

KYSHRM State Council Meeting  
Tuesday, March 9th, 2021  
12 PM – 2 PM EST  
Zoom Meeting  
Minutes

**Welcome (Patrick Smith)**

- Patrick called the meeting to order at 12:05 PM and welcomed everyone.

**Roll Call & December Meeting Minutes (Leigh Allen)**

- There were no questions or corrections.
- Motion made to approve the Secretary's Report.
  - Motion made by Lyle Hanna. Motion seconded by Scott McGarvey.
  - Motion carried.

**Treasurer's Report and 2021 Budget Discussion/Approval  
(Amy Kirk, Amanda Huddleston, and Patrick Smith)**

- Amy confirmed we had not previously reviewed the 2020 year-end financials with the Board, reporting we ended the year very strong.
- The 2020 Form 990 was completed and filed by Dean Dorton.
- There were no questions or corrections to the financial reports.
- Motion made to approve the Treasurer's Report.
  - Motion made by Jon Hall. Motion seconded by Martha Argotte.
  - Motion Carried
- 2021 Budget was previously discussed on December's call.
- The BPTW and KYSHRM State Conference are our most significant sources of revenue. We were down a little bit for BPTW (\$34K).
- KYSHRM State Conference usually comes in at \$54K, but we are planning for ~ \$46K for 2021. Lots of momentum was generated with early bird registration.
- State Council Leadership Conference - Patrick spoke of the importance of making a decision on this. Amanda Huddleston recapped survey responses. We've pulled away from the full-on leadership event, as previously done. A 1-day event or restricted overnight event was most popular. The outcome was about a 50/50 vote for virtual vs. in-person retreat.
- Instead of a leadership event, KYSHRM wants to hire a Strategic Planner to get back to basics, getting a plan in place going into 2022.
- Retreat budget and expected attendance discussed. Historically spent \$35,000 with 80-100 in attendance. Patrick Smith and Zach Parson discussed capping this year's budget to \$5,000 - \$15,000. Previously, sponsors supplemented much of the cost. Katie Adams empathized it's not just a cost conversation, but also about attendance/participation. Tiffany Cardwell, Martha Argotte, and Julie Stockman expressed support for a hybrid model. Jon Hall discussed the challenges of doing a hybrid. Katie Adams informed the Council we could utilize the Chamber's videographer to support a hybrid model. From a cost perspective, Tiffany asked/reminded the Council that travel and accommodations have historically been covered. Patrick reemphasized the reserve funds are available, and he is not opposed to using this to support members.

- Please contact Amanda if you have additional suggestions, etc.
- Patrick Smith, Katie Adams, and Amanda Huddleston will make the final decision.
- Motion made to approve 2021 Budget with the understanding adjustment may be necessary.
  - Motion made by Tiffany Cardwell. Motion seconded by (did not catch her name).
  - Motion Carried

### **Chair Updates (Patrick Smith)**

- **Workforce Readiness: Bus to Business® (Sonia Osman)**
  - Patrick reminded us we won a Pinnacle Award for this program and made a commitment to support it at \$15K/year for 3 years. Beyond that, we need the support of local chapters to expand upon it.
  - Sonia presented a PowerPoint, provided the program's history, and cited the pivot to a virtual platform in 2020 was very successful! The goal is to connect students with employers and show them career pathways that exist within their communities.
  - 76 Employers and 175 schools were involved, with 17,900 students, respectively.
  - Workplace Wednesdays received 4,000+ views. Shout out to Amanda Huddleston for her contribution! Sonia encourages us to tune into live sessions held on Wednesdays at 10 AM (EST). Links are on the website. Spring 2021 events are listed in the packet, p. 13.
  - Sonia introduced 2021 Workforce Chapter Leaders, p. 15.
  - Proposed an Internship Initiative for young professionals. They would like to hear your thoughts on the intern reporting structure.
  - The internship goal is to get students connected with chapters/HR industry, collaborating with Chapter President and Workforce Director. They would then promote the program to schools and businesses within their chapter community and receive free SHRM membership as compensation.
  - Sonia requests leaders to make it a point to include this program on your agenda for all your monthly meetings. The full presentation can be found in today's meeting packet.
  - Sonia asked for brainstorming ideas to connect young professionals to local chapters. College Relations Director, Shelly Trent, requested to be involved, and she is working towards a state-wide intern program. Tiffany Cardwell and Faith Stipanovich mentioned the new Apprenticeship Program and if there was potential for a partnership. Katie Adams mentioned the structure was different because the Apprenticeship Program was paid and geared toward certification, where this is not.
- **RCBM Meeting February (Patrick Smith)**
  - Patrick discussed February's Regional Council Business Meeting that was opened to District Directors for the first time. He emphasized the importance of operating the Council as a business and reiterated the benefits of dual membership to the organization. The reoccurring theme was "partnering, adapting, and leading." Patrick was given the title "CEO" of the Council, which helped to stress the point of the business mindset that generates revenue. Dual membership is very important for our growth. Katie will discuss Regional Meetings, but if you have any suggestions or ideas, please let us know.

- **Regional Meetings (Katie Adams)**
  - Patrick mentioned that Katie conducted these meetings virtually, and the hope is to have them in-person during the 4th quarter.
- **CLA Goal Setting (Katie Adams)**
  - Katie discussed February's CLA meeting. Goals were set, and Council is here to support them.
- **Boardable Pilot (Patrick Smith)**
  - Patrick discussed the benefits of using a platform like Boardable.com, a "one-stop-shop" to streamline resources. It's currently used by Indiana State Council. He emailed a link for a free trial and proposed tentative training for those interested in the pilot. Reasonable cost, based on the number of users; estimating 35 users to cost roughly \$2,600/year. Initial 25% discount offered on initial cost. If it's successful, we may pass it on to our Chapter Presidents.
- **Handbook Updates**
  - NA
- **SHRM Update (Faith Stipanovich)**
  - Faith emphasized the vision of the Apprenticeship Program. It is a paid opportunity, and they are seeking more employer participation.
  - Faith's full PowerPoint presentation is available in today's meeting packet.
  - Faith cited several important dates for upcoming award application deadlines and conferences (See packet, p. 23). Upcoming dates include:
    - 4/6 – 4/7, 2021 SHRM Employment Law & Compliance Conf. (Virtual)
    - 4/19 – 4/21, 2021 – SHRM 2021 Workplace Policy Conference (Virtual)
    - 6/20 - 6/23, 2021 – SHRM21 Annual Conference – Chicago (Rescheduled)
    - 8/22 – 8/25, 2021 – SHRM Talent Conference & Expo – Las Vegas (Virtual & In-Person)
    - 9/9 – 9/12, 2021 – SHRM21 Annual Conference – Las Vegas (Virtual & In-Person). Volunteer Leaders designated in SHRM's database as volunteers received 10% off SHRM21 conference price.\*
  - Faith discussed: chapter affiliation rate and pilot program, 2020's 4th Quarter membership and certification reports, SHAPE year-end report, SHRM Award Programs, resources to kick-off the year, free name badges for volunteers, 2021 conference resources and tips or virtual events, VLRC learning library, board orientation learning modules, "The Volunteer Exchange" and encouraged our participation, "Campaign in a Box" and 10-minute overview on the website, SHRM logo branding guidelines "Logo in a Box," competency-based workshops, the Speakers Bureau, special offers for SHRM Learning System, SHRM Foundation resources, SHRM Public Policy, "Tune in Tuesdays" interactive series held monthly at 2 PM, "Specialty Credentials" and a 7th one coming out soon, "Together Forward @Work," "People Manager Qualification" and SHRM Legal Network. She reminded CLA members to send at least one e-blast per quarter to members at large.

## **Director Reports**

- **Executive Director Report (Katie Adams)**
  - Katie reviewed the 3-month Progress Report (p. 61) and significant dates (See below).

- Katie reminded us the BPTW Celebration Dinner was moved to 6/17/21. Hopefully, this will be in-person, and we can attend. Updates will be sent as the date approaches.
- Any questions, please call/text/email her anytime.
- **District Director Reports (Sherry Powers, Leslie Moody, Martha Argotte)**
  - Leslie mentioned their call last week, and they are working together to review past goals and plan future/joint goals based on the Regional Council Business Meeting (RCBM). They will consider incorporating the information presented today.
  - Leslie is working on putting together a group calendar for everyone to post their events and utilized the opportunity to virtually attend various chapter meetings across the Commonwealth.
  - Patrick welcomed Martha Argotte in her new role as Western Area District Director. Glad to have you!
- **SHRM Foundation/Philanthropy (Tiffany Cardwell)**
  - Tiffany reiterated what Faith emphasized earlier regarding the different resources provided by the SHRM Foundation (p. 49). She discussed the SHRM Specialty Credentials (p. 55) and the scholarships, grants, and awards info (p. 64).
  - UofL student Maria Avara was recognized at LSHRM today for receiving one of the Student Grant Awards!
  - Please take a look at the information to see what scholarship and award opportunities may be available to you/your chapter members.
  - Kentucky's saw great success in 2020!, coming in at No. 3 of the Top 10 Fundraising State Councils! For Top 25 Fundraising Chapters, two KY chapters were awarded (LSHRM No. 1, and Bluegrass SHRM No. 10!). Congratulations!! (pp. 66-67)
  - Discussed SHRM Foundation Apprenticeship program (pp. 87-88). Tiffany would love to speak to your chapters about this opportunity and what the SHRM Foundation has to offer. Please contact her if interested.
- **Diversity & Inclusion (Josh Mosby)**
  - Josh met with Katie, Shelly, and Patricia last week and set 3 significant goals. Katie asked we review and begin thinking through these, listed on p. 69. He will be contacting your chapter's DE&I leadership over the next few weeks.
  - Patrick emphasizes chapter leaders' look at the action item/challenge questions Josh poses in his update. Important dates:
    - 4/1/21 - DE&I Directors and/or Chapter President, please submit your DE&I program plans to Joshua Mosby at: [Joshua.Mosby@ymail.com](mailto:Joshua.Mosby@ymail.com).
- **College Relations (Shelly Trent)**
  - College-to-Career Webinar Series offered biweekly on Fridays. Sessions are recorded and posted to KYSHRM site (see p. 73 for list of recordings). Please spread the word and encourage participation.
  - We are still seeking faculty assistance.
  - Dates and Topics for Spring and Summer (See p. 74).
  - 22 students and 22 professionals are currently enrolled in Statewide Virtual Mentoring Program. We want to increase enrollment. Registration info, p. 76.
  - Needs an information tracking system for applicants.
  - Tentative networking event for college students at the conference.
- **Best Places to Work in Kentucky (Beth Davisson)**

- In Beth's absence, please review important information listed in packet (p. 93).
- 17th Annual Best Places to Work in Kentucky – Winners announced 03/4/21.
- Patrick Smith encouraged us to attend the awards dinner Thursday, June 17, 2021, at the Central Bank Center.
- **Legislative Affairs (Summer Lindsey)**
  - Equality Act – Pass in the House on 2/25/21. This would extend existing civil rights law to include sexual orientation and gender identity as protected characteristics. The bill would ensure equal treatment for LGBTQ individuals in areas including employment, education, housing, credit, public accommodations, and others. The legislation now moves to the Senate, where it will require at least 10 Republican votes to avoid a Senate filibuster and move the bill to a vote.
  - Covid Vaccine Policy - SHRM Resources: <https://www.shrm.org/resourcesandtools/tools-and-samples/policies/p.s/vaccination-policy-mandatory-covid19-coronavirus.aspx>
  - The American Rescue Plan Act of 2021 (Also called COVID-19 Stimulus Package, or American Rescue Plan) - Proposed on 1/14/21 and was signed into law 3/11/21. The package builds upon the 2020 CARES Act and the 2021 Consolidated Appropriations Act.
  - Diversity, Equity, & Inclusion Policy – SHRM Resource: <https://www.shrm.org/ResourcesAndTools/tools-and-samples/policies/Pages/diversitypolicy.aspx>
- **Certification (Patricia Williams)**
  - Updated presentations are available on VLRC.
  - Reviewed last two quarter's data: revenue and expenses (p. 97)
  - Launched first 5-wk. prep course. The instructor was great! Fall 2020: 16 participants, Winter 2021: 20 participants & one observer.
  - Initiative generated \$12,000+. Discussed how to handle the proceeds - Scholarships, chapter certification incentives/kickbacks? What are your suggestions on how we use these funds?
  - Patrick suggests we get a formal program in place to connect the dots for members interested in certification. A roadmap from registration info to scholarships to test scheduling, etc.
  - Patrick asked for pass/fail-rate metrics. Tiffany Cardwell suggested recognizing and incentivizing those who pass with \$150, cover books, etc.
  - Patricia mentioned previously filming testimonial videos of success stories and potentially bringing that back.
  - Discount rates are available to student members.
  - Patricia is sending the Certification Newsletter to Katie Adams.
- **Workforce Readiness (Sonia Osman)**
  - No update. See pp 98-99 for ideas/info to best utilize channels available to reach your customers (Chapter websites and social media, conferences, e-blast, etc.) and State Council products (SHRM Cert. Prep, Membership, events, etc.).
- **Membership (Jennifer Wheatley)**
  - Jennifer presented the SHRM Affiliate Dual Membership Plan sample (p. 100).
  - Emphasized the importance and impact dual membership has on org. growth.
  - Please submit your completed template to her at: [jenniferw@hraffiliates.com](mailto:jenniferw@hraffiliates.com)

- Patrick Smith emphasized the importance of branding and product marketing for growth.
- Faith Stipanovich reminded us that dual members are better about renewing and asked if chapters know what their retention rates are? Patrick Smith offered to help you calculate your retention rate if you don't know yours. Lyle Hanna inquired about triple membership, including a State membership for those at-large.
- **KYSHRM Conference (Jon Hall)**
  - Next meeting is on 3/19/21.
  - At this point, KYSHRM Conference is scheduled as an in-person event.
  - Registration is open. Early bird pricing ends 3/31/21.
  - When: 8/31/21 – 9/2/21
  - Where: The Galt House, 140 N. Fourth St., Louisville, KY, 40202
- **Veteran Affairs (Walter Herd)**
  - Introducing Walter Herd! Welcome! Walter is a Veteran and a Director of the Army's Transition Assistance Program based out of Fort Knox.
  - Every year app. 100,000 Veterans are reincorporated into society, and Walter looks forward to seeing what can be done to bring them to KY.
  - He mentioned every state and every industry has the same limiting factor: human capital; however, the employment rates for Veterans are a little bit higher.
  - Patrick Smith was connected to Walter through Lyle Hanna. They have a connection with someone who experienced very successful quarterly roundtable luncheons in Chicago, and we hope to mimic something like this.
  - Lyle Hanna envisions Kentucky establishing a successful working model that funnels Veterans into local chapters and the idea of launching the program on a national level, in effect, establishing an HR Career Center for Veterans.
- **2021 Chapter Presidents Chapter Updates**
  - Brad Logan introduced himself.
  - Lyle Hanna commented that this might be the first time we've seen this many exciting initiatives happening at the same time!

### **Important Dates & Reminders**

- 3/15/21 — 2021 SHRM Excel Award Application Deadline
- 3/25/21 — Central Regional Meeting REMOTE 9AM-10:30AM (EST)
- 4/22/21 — Eastern Regional Meeting REMOTE 9AM-10:30AM (EST)
- 5/2/21 — Western Regional Meeting REMOTE 9AM-10:30AM (EST)
- 6/1/21 — SHRM Pinnacle Award Application Window OPENS
- 6/17/21 — 2021 Best Places to Work Celebration
- 6/17/21 — State Council Meeting, Time Tentative: 10AM-2PM (EST), Location: TBD
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**Next meeting is June 17th, 2021, time tentatively scheduled for 10 AM-2 PM; location TBD.**

- **Motion made to adjourn.**
  - Motion made by Amanda Huddleston. Motion seconded by Lyle Hanna.
  - Motion carried; meeting adjourned at 2:12 PM.