date on the latest information including the following sources:

[Center for Disease Control](#)

[World Health Organization](#)

[National Institute of Health](#)

[SHRM](#)

[Lexington-Fayette County Health](#)

[Department](#)

[OSHA](#)

As our organizations are faced with potential business operations interruptions due to this outbreak, properly planning for these interruptions and implementing plans to address those can

be legally and operationally complex. Engaging in sound business planning by developing contingency plans based up on the industry you're in, how many employees you have, considering which positions can easily tele-commute or work remotely, how to distance your employees socially, restricting visitors to your site, and how to handle supply chain disruptions are all issues to consider and begin implement strategies to address in your workplace.

We really have to think about the impact – if your employees should become ill, how will the work be accomplished? And if they are too ill to work, what then? Review your sick time and leave policies and decide how your team members will be paid, or not, if they are unable to work – not only due to being sick, but if there is just a threat of illness.

Most importantly, communicate with your employees on an on-going basis to reassure them you are monitoring and staying abreast of the newest developments, continue to educate your employees, take preventative measures and as mentioned above – communicate, communicate, communicate.

Beverly Clemons
BGSHRM Programs Director

LEADERSHIP DEVELOPMENT - TAKING ACTION!

By: Sylvia Lovely



During a recent workshop about finding Purpose, I was struck by comments made by millennials – They ran from a bleak “I don’t have a purpose” to a hopeful but troubling comment, “I have purpose but not in this job.” This is a failure in leadership development, reported by millennials as a critical need. CEO’s, HR Directors and managers buzz constantly about the topic, but given the importance of issues such as compliance and keeping up with the competition, implementation sits in the back seat.

Why should leadership development be at least co-equal to other critical issues among the many that HR and managers face? The statistics bear out and support my story of the millennials. Surveys report that millennials want “meaning” more than anything from a job including higher pay yet 50 percent of people in general do not see their work as a calling. (Harvard Business Review, “How to Lead with Purpose, How to Find Meaning in a Job That Isn’t Your True Calling”).

Begin with “what problem are you seeking to solve”? Millennials are not alone with the impact of at least five different generations in a typical workplace. Among the issues faced by leaders for which leadership is crucial include disengagement in harrowing times, inappropriate language, adjusting to diversity, and lack of respect for others. And, then there is a need to develop a culture of leadership that creates an environment where meaning emerges at the most basic of levels. The famous story about meaning and engagement comes from the janitor who informed President Lyndon B. Johnson, who was touring NASA, that “I helped put a man on the moon.”

Leadership Development is a developing science. Who are the leaders you need to develop? The

dynamic of the workplace is ever-changing but one immutable fact is that hierarchical leadership has gone by the wayside. With competition at a feverish pitch and consumers whose choices are myriad due to the proliferation of information outlets, leadership must be inclusively cultivated at all levels of the business.

Next, break down the skill sets in which you need help. Crying out for leadership development are the practical skills of getting through the day – often referred to as “soft skills.” Whether issues such as having difficult conversations, time management, #metoo, crisis management, and diversity training are at play, they all require leadership that lays emphasis on the four P’s – Finding Purpose, being Prepared, engaging in meticulous and deliberate Planning, and finally gaining the Perspective to “step up on the balcony” and look down with leaderful eyes.

Nothing can be more sacred to success than having a workforce attuned to and engaged with the company mission. While leadership is a skill set, it is also an art form. The intangible but real inspiration that it provides sits co-equal with practical skills. Don’t be scared. Dive in – That is what leadership is all about.

Sylvia Lovely serves as a Consultant with Avodah HR Consulting and specializes in Dodging Coconuts Leadership Development.



FOUNDATION FUNDRAISER: LEFTOVERS FROM CHAPTER MEETING LUNCHESES

Do you ever wonder where all of that delicious leftover food goes at the end of the Chapter Meeting? Bring \$5.00 with you to the meeting and you can take some to go! This is a great opportunity to have a ready made dinner or lunch the next day. **All proceeds will be donated to the SHRM Foundation.** First come first serve. Only while supply lasts.

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- AMANDA SUTTON *“A Message From Your President”*
- LESLIE MOODY *“Attracting and Retaining Talent in a Full Employment Market”*
- TIFFANY YARBROUGH *“Silent Auction Results”*

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