

WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

Local Workforce Development Board (LWDB) Youth Employment Committee Meeting Agenda

Join Zoom Meeting: <https://us02web.zoom.us/j/85061778855>

Tuesday, January 18, 2022 • 11:30 a.m. – 1:00 p.m.

1. **Welcome and Introductions:** Amy Williams / Jennifer Jackson (11:30)
2. **Workforce Innovation and Opportunity Act (WIOA) Performance Reports for Youth Program:** Denise Houston (11:35) (pp. 2-4)
An update on performance for the Workforce Innovation and Opportunity Act (WIOA) for Program Year 2021 (PY21) will be presented.
Recommended action: Receive and file
3. **Work-Based Learning (WBL) Project Update:** Keith Lawing/Aliex Kofoed (11:50) (pp. 5-7)
An update will be given on the WBL Intermediary Pilot Project in Local Area IV.
Recommended action: Receive and file
4. **Planning Discussion: 2022 Work Plan Youth Employment Project (YEP) / Helping Youth Prepare for Employment (HYPE):** Keith Lawing (12:05) (pp. 8-18)
The proposed work plan for HYPE 2022 will be reviewed and discussed by the Committee.
Recommended action: Approve the 2022 HYPE Work Plan as presented.
5. **Road Trip Nation Project:** Keith Lawing (12:15) (pp. 19-24)
The Workforce Alliance is leading a coalition of partners bring Road Trip Nation to Wichita for a project in 2022.
Recommended action: Receive and file.
6. **Consent Agenda:** Amy Williams / Jennifer Jackson (12:30)
Members of the Committee may request discussion on any of the action items at the meeting or the items may be accepted as presented in a single motion.
 - A. Approval of the Minutes from the November 16, 2021 Meeting (pp. 25-27)
 - B. Workforce Center Operations Report (pp. 28-31)**Recommended action:** Approve the consent agenda as presented.
7. **Next Steps:** Amy Williams / Jennifer Jackson (12:45)
8. **Adjourn:** (1:00)

The next LWDB Youth Employment Committee Meeting is scheduled for Tuesday, March 15, 2022

Item

WIOA Youth Performance Reports

Background

Program Year 2021 (PY21) began on July 1, 2021. The second quarter ended December 31, 2021.

Analysis

WIOA Youth (PY21)

The Youth Program projected second quarter performance is to exceed the goal for Placement in Employment, Education, or Training 2nd Quarter, Placement in Employment, Education, or Training 4th Quarter, Credential Rate, and Median Earnings. Local Area IV (LAIV) is projected to not meet the sanction level for Measurable Skills Gain.

LAIV is projected to exceed the State in annual performance. LAIV is projected to exceed the goal for four measures and not meet the sanction level for one measure. The State is projected to not meet the sanction level for five measures.

WIOA Average Indicator Scores (PY21)

For Average Indicator Score LAIV is projected to exceed the goal for Median Earnings and Credential Rate, and not meet the sanction level for Employment 2nd Quarter, Employment 4th Quarter and Measurable Skills Gain.

For Average Program Score LAIV is projected to exceed the goal for the Youth program and not meet the sanction level for the Adult and Dislocated Worker programs.

Strategic Goals Supported

This activity supports the following Strategic goals of the Local Workforce Development Board:

- Meet or exceed the negotiated performance of WIOA Title I programs to maximize community impact

Recommended Action: Receive and file.

**WIOA Youth Program Performance LAIV as of 12/07/2021
Program Year 2021**

Youth	Goal	PY21 1st Qtr July 21 - Sept 21		PY21 2nd Qtr Oct 21 - Dec 21		PY21 3rd Qtr Jan 22 - Mar 22		PY21 4th Qtr Apr 22 - June 22		PY21 Annual Report July 21 - June 22		PY21 State / Annual Report July 21 - June 22		*Reporting Period
	Sanction													
Education and Employment Rate <i>(2nd Qtr. after Exit)</i>	72.50%		2		4						9		105	2nd Qtr= 10/01/20 to 12/31/20
	65.25%	66.67	3	100.00	4					81.82	11	50.48	208	Annual= 07/01/20 to 06/30/21
Education and Employment Rate <i>(4th Qtr. after Exit)</i>	69.10%		3		3						8		162	2nd Qtr= 04/01/20 to 06/30/20
	62.19%	75.00	4	75.00	4					53.33	15	60.90	266	Annual= 01/01/20 to 12/31/20
Earnings <i>(Median Earnings 2nd Qtr. after Exit)</i>	\$4,145.00													2nd Qtr= 10/01/20 to 12/31/20
	\$3,730.50	\$1,901.74	N/A	\$6,032.58	N/A		N/A		N/A	\$5,865.94	N/A	\$3,434.38	N/A	Annual= 07/01/20 to 06/30/21
Credential Attainment <i>(Within 4 Qtrs. after Exit)</i>	59.00%		3		2						11		97	2nd Qtr= 04/01/20 to 06/30/20
	53.10%	100.00	3	100.00%	2					100.00	11	51.60	188	Annual= 01/01/20 to 12/31/20
Measurable Skills Gain <i>(Real Time Measure)</i>	57.60%		3		1						4		20	2nd Qtr= 10/01/21 to 12/31/21
	51.84%	50.00	6	20.00	5					66.67	6	16.67	120	Annual= 07/01/21 to 06/30/22

Summary LA IV	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Program to Date	
	Youth	Youth	Youth	Youth	Youth	State
Met Goal	2	4			4	
Met Sanction	1					
Did Not Meet Sanction	2	1			1	5

The KS Dept. of Commerce accesses confidential data to obtain additional wage info; therefore, the actual performance rating cannot be released, only whether the rating met, exceeded, or was below the goal or sanction level.

^^^ No data showing in the quarter yet even though it is within the current reporting period.

* Reporting Period = Participants who exited during the time frame indicated will count in performance measures

**WIOA Programs
Program Year 2021
Performance Throughout the Program Year
Local Area IV
as of 12/06/2021**

Local Area IV Performance Through PY 2021							
Indicator / Program	Performance / Goal	Title I Adults	Performance / Goal	Title I DW	Performance / Goal	Title I Youth	Average Indicator Score
Employment 2nd Quarter After Exit	52.60%	69.21%	39.41%	47.77%	81.82%	112.86%	76.61%
	76.00%		82.50%		72.50%		
Employment 4th Quarter After Exit	48.17%	65.09%	47.74%	60.43%	53.33%	77.18%	67.57%
	74.00%		79.00%		69.10%		
Median Earnings 2nd Quarter After Exit	\$6,660.53	115.82%	\$9,120.60	100.23%	\$5,865.94	141.52%	119.19%
	\$5,751.00		\$9,100.00		\$4,145.00		
Credential Attainment Rate	73.81%	98.94%	42.86%	54.53%	100.00%	169.49%	107.65%
	74.60%		78.60%		59.00%		
Measurable Skill Gains	14.81%	27.84%	30.43%	43.91%	66.67%	115.75%	62.50%
	53.20%		69.30%		57.60%		
Average Program Score	90.00%	75.38%	90.00%	61.37%	90.00%	123.36%	

Indicator / Program totals will meet sanction by achieving 50% (i.e. Red = 0%-49.99%; Yellow = 50%-99.99%; Green = 100% or greater)

Average Program Score and Average Indicator Score totals will meet sanction by achieving 90% (i.e. Red = 0%-89.99%; Yellow = 90%-99.99%; Green = 100% or greater)

WORK-BASED LEARNING

Executive Order 19-03 tasked the Council with expanding “public-private partnerships focused on access and work-based learning experiences” and developing “strategies and tactics to pursue and integrated approach to career exploration and workforce development.” The Council initially created the Work Based Learning Committee to develop best practices, explore partnerships that expand access to work-based learning experiences. Once established (in partnership with KSDE), the committee turned its focus on policy and legislation that addresses liability and workers compensation coverage for students who engage in work-based and career connected experiences. Next, the Committee will work to develop resources specific for small employers to understand how and why they should engage with provide educational opportunities to students and incentives that will promote work-based learning across the state.

The Committee has been led by Adrian Howie, Superintendent of Hugoton Public Schools (USD 210), and Keith Lawing, President and CEO of the Kansas Association of Workforce Boards.

The following two recommendations address issues relating to work-based learning:

Solve Issues Relating to Work-Based Learning Liability

One of the most enduring challenges to expanding work-based learning experiences for students across Kansas has been a lack of clarity on workplace liability. The Kansas State Department of Education has adopted plan designed to integrate a Work-Based Learning Continuum into primary to secondary education settings that exposes students to varying levels of career awareness, exploration, and specific preparation activities. At the most advanced end of this continuum are activities that provide students with skills and experiences that focus on tailored career preparation, like internships, youth apprentices, entrepreneurship, and service learning.

In 2021, the Kansas House of Representatives passed House Substitute for Senate Bill 91, which provided liability protection for businesses, municipalities, and educational institutions that participate in high school work-based learning programs. The bill provided that school districts are responsible for any injuries to students participating in these programs. The bill does not provide immunity for the student or business in cases of gross negligence or willful misconduct.

The Work-Based Learning Committee has long been supportive of finding ways to expand these types of career preparation opportunities, including solving issues relating to work-based learning liability. Great progress has been made on this issue, but we have yet to get a result. There remains work to be done and

members of this Council and Committee are committed to working towards legislative or market-based solutions that address the liability issue for unpaid work-based learning experiences.

House Substitute for Senate Bill 91 goes a long way to addressing longstanding challenges that have stifled the proliferation of work-based learning opportunities across the state. Various stakeholders, businesses, and school districts have been engaged on this issue for some time. This engagement should continue to ensure a bill that is amiable to all parties becomes law. Conversations between these entities and legislators must continue because solving this issue is vital to our students, our businesses, and the Kansas economy.

Provide Sustainable Funding for Work-Based Learning Intermediaries and the Local Workforce Boards

As a result of previous recommendations from members of the Council and leaders at the Kansas Department of Commerce and Kansas Department of Education, the state is currently conducting a cross-agency work-based learning regional pilot that will serve as a model to scale high-quality work-based learning opportunities across Kansas and create statewide system alignment. The pilot utilizes Work-Based Learning Intermediaries who connect high schools and employers from local business and industry to coordinate work-based learning experiences. These intermediaries work to support career readiness and work to serve as conveners and connectors between schools and business in an effort to ease the process of coordination between the two. To do so, intermediaries are responsible for identifying work experience opportunities that have both educational and occupational value that aligns with the Kansas Department of Education's Work-Based Learning Personalized Learning Plan. These intermediaries ensure that employment opportunities exist with local businesses that meet the individual needs of students and provide them with valuable experience that aligns with their academic goals and career interests.

The Work-Based Learning Intermediaries that are currently operating under the initial pilot have seen success, but will require an expanded network to streamline efforts, leverage existing resources, maximize employer partnerships, and ensure equity and quality. To properly scale the pilot and expand the opportunities provided by these intermediaries, more funding will be required to expand the pilot program in communities across Kansas.

The Department of Commerce has requested \$714,000 to support staffing the Work-Based Learning Intermediaries for a third year and invest in developing training workshops for the Intermediaries and Local Workforce Boards. This

recommendation aligns with the strategic plan of the Advantage Kansas Coordinating Council and its efforts to secure funding that expands work-based learning experiences. These funds will allow the intermediaries to continue their vital work and get more employers directly engaged in work-based learning activities that provide students with applied learning opportunities. With these funds, intermediaries will have greater resources to provide a roadmap for scaling the pilot statewide and to justify more sustained funding for continued implementation of their efforts.



Governor Laura Kelly with Co-Chair Dr. Cindy Lane and Alan Cobb, CEO of the Kansas Chamber, at the announcement of the creation of the Advantage Kansas Coordinating Council. The creation of the AKCC was spearheaded by the Governor's Council on Education.



*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

2022 Helping Youth Prepare for Employment (HYPE)

Work Plan and Project Goals

HYPE Summary:

The core HYPE partners, Workforce Alliance of South Central Kansas (WA), Greater Wichita YMCA, City of Wichita and USD 259, collaborate to provide pre-employment workshops and career awareness tools, then work to place youth in a first job or work experience opportunity. Each HYPE partner operates their programs independently and they are funded separately. Through HYPE, the partners are able to leverage resources and align services to achieve significant community impact.

The jobs through HYPE are from a mix of employers and range from subsidized placements with non-profit and public institutions, and internship style jobs with area employers that pay wages directly. Job fairs are also held to help connect youth to jobs with employers that want to hire from this population.

2022 HYPE Work Plan:

The 2022 HYPE work plan will build on outcomes from 2019, 2020 and 2021 to create a sustainable model and become part of the recognized community strategy to improve education outcomes and better prepare youth for future careers. For 2022 the key goals for HYPE are to increase the number of employer partners, and expand on the Camp HYPE model to create more opportunities to engage 14-15 year old participants. The goals set for 2022 are based on outcomes from 2019 since the last two years have been significantly impacted by COVID.

HYPE Outcomes from 2019-2021 and Proposed 2022 Goals:

Measure	2019 Actual	2020 Actual	2021 Actual	2022 Goals
Total Young Adults Served	3,252	3,009	1,918	3,500
Workshop Participation	437	658	136	1,000
Badges Awarded	1,311	1,974	408	1,500
ESC Certificates Earned	275	658	136	500
Total Employment	1,210	391	710	1,250
Camp HYPE Participation	40	82	55	100
Employers Engaged	221	119	72	250
Job Fairs	10	5	5	10
Wages Paid	\$1,403,600	\$750,720	\$1,929,600	\$2,500,000
Job Fair Attendance by Young Adults	598	1,278	682	750
Job Fair Attendance by Employers	133	110	50	150
Events (Outreach, Job Fair, Workshop)	63	38	6	75
School Engaged	28 schools in 15 districts	15 schools in 7 districts	20 schools in 14 districts	25 schools in 15 districts
Counties Engaged	7	6	6	6

300 W. Douglas, Suite 850 • Wichita, KS 67202 • Phone 316-771-6600 • Fax 316-771-6690 • www.workforce-ks.com

Equal Opportunity Employer/Program - Auxiliary aids and services are available upon request to individuals with disabilities.

In partnership with





*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

Employer Engagement:

As part of an employer outreach and awareness strategy a series of meetings will be held targeting employers not currently engaged with HYPE or may have been in past years, and have business from the same sector/industry discuss how and why they are HYPE partners.

Targeted Employment Sectors for 2022:

- Engineering
 - Airbus
 - PEC
- Financial Services
 - Meritrust Credit Union
 - BKD
 - AGH
 - Emprise Bank

Many smaller employers are not able to participate in HYPE due to limited resources, but could use the additional labor and would be a great learning experience for many youth. To help incentivize small business engagement funds could be identified and dedicated to offer wage subsidies for five or 10 placements. (Average cost \$2,500 per student, Estimated cost \$12,500 to \$25,000)

Camp HYPE:

As efforts continue to develop and provide Work Based Learning (WBL) opportunities for youth, the Workforce Alliance (WA) is proposing to return to the 2019 Camp HYPE model. The Camp HYPE concept is to focus efforts on the 14 and 15-year-old age groups, as they have fewer job opportunities. WA will work directly with the area schools to receive referrals and applications for the camps. In that model freshmen and sophomores attended a camp Monday through Friday, 9am to 5pm. Participants spent the first half of the day engaging in soft skills training. The second half of the day they were transported by bus, through a partnership with the City of Wichita Transit, to various employer sites for tours and career exposure.

In 2019, one of the camps was held at the Evergreen Community Center, which accommodated those youth with transportation difficulties. WA will plan to further develop partnerships with community agencies and employers in hopes to utilize various facilities for hosting the camps. In addition, WA plans to expand the camps into Cowley and Butler counties to provide the same opportunities to more youth in the region. That will require additional partnership development efforts in those counties.

The camp workshops focus on soft skill development, career awareness, academic goals and financial literacy. Depending on available resources, a cash stipend will be provided as an incentive for completion and achievements during the camps. Much like Camp HYPE in 2021, the expectation is for this opportunity be treated like a job, and participants are expected to apply and be “hired” to join the camps. The career camps will be open to all schools and districts, depending on available resources and partnerships. WA will work with USD 259 to utilize externs for project support.



*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

The following companies have committed to participating/supporting Camp HYPE in 2022:

- Everygy confirmed their participation and commitment to providing \$5,000 (we are still waiting to hear back if we need to provide an official request for funding or not).
- FlagshipKansasTech.com confirmed the local tech companies will support a Camp Hype and have committed to providing \$5,000 in funds. The Tech Camp dates have already been confirmed for June 13-17.
- Ascension Via Christi confirmed to supporting another Healthcare Camp, but we are still waiting to hear back on funding approval. Ascension has requested to reserve June 6-10 for Healthcare Camp.
- Conco Construction stated they would like to hold a Construction Camp, but would prefer to partner with Hutton Construction and provide \$2,500 each. Further discussions are needed between both companies to confirm participation and funding.
- Wind Surge has provided a verbal commitment to provide \$5,000 to support HYPE initiatives and camps. A formal request has been submitted and awaiting official approval.
- Spirit AeroSystems and Textron Aviation are confirmed to participate in Camp HYPE. Funding support to be discussed further.

Project Funds to Date:

- Anticipated Camp HYPE Sponsors- \$30,000
- Job FORE Youth Support- \$15,000
- WA Leveraged Funding- TBD

Requested Funding Support:

- United Way of the Plains- \$50,000
- Bank of America Foundation- \$40,000 or \$50,000

Additional Resources Needed to Support the 2022 HYPE Work Plan:

- Use of City of Wichita busses to transport youth to and from employers' sites/community centers
- Additional employers to provide tours
- Lunch & snack sponsors



*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

2022 Camp HYPE logistics:

- Camps held at the Wichita Workforce Center, community centers, or employer sites
- Camps will consist of no more than 20 students, maintaining social distance recommendations from the CDC
- Students must be between the ages of 14-18 and have completed their freshman year of high school and have not graduated.
- 6 – 5-day sessions, running Monday through Friday
- Sessions would be held from 9:00am – 5pm
- Snacks and drinks will be provided
- Students who complete the camp will receive a \$150 stipend (depending on available resources.)
- Current employers expressing interest for 2022 camps:
 - Evergy
 - Flagshipkansas.tech
 - Wesley Medical
 - Ascension Via Christi
 - Conco
 - Hutton
 - Spirit AeroSystems
 - Textron Aviation
 - Local 441 Plumbers & Pipefitters
 - WEJATC
- Potential camp dates:
 - June 6-10 – Healthcare Camp
 - June 13-17 – Technology Camp
 - June 20-24 – Evergy Camp
 - June 27-July 1 – Spirit AeroSystems Camp
 - July 11-15
 - July 18-22 – Textron Aviation Camp
 - July 25-29

Daily curriculum breakdown:

Day 1 - Monday

9:00 – Welcome, introductions, & camp overview/expectations

10:00 – Keys to Employment (How to obtain employment)

11:00 – Resume writing

12:00 – Lunch

12:30 – Leave for employer site tour

1:00 – 4:00 – Site tours

4:30 – Debrief

5:00 - Dismissal

300 W. Douglas, Suite 850 • Wichita, KS 67202 • Phone 316-771-6600 • Fax 316-771-6690 • www.workforce-ks.com

Equal Opportunity Employer/Program - Auxiliary aids and services are available upon request to individuals with disabilities.

In partnership with





*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

Day 2 - Tuesday

9:00 – Welcome & review of homework
10:00 – Workplace Etiquette (How retain employment)
11:00 – Career assessments
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 3 - Wednesday

9:00 – Welcome & review of homework
10:00 – Financial Literacy
11:00 – Mock interviews
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 4 - Thursday

9:00 – Welcome & review of homework
10:00 – Leadership Principles (Local leader presentation)
11:30 – Discussion with an employer (Zoom or in person)
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 5 - Friday

9:00 – Welcome & review of homework
10:00 – Overall review & feedback
11:00 – Discussion with area leader
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Sedgwick County							
Agriculture	Marietta Farm					X	Direct hire
Agriculture	Mid Kansas Co-Op		X				YEP Subsidized
Business Services	Global Partner Solutions		X	X			YEP Subsidized
Business Services	Manpower	X	X	X	X	X	Direct hire
Childcare	Child Start	X	X				Direct hire
Childcare	Children First	X	X	X			Direct hire
City Government	City of Mount Hope	X					Direct hire
City Government	City of Wichita	X	X	X		X	Direct hire
City Government	Oaklawn Improvement District	X					YEP Subsidized
Construction	Conco		X				Direct hire
Construction	Consolidated Electrical Distributors		X	X			YEP Subsidized
Construction	Dondlinger Construction	X	X	X			Direct hire
Construction	Dustrol					X	Direct hire
Construction	EBY Construction		X				Direct hire
Construction	Mahaney Roofing Company		X				YEP Subsidized
Construction	Meter Engineer's					X	Direct hire
Education	Butler Community College	X	X	X		X	Internship
Education	Newman University	X	X				YEP Subsidized
Education	NORC		X	X			Direct hire
Education	WATC	X					Direct hire
Education	WEJATC	X	X	X	X	X	Direct hire
Education	WSU Tech		X	X		X	YEP Subsidized
Financial Services	Bank of America		X	X	X	X	Internship
Financial Services	Citizen's Bank		X				Direct hire
Financial Services	Emprise Bank		X	X			Direct hire
Financial Services	Meritrust	X	X				Direct hire
Food Service	Andy's Frozen Custard		X	X			Direct hire
Food Service	Baskin Robbins					X	Direct hire
Food Service	BD's Mongolian Bar & Grill					X	Direct hire
Food Service	Braum's		X	X		X	Direct hire
Food Service	Burger King			X		X	Direct hire
Food Service	Café Maurice					X	Direct hire
Food Service	Candyopolis (Towne East)		X	X			Direct hire
Food Service	Chic-Fil-A					X	Direct hire
Food Service	Chipotle		X	X		X	Direct hire
Food Service	Church's Chicken			X		X	Direct hire
Food Service	Cracker Barrel					X	Direct hire
Food Service	Dairy Queen					X	Direct hire
Food Service	Deano's grill & Tapworks					X	Direct hire
Food Service	Dillon's		X	X	X	X	Direct hire
Food Service	Dog N Shake					X	Direct hire
Food Service	Drury Lane		X	X			Direct hire
Food Service	Emperor's Japanese Grill					X	Direct hire
Food Service	Fazoli's					X	Direct hire
Food Service	Firehouse Subs					X	Direct hire
Food Service	Freddy's		X	X		X	Direct hire



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Food Service	Fredo's					X	Direct hire
Food Service	Freezing Moo					X	Direct hire
Food Service	Gambino's Pizza					X	Direct hire
Food Service	Hamptons					X	Direct hire
Food Service	Hardee's		X	X			Direct hire
Food Service	IHOP		X	X	X	X	Direct hire
Food Service	ICT Fuzzy's Taco Shop				X		Direct hire
Food Service	Il Vicino					X	Direct hire
Food Service	Jason's Deli					X	Direct hire
Food Service	Jeri's Kitchen				X		Direct hire
Food Service	Jimmy John's					X	Direct hire
Food Service	Kentucky Fried Chicken					X	Direct hire
Food Service	Kung Fu Tea					X	Direct hire
Food Service	La Familia	X					Direct hire
Food Service	Leeker's Family Foods					X	Direct hire
Food Service	Los Coco's					X	Direct hire
Food Service	McAlister's Deli		X	X			Direct hire
Food Service	McDonalds		X	X	X	X	Direct hire
Food Service	Meddy's					X	Direct hire
Food Service	Moe's Grill					X	Direct hire
Food Service	Moxie's				X	X	Direct hire
Food Service	Olive Garden					X	Direct hire
Food Service	Outback Steakhouse					X	Direct hire
Food Service	Papa Murphy's					X	Direct hire
Food Service	Pizza Hut				X		Direct hire
Food Service	Popeye's					X	Direct hire
Food Service	Schlotzsky's					X	Direct hire
Food Service	Sonic Drive-In		X	X	X	X	Direct hire
Food Service	Spangles			X	X	X	Direct hire
Food Service	Starbucks		X	X		X	Direct hire
Food Service	Stearman Airfield Bar & Grill					X	Direct hire
Food Service	Subway					X	Direct hire
Food Service	Taco Bell					X	Direct hire
Food Service	Taco Tico				X	X	Direct hire
Food Service	Tequilas Mexican Restaurant					X	Direct hire
Food Service	Texas Roadhouse					X	Direct hire
Food Service	Thunderbird Grill					X	Direct hire
Food Service	Village Inn					X	Direct hire
Food Service	Wendy's		X	X	X	X	Direct hire
Government	Bel Aire City Pool					X	Direct hire
Government	Sedgwick County		X	X			Direct hire
Government	Sedgwick County Election Office				X		Direct hire
Healthcare	Allied Health Career and Training		X			X	Direct hire
Healthcare	Acension Via Christi					X	Direct hire
Healthcare	Core Physical Therapy					X	Direct hire
Healthcare	LGC Hospitality		X				Direct hire
Healthcare	Saint Marks UMC	X					Direct hire



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Healthcare	Sandpiper Healthcare	X					Direct hire
Healthcare	Wesley Medical Center					X	Direct hire
Industrial	Powdertech	X					YEP Subsidized
Insurance	De Leon Agencies	X					YEP Subsidized
Insurance	Insurance Shoppe				X		Direct hire
IT	Cornerstone Data		X	X			Internship
IT	Cox Communications		X	X			Internship
IT	High Touch Technologies	X	X	X			Direct hire
IT	Powell Tech Services		X	X	X		Direct hire
IT	USD 259 IT	X					Direct hire
IT	Valence Surface Technologies		X	X			Direct hire
Journalism	Wichita Business Journal	X	X	X	X	X	Direct hire
Landscaping	Grounds Guys	X					Direct hire
Manufacturing	5 Star Mechanical		X				Internship
Manufacturing	Airxcel		X	X			Internship
Manufacturing	Center Industries	X	X	X		X	Internship
Manufacturing	Core Industries	X					YEP Subsidized
Manufacturing	Cox Machine	X	X	X		X	Internship
Manufacturing	KanEquip		X				YEP Subsidized
Manufacturing	Lubrication Engineers Inc.	X					YEP Subsidized
Manufacturing	Martin Interconnect Services					X	Direct hire
Manufacturing	My Mechanics	X					YEP Subsidized
Manufacturing	RV Products	X	X				Direct hire
Manufacturing	Spirit AeroSystems	X	X	X	X	X	Internship
Manufacturing	Textron Aviation	X	X	X	X	X	Internship
Manufacturing	Vornado	X	X	X			Direct hire
Manufacturing	XLT Ovens	X	X	X	X	X	Direct hire
Marketing	RSM Marketing	X					YEP Subsidized
Non-Profit	CPRF	X	X			X	YEP Subsidized
Non-Profit	Delta Dental	X					Direct hire
Non-Profit	Dress For Success	X					YEP Subsidized
Non-Profit	Episcopal Social Services	X					Direct hire
Non-Profit	Goodwill	X	X	X		X	Direct hire
Non-Profit	Greater Wichita Partnership	X	X	X		X	Direct hire
Non-Profit	Greater Wichita YMCA		X	X	X	X	Direct hire
Non-Profit	KETCH		X	X			Direct hire
Non-Profit	RCIL	X	X	X			Direct hire
Non-Profit	Starkey	X	X				Direct hire
Non-Profit	The Greater Wichita Partnership		X	X		X	Internship
Non-Profit	The Salvation Army - Camp Hiawatha		X	X			Direct hire
Non-Profit	Wichita Non-Profit Chamber		X	X			YEP Subsidized
Non-Profit	Wichita Public Library	X	X				Direct hire
Non-Profit	Wichita Regional Chamber of Commerce	X	X	X	X	X	Direct hire
Non-Profit	Winfield Public Library		X	X			Direct hire
Real Estate	Platinum Realty	X					YEP Subsidized
Real Estate	Sasnak	X					Direct hire
Recreation	All Star Adventures		X			X	Direct hire



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Recreation	AMC Northrock 14					X	Direct hire
Recreation	Boys and Girls Club	X					Direct hire
Recreation	Carousel Skate Center					X	Direct hire
Recreation	Dave and Buster's					X	Direct hire
Recreation	Derby Recreation Center		X	X			Direct hire
Recreation	Exploration Place	X	X	X		X	YEP Subsidized
Recreation	Genesis Health Club				X	X	Direct hire
Recreation	JOMA Bowling Company				X		Direct hire
Recreation	Laser Quest				X		Direct hire
Recreation	Roller City		X	X			Direct hire
Recreation	Seneca Bowl					X	Direct hire
Recreation	Stryker Sports Complex					X	Direct hire
Recreation	Super Star Sports (Towne East)		X	X			Direct hire
Recreation	Terradyne Country Club		X	X	X	X	Direct hire
Recreation	Wichita Country Club					X	Direct hire
Recreation	Wichita Sports Forum					X	Direct hire
Recreation	Wind Surge			X	X	X	Direct hire
Recreation	YMCA	X	X	X	X	X	Direct hire
Retail	Academy Sports		X	X			Direct hire
Retail	Aerie (Towne East)		X	X			Direct hire
Retail	Aeropostale (Towne East)		X	X			Direct hire
Retail	All Star Sports		X			X	Direct hire
Retail	American Eagle (Towne East)					X	Direct hire
Retail	Atwoods					X	Direct hire
Retail	Best Buy		X	X			Direct hire
Retail	Big Tool Store	X					Direct hire
Retail	Build A Bear (Towne East)		X	X			Direct hire
Retail	Champ's (Towne East)		X	X			Direct hire
Retail	Children's Place (Towne East)		X	X			Direct hire
Retail	Claire's (Towne East)		X	X			Direct hire
Retail	Computer Depot	X	X	X		X	Direct hire
Retail	Cricket Wireless					X	Direct hire
Retail	Famous Footwear (Towne East)		X	X			Direct hire
Retail	Finish Line (Towne East)		X	X			Direct hire
Retail	Five Below					X	Direct hire
Retail	Foot Locker (Towne East)		X	X			Direct hire
Retail	Forever 21					X	Direct hire
Retail	GNC (Towne East)		X	X		X	Direct hire
Retail	Hobby Lobby					X	Direct hire
Retail	Hollister (Towne East)		X	X			Direct hire
Retail	Hot Topic (Towne East)		X	X			Direct hire
Retail	Icing (Towne East)		X	X			Direct hire
Retail	Joann's		X	X			Direct hire
Retail	Journey's (Towne East)		X	X			Direct hire
Retail	Justice (Towne East)		X	X			Direct hire
Retail	Kid's Foot Locker (Towne East)		X	X			Direct hire
Retail	Kwik Shop		X	X		X	Direct hire



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Retail	Lane Bryant (Towne East)		X	X			Direct hire
Retail	Maurice's (Towne East)		X	X			Direct hire
Retail	Menard's				X		Direct hire
Retail	Men's Wearhouse (Towne East)		X	X			Direct hire
Retail	Orscheln's					X	Direct hire
Retail	Pac Sun (Towne East)		X	X			Direct hire
Retail	Perfume Gallery (Towne East)		X	X			Direct hire
Retail	ProFillment	X	X	X			Direct hire
Retail	Quiktrip			X		X	Direct hire
Retail	Riverside Township	X					Direct hire
Retail	Rue 21 (Towne East)		X	X			Direct hire
Retail	Salon Aspire					X	Direct hire
Retail	Shoe Department Encore		X	X			Direct hire
Retail	Specs (Towne East)			X	X		Direct hire
Retail	Street Skinz (Towne East)		X	X			Direct hire
Retail	Sutherland's		X	X			Direct hire
Retail	The Graphic Tee					X	Direct hire
Retail	The UPS Store		X	X			Direct hire
Retail	The Yard	X					Direct hire
Retail	Thrift on Woodlawn		X	X			Direct hire
Retail	Tilly's (Towne East)		X	X			Direct hire
Retail	Touch Point	X					Direct hire
Retail	TruCare Pharmacy	X					Direct hire
Retail	Vintage Stock (Towne East)		X	X		X	Direct hire
Retail	Walmart					X	Direct hire
Retail	Walter's Pumpkin Patch					X	Direct hire
Retail	Wholesale Fireworks			X	X	X	Direct hire
Retail	Wichita Stamp and Seal	X					Direct hire
Retail	Windsor (Towne East)		X	X			Direct hire
Retail	Zumiez (Towne East)		X	X			Direct hire
Service	ABLS A Paul Mitchell Salon	X					Direct hire
Service	All City Barbershop		X	X			Direct hire
Service	Be Amazed Carpet Cleaning	X					Direct hire
Service	Century II	X					Direct hire
Service	Charlie's Car Wash		X			X	Direct hire
Service	Flint Hills Collision Center		X				Direct hire
Service	Fusionz Barbershop	X	X	X			YEP Subsidized
Service	Great Beginnings Boutique					X	Direct hire
Service	Great Clips					X	Direct hire
Service	Gupton Pet Care Center					X	Direct hire
Service	K-15 Storage	X					Direct hire
Service	Marriott					X	Direct hire
Service	Mathnasium				X		Direct hire
Service	Meineke	X	X				Direct hire
Service	Merry Maids	X					Direct hire
Service	On the Edge Auto Detailing					X	Direct hire
Service	Overhead Door Company	X					YEP Subsidized



Workforce Alliance
Youth Employment Project (YEP)
Employer Partners
2017 - 2021

Industry	Employer	2017	2018	2019	2020	2021	Type of Placement
Service	Salon Tease	X					Direct hire
Service	Two Men and A Truck	X					YEP Subsidized
Service	Waste Management		X	X			Direct hire
Service	Welch Cleaner's					X	Direct hire

Cowley County

Education	Cowley College		X	X			Internship
-----------	----------------	--	---	---	--	--	------------

Sumner County

Manufacturing	TECT Aerospace - Wellington		X	X			Internship
---------------	-----------------------------	--	---	---	--	--	------------

Harper County

City Government	City of Anthony		X	X			Direct hire
City Government	City of Attica		X	X			Direct hire
City Government	City of Harper		X	X			Direct hire
Food Service	White's Foodliner		X	X			Direct hire
Healthcare	Anthony Community Care		X	X			Direct hire
Healthcare	Attica Long Term Care Facility		X	X			YEP Subsidized
Healthcare	Hospital District #6 (Harper County)		X	X			Direct hire
Manufacturing	Harper industries		X		X		Direct hire

Kingman County

Retail	Kingman Drug			X	X		Direct hire
Non-Profit	Kingman Humane Society	X					YEP Subsidized

Harvey County

Food Service	Back Alley Pizza					X	Direct hire
--------------	------------------	--	--	--	--	---	-------------

Butler County

Agriculture	Rommey Farms		X	X			Direct hire
City Government	City of El Dorado	X	X	X		X	Direct hire
City Government	City of Harper		X	X		X	Internship
City Government	City of Towanda						Direct hire
City Government	El Dorado Golf Course	X				X	Direct hire
City Government	Prairie Trails Golf Course	X					Direct hire
Education	Butler Community College	X	X	X		X	Direct hire
Education	Remington Schools	X					Direct hire
Education	USD 490 El Dorado Schools	X					Direct hire
Government	Butler County	X		X		X	Direct hire
Government	El Dorado State Park					X	Direct hire
Healthcare	El Dorado Senior Center	X					YEP Subsidized
Healthcare	Susan B. Allen Memorial Hospital	X	X	X			Direct hire
Non-Profit	Kansas Oil Museum	X				X	Direct hire
Retail	El Dorado Truecare Pharmacy						YEP Subsidized
Service	Augusta Historical Museum	X					YEP Subsidized
Service	Bradford Memorial Library						Internship
Service	Red Rooster Reception Hall						Direct hire



**ROADTRIP
NATION**

ROADTRIP NATION + WORKFORCE ALLIANCE OF SOUTH CENTRAL KANSAS FUTURE OF THE WICHITA WORKFORCE

Today's worker is navigating an uncertain path, unlike any we've seen for generations.

- 85% of jobs that will exist in 2030 haven't been invented yet. Workers can't afford to stop learning after high school, or even college. Instead, they must develop a lifelong approach to learning that enables them to grow with the changing workforce.
- COVID-19 has accelerated trends toward automation, remote work and a contract-based or "gig-economy." Additionally, industries most affected by the pandemic — office support, food service, customer service — may see long-term displacement, resulting in the need to reskill workers for new careers in fields that require advanced education or training.
- And in urban epicenters, like Wichita, the challenges and opportunities of serving diverse populations (culturally, socially, economically) require unique sets of strategies and tactics informed by a Diversity, Equity and Inclusion lens.



WORKFORCE CENTERS
KANSASWORKS.COM

In Partnership with **AmericanJobCenter**



**ROADTRIP
NATION**

In partnership with the **Workforce Alliance of South Central Kansas (Workforce Alliance)**, Roadtrip Nation (RTN) seeks to transform the current narrative around the future of work, shifting from fear and uncertainty to empowerment, innovation and hope for the opportunities that lie ahead.

The Workforce Alliance is a leader in helping Kansans access the training and educational opportunities necessary to succeed in the modern workforce, with a proven track record of helping local workers upskill in fields like advanced manufacturing, transportation and information technology to successfully compete in the labor market. Its subject matter expertise and vast network of on-the-ground partners, combined with RTN's proven storytelling and production capabilities, will fuel a career exploration project aimed at bolstering Wichita's place in the national economy, while growing and retaining homegrown talent and businesses.

PHASE I: FUTURE OF THE WICHITA WORKFORCE WORK-BASED LEARNING DIGITAL COMMUNITY HUB

RTN and the Workforce Alliance will collaborate to develop and compile media assets, relevant resources and a consistent digital presence to help aspiring workers in South Central Kansas navigate the uncertainty of our current and future workforce. RTN will build a *Future of the Wichita Workforce Digital Community Hub* designed to leverage engaging stories from those who have found unique ways to overcome hurdles and find career success throughout various industries in South Central Kansas.

Available to all who utilize the Workforce Alliance's services, the dynamic stories and resources highlighted through the Digital Community Hub will support workers in transforming challenges into opportunities. The combination of high-quality video production, targeted resources and a platform for leaders and jobseekers to share their own stories will provide greater opportunities for individuals — especially those from underrepresented backgrounds — to understand their professional options in South Central Kansas and/or their industry of interest.



Measurable Impact

EPIC Evaluation

A study conducted by the Education Policy Improvement Center (EPIC) on Roadtrip Nation's video-based curriculum, supported in part by the William and Flora Hewlett Foundation, revealed two key insights about student impact. First, participating students demonstrated a significant increase in self-efficacy, and second, they demonstrated a concrete increase in GPA. The full report can be found [here](#).

Stanford's John W. Gardner Center Study

In addition, a study conducted by the John W. Gardner Center for Youth and their Communities at Stanford University found that Roadtrip Nation content, "opened students' eyes to futures they had not known about, or considered possible." The study was conducted in six San Jose Unified District schools as part of the district's Plus initiative, which offers programs focused on helping students explore career paths and recover credits as they work toward high school graduation. The full report can be found [here](#).

Elements of the Digital Community Hub will include:

- **Thematic RTN Interview Videos** – The Digital Community Hub will feature a curated collection of videos – including highlights, full interviews and topic-specific advice – from the local market and from industries important to the target audience (ex: manufacturing, information technology, aviation). Video assets can also be leveraged through the Workforce Alliance's partnership with KWCH12, raising awareness of career and educational pathways to workers through South Central Kansas.
- **Virtual Video Production: Wichita Leaders** – The RTN video production team will conduct virtual interviews with five Wichita leaders, selected with guidance from the Workforce Alliance, which will produce a minimum of 20 short-form videos that will be integrated into the Digital Community Hub. These powerful conversations will explore topics such as:
 - The impact of technology and automation on the next generation of jobs.
 - Current skills and education gaps for jobs of the future and the emerging/alternative pathways to gain skills: apprenticeships, workplace training, certification programs, credentials and various forms of accessible post-secondary education (ex: Wichita State University's ISME program).
 - The importance of developing social and emotional learning skills or "soft skills," such as interpersonal communication, emotional intelligence, active/lifelong learning, judgment, decision making, leadership, cultural intelligence, change management, ability to deal with complexity and ambiguity, problem solving, critical thinking, innovation and creativity — all critical to success in the workplace.
 - Navigating systemic barriers to employment, including housing, healthcare, transportation and childcare.
- **Day-in-the-Life Video Segments** – RTN has close to 200 videos of leaders taking the audience through their typical day and what their on-the-job experience is like, providing a virtual alternative to in-person job shadowing opportunities. This virtual opportunity is especially important in the midst of the pandemic, and also provides critical access and education for job seekers from disadvantaged backgrounds who simply do not have the capacity to either take on, or travel to, unpaid internships.
- **Documentary Films** – Select RTN-produced films focusing on themes like Opportunity Youth, Diversity in Tech, Women in Science, the Skilled Trades, DREAMers and Adults Making Career Pivots.

Roadtrip Nation Experience (RTNE) Project Module + Student-Produced Interviews – RTN will release a work-based project experience on the Digital Community Hub for mentors/educators to help students develop the skills necessary to navigate authentic career exploration. Included with RTNE will be a guide for uploading student-produced video projects, from which RTN may select content for promotion on the Digital Community Hub. The newly released RTNE can be found [here](#).

- **Resource Tiles** – Resource tiles inspire and point users to activities they can pursue to learn more about workforce opportunities that align with their interests. RTN will customize up to eight resource tiles for integration into the Digital Community Hub, based on guidance from the Workforce Alliance and its partners.
- **Share Your Road Integration** – RTN's Share Your Road platform will be integrated into the Digital Community Hub, ensuring a customized call to action for leaders in the region to share their stories.

A recent example of a Digital Community Hub, built for the Chicago Cook County Workforce Board, can be found [here](#).



PHASE II: FUTURE OF THE WICHITA WORKFORCE WICHITA ROADTRIP + DOCUMENTARY

As a second phase to this partnership, Roadtrip Nation proposes the development of a Wichita Roadtrip (official title TBD), designed to highlight the unique career opportunities across the region that often go unnoticed by young adults and those at career pivot points. Wichita has a rich history in the aviation industry, as well as in entrepreneurship, most notably as the founding city of Pizza Hut and Rent-A-Center. Through the eyes of three young adults who will travel across the region interviewing a unique collection of leaders from different backgrounds, Roadtrip Nation will tell the stories of the industries, careers and individuals that have built and will continue to build the Wichita workforce.

The final result of the project will be a public television documentary that will be aired nationally in 40-60 million households, as well as 50+ short-form video assets that can be integrated into the Wichita Workforce Digital Community Hub and made available to workforce-focused partners across the region.

We will execute a process that selects roadtrippers and leaders who represent a collection of backgrounds that match the communities we seek to serve. Roadtrip Nation defines diverse populations as (but is not limited to) individuals identifying as Black, Latinx, Asian, Pacific Islander, Indigenous, members of the LGBTQIA community and people living with disabilities.

Aspects of the Roadtrip will include:

Roadtripper Recruiting – RTN will launch a digital application to recruit applicants. In addition, RTN and participating partners will conduct promotional activities and outreach to encourage applicants to apply.

Roadtrip Microsite – To serve as a resource, marketing tool and landing page, RTN will build and launch a microsite dedicated to the Roadtrip, featuring dynamic elements that evolve throughout the partnership phases. Examples of features include: introducing the selected roadtripper team, showcasing the content once filmed and edited, partner logo attribution and links to associated resources.

Trip Building and Content Production – RTN will work with the selected team to plan their route, coach them in how to conduct the interviews and coordinate other factors necessary for managing the trip. In addition, an RTN camera crew will be along for the ride to mentor the roadtrippers, help facilitate the experience and capture high-definition footage to be produced for online, classroom and television purposes.

Content Distribution – Roadtrip Nation will then disseminate the content from this experience through a variety of channels, including RTN's public television reach (40-60 million households per project) and RTN's education partnerships (14 million students annually).

- **Public Television** – One-hour special will be released to public television stations nationally, with expected reach of 40-60 million households, based on RTN's 15 seasons of broadcasts.
- **PSAT and SAT Score Report** – College Board's Career Finder exploration tool, powered by Roadtrip Nation content and resources, reaches 6 million+ students annually through the PSAT and SAT Score Report.
- **Naviance** – Half of America's high school guidance counselors will have access to the content through their Career Exploration platform.
- **AVID** – Targeting first-generation college students, AVID leverages RTN content as part of its weekly focus on career exploration.
- **Boys & Girls Clubs of America** – All 4,000+ Clubs, reaching over 4 million young people annually, will have access to the video assets produced from this partnership.
- **Social Media** – RTN's budding partnership with YouTube Learning, as well as its traditional social media channels
- **PBS Learning Media** – Content to be packaged for use as a resource for PBS Learning Media users.





On-Air Series Credit – Partners will be provided with on-air credit before and after each broadcast featuring this content, distributed to up to 40-60 million households. *The creation of the documentary will be done consistently with the APT Funding Guidelines and APT Credit Guidelines.*

TIMELINE

Q3/Q4 2021

- Partnership development discussions and initial strategy planning

Q1 2022

- Wichita Leader identification for virtual interviews
- Wichita Leader interview coordination, production
- Wichita Leader interview post-production
- Community Hub wireframe

Q2 2022

- Community Hub resource integration
- Community Hub Share Your Road integration
- Integration of Wichita Leader interview videos into Community Hub
- Launch of Workforce Digital Community Hub
- RTN training and support for Community Hub users and facilitators
- Roadtrip Documentary Creative Brief and Roadtripper Application development
- Roadtrip Application launch
- Roadtripper selection

Q3 2022

- Promotion of Community Hub
- RTN training and support for Community Hub users and facilitators
- Roadtrip Leader (interviewee) identification
- Wichita Roadtrip execution

Q4 2022

- Promotion of Community Hub
- RTN training and support for Community Hub users and facilitators
- Wichita Roadtrip Post-Production

Q1 2023

- Wichita Roadtrip Post-Production
- Wichita Documentary release and promotion
- Wichita Roadtrip Documentary airs on Public Television (timing subject to change)

Q2/Q3 2023

- Wichita Documentary promotion
- Wichita Documentary Launch Event

Timeline assumes a confirmed partnership by December 31, 2021. Timing of partnership deliverables subject to change.



BUDGET

FUTURE OF THE WICHITA WORKFORCE	YEAR 1	YEAR 2
PHASE I: Work-Based Learning Virtual Video Production, Student Interview Projects + Digital Community Hub <ul style="list-style-type: none"> Aggregation and post-production of existing RTN video content Pre-production, filming and post-production of Wichita Leader Videos RTNE and Student Interview Project guidance, support and content integration Online development and integration of crowdsourced Share Your Road platform Online development of the Future of the Wichita Workforce Digital Community Hub Content management and database tagging Project management 	\$265,000	----
PHASE II: Wichita Roadtrip + Documentary <ul style="list-style-type: none"> Pre-production (roadtripper selection, leader identification, Roadtrip planning) Production (filming, editing, on-the-road expenses) Post-Production (editing of documentary and short-form, educational content) Distribution (public television release, integration into RTN education network) 	\$100,000	\$300,000
	\$365,000	\$300,000



ABOUT ROADTRIP NATION

Roadtrip Nation (RTN) is an Emmy Award winning media and career guidance non-profit, whose mission is to empower people to define their own roads in life. Each year, Roadtrip Nation selects socially relevant topics upon which to focus its narrative-based storytelling projects. Content from these "Roadtrips" is then disseminated across a wide range of education and media channels to inspire the next generation with a more inclusive view of the future of work. Core to RTN's education model is the RTN Interview Archive, a database of 8,000+ video assets showcasing the career stories of a diverse set of individuals from all walks of life. Each Roadtrip fuels new stories for this database, in addition to creating documentary content for PBS and other digital distribution channels. Past projects include:

[Diversity in Computer Science Roadtrip](#)

In partnership with the National Science Foundation

[First-Generation College Student Roadtrip](#)

In partnership with Michelle Obama & ACT

[Women in STEM Roadtrip](#)

In partnership with AT&T Foundation

[Indiana Roadtrip](#)

In partnership with the State of Indiana

Current projects scheduled for 2021 include the ***Formerly Incarcerated Roadtrip*** with the Chan Zuckerberg Initiative, the ***Future of Health Care Roadtrip*** with Blue Shield of California and the ***Public Service Roadtrip*** with Corporation for Public Broadcasting.



WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

Local Workforce Development Board (LWDB)

Youth Employment Committee Meeting Minutes

November 16, 2021 – 11:30 AM

1. Welcome and Introductions

The LWDB Youth Employment Committee assembled via ZOOM. Co-Chair Jennifer Hughes welcomed Committee members and called the meeting to order. New committee member, Catherine Bitting with WSU Tech was introduced; she has replaced Leah Roeder, WSU Tech on the committee.

2. Youth Employment Project (YEP)/Helping Youth Prepare for Employment (HYPE) 2022 Work Plan

Staff reviewed the work plan with committee members and asked for comments and suggestions.

The proposed areas of focus for the program in 2022 are to generate outcomes equal to or greater than those of 2019, increase employer engagement including small business participation, grow and expand partnerships with area high schools and form strategies to engage more school counselors, develop stronger connections to community-based organizations in the region, leverage Work Based Learning (WBL) pilot projects and identify funding support for 2022 and beyond. In regard to small business engagement, staff are looking at the possibility of offering incentives to subsidize a certain amount of placements as well as to increase employer outreach and awareness by holding a series of meetings targeting employers not currently engaged with HYPE or may have been in past years, and have business from the same sector/industry discuss how and why they are HYPE partners. Smaller groups of employers could be assembled from similar sectors.

More employers are needed to offer summer internships and job opportunities in order to give young people a breadth of opportunities and match to their interests and academic goals. Catherine Bitting asked if attempts had been made to match young people geographically. Staff recognize that transportation is a barrier and do attempt to match youth to opportunities in their area; however, more employers are needed to participate, which will provide more options. Transportation options and funding are needed. Students may use their school ID's in the summer to use public transportation for free; however, there is some stigma and apprehension issues about using public transportation. Sally Stang offered that group leaders have taken students out together for interactive instruction for how to use system and reduce the anxiety and perception of using the system. Staff shared a list of employers that have been involved in YEP/HYPE since 2017. The list includes a wide variety of employers that have been involved in the program in the past and others that have and are currently participating. An effort can be made to determine why an employer was once involved and no longer is. This list can also help staff and committee members in recruiting employers geographically. The list will be sorted to look at who can hire directly or offer internships. The list will be shared with the Committee with a request to provide feedback on companies that should be contacted for outreach about the program. The question was asked if youth participants areas of interest are able to be matched up with jobs that match those interests. Interest surveys are provided to participants and many of these youth would fall into WBL programs. Students have a Xello profile that shows areas of interest and staff work with CTE coordinators in the schools to place students. The YEP newsletter has also been a good tool to inform youth about career awareness and available opportunities. Aliex Kofoed, WA Youth Work Experience Coordinator will run some reports from Xello to obtain data in order get an idea how many youth/percentage are interested in what fields. This information will be useful in the outreach to target employers to participate in the program. The Committee reached consensus that in regard to employers that it is important to look at strategies behind incentivizing

WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

small businesses that have never been involved, look at geographic component and obtain data in regard to career interests of the youth in order align them with work opportunities of employers.

One aspect of HYPE that has been very beneficial is the partnership with USD 259 paying for and providing externs to assist with the program. Staff will look into the possibility of using this model in smaller areas in the region and if those areas cannot afford to provide externs, having the WA use funding to hire counselors, teachers or other school staff in the summer for that community. The WA would have to address where that funding would come from, how to train those externs and what transportation options would be needed for those areas to participate in the program.

The HYPE outcomes from 2019 through 2021 and the proposed goals for 2022 were reviewed with the committee. Staff want the goals to be realistic, but ambitious. Committee members were asked for their thoughts on the goals. Staff were asked about the counties being served. The WA serves a six-county region, but can and do assist participants outside the region.

WA staff propose that the Camp HYPE model efforts continue, which will develop and provide Work Based Learning (WBL) opportunities for youth. The plan is to return to the model used in 2019 prior to the pandemic. In that model, participants attended an all-day camp with participants spending the first half of the day engaging in soft skills training and the other half being transported by bus, through a partnership with Wichita Transit, to various employer sites for tours and career exposure. The following companies have committed to participate and financially supporting Camp HYPE in 2022 and other have been or will be contacted. Some of those businesses include Spirit AeroSystems, Textron Aviation, Evergy, FlagshipKansasTech.com, Ascension Via Christi, Conco Construction will partner with Hutton Construction for a construction camp and the Wichita Wind Surge. The WA plans to further develop partnerships with community agencies and employers with hopes to utilize various facilities for hosting the camps as well as expand the camps into Cowley and Butler counties to provide the same opportunities to more youth in the region. That will require additional partnership development efforts in those counties. Camp HYPE focuses on younger youth, 14 to 15 year olds to provide a career awareness entry point and then transition to the YMCA's Job Prep program and the City of Wichita's Way to Work program as they get older.

Committee members were encouraged to continue to offer suggestions to staff after the meeting. The goal is to have a final document to present to the LWDB Executive Committee and full board in January. Staff will make changes to the current draft and send back out for additional feedback prior to those meetings.

Report was received and filed.

3. **Work Based Learning (WBL) Project Update**

The Governor's Education Council established a WBL Task Force to analyze the project and make policy recommendations to promote WBL across Kansas. Keith Lawing co-chairs the task force. All Kansas local area workforce boards are involved in a pilot project to implement WBL programs across the state. The Governor's Education Council is recommending that the WBL pilot be continued and that the WBL Intermediaries continue to be funded past June 30, 2022.

Report was received and filed.

4. **Consent Agenda**

Minutes from the September 21, 2021 meeting and Program Year 2021 Workforce Innovation and Opportunity Act (WIOA) Performance Reports for the WIOA Youth Program were presented to the Committee for review and/or approval.

WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

Amy Williams (Michele Gifford) moved to approve the Consent Agenda. Motion was adopted.

5. Next Steps

- A. Staff to send list of past and present participating employers to Committee members to identify those to target in outreach efforts.
- B. Staff to prepare and send Xello report showing data on youth areas of interest.
- C. Staff to revise work HYPE/YEP Work Plan based on meeting discussion and send out to members for comment prior to the LWDB Executive Committee and full board meetings in January.

6. Adjournment

The meeting was adjourned at 12:32 PM.

Attendees:

LWDB Youth Employment Committee Members

Catherine Bitting
Rod Blackburn
Michele Gifford
Jennifer Hughes
Mim McKenzie
Dr. Dennis Rittle
Sally Stang
Amy Williams

Staff/Guests

Stacy Cotten
Amanda Duncan
Aliex Kofoed
Keith Lawing
Shirley Lindhorst
Jo Truong
Cherie Wenderott, Senior Services of
Wichita
Deb Weve, Flint Hills Job Corps

Item

Workforce Centers Operations Update

Summary

The Career Center assisted 298 job seekers in November. The My Reemployment Program continued this month with 29 customers' documents being processed in addition to those being tended to through the MRP inbox, which is a shared responsibility state-wide. Another shared responsibility are the KansasWorks chat sessions. The Wichita Workforce Center staff worked a total of 19 4-hour chat shifts. There were 28 customers who signed up for an orientation session to learn about training opportunities. Of those, 16 customers met with staff to learn about the Dislocated Worker and/or TAA programs.

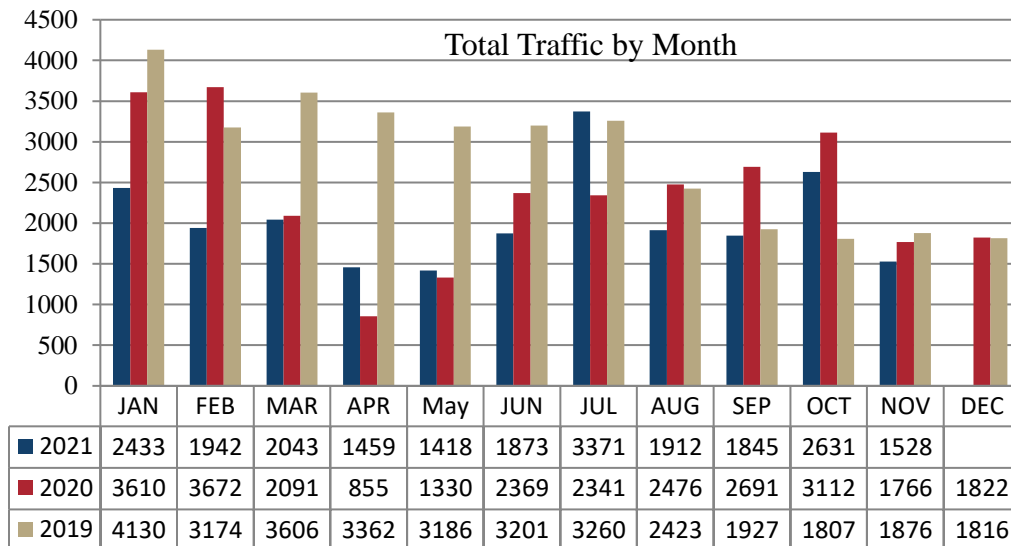
The Workforce Center is contracted with the City to provide application assistance for the Wichita Emergency Rental Assistance Program (WERAP) to community members who have experienced financial need as a result of the pandemic. Qualified applicants can receive assistance with unpaid rent and utilities. Staff are available on Tuesdays to meet with customers who need assistance applying for WERAP. Since November 1 staff fielded 51 inquiries for WERAP. 26 were initially determined to be eligible and were scheduled with an appointment to apply for the program. The remaining inquiries were determined to be ineligible based on not meeting the required criteria. To be eligible for the program applicant(s) must meet the following;

1. The household must have an income below 80% AMI. Households with an income of less than 50% AMI or households who were employed in 2020 but have been unemployed for the 90 days prior to application will be served first.
2. The family must have past due rent and/or utilities and must have received an eviction notice or demand for payment.
3. The family must have a COVID-19 related economic impact such as loss of job, reduced hours, reduced tips, or increased childcare or medical expenses.

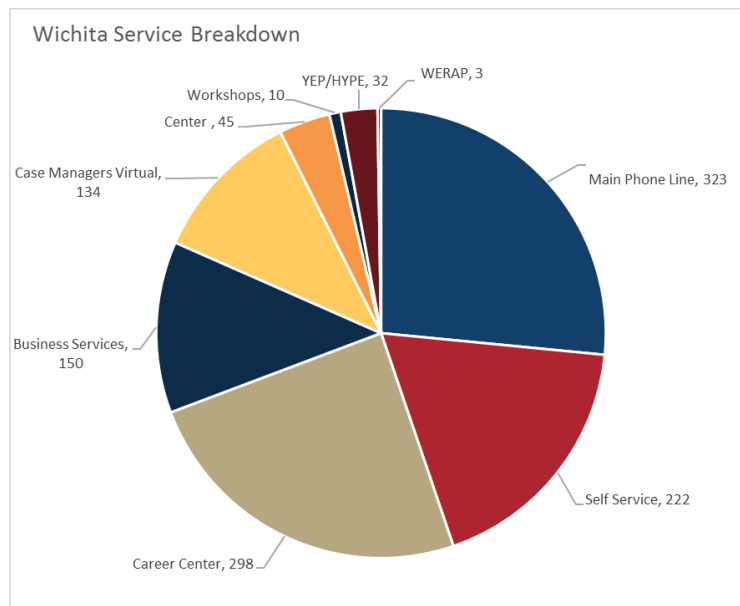
<u>Operating Hours:</u>	<u>Statewide KansasWorks Activity</u> (as of 12/30/21)
<ul style="list-style-type: none">• Monday–Thursday 8 am–5 pm, virtually on Friday 8 am–noon<ul style="list-style-type: none">○ Wichita Workforce Center○ Butler Workforce Center (El Dorado)○ Sumner Workforce Center (Wellington)• Monday-Friday 8 am-5 pm<ul style="list-style-type: none">○ Cowley Workforce Center (Cowley College, Ark City)	<ul style="list-style-type: none">• Jobs posted – 65, 643• Active resumes – 8,304

Total Customer Traffic 2021

The Workforce Centers saw 1,528 jobseekers for various services across all Centers and provided 150 business services in the month of November.



Wichita Service Traffic Breakdown – November 2021



Job Seeker Traffic – In person vs. Virtual Services

Wichita Workforce Center – 208 in person, 181 virtual
Butler Workforce Center – 79 in person, 36 virtual
Sumner Workforce Center – 15 in person
Cowley Workforce Center – 31 in person

The Cowley College Workforce Center had a total of 45 contacts with 14 of those being employer services and 31 job seeker contacts. A partnership was formed with Hutton Construction for a student job shadowing opportunity and Construction Trades courses have been offered at Winfield Correctional Facility.

Workshops

An extension of the workshops offered by the Workforce Center is the Imagine Academy Program, which is a self-paced program for customers to earn an Office Specialist Certification for Microsoft programs like Word, Excel and Powerpoint. This valuable resource has struggled with participation during the pandemic. Throughout 2021 33 customers asked to participate in Imagine Academy with 19 participating in at least one session. Only nine participants attempted a certification test.

Years	Certification attempts	Passed Certifications	Success Rate
2017 Totals	65	53	81.54%
2018 Totals	53	42	79.25%
2019 Totals	128	94	73.44%
2020 Totals	38	29	76.32%
2021 Totals	9	9	100%
All	300	230	76.67%

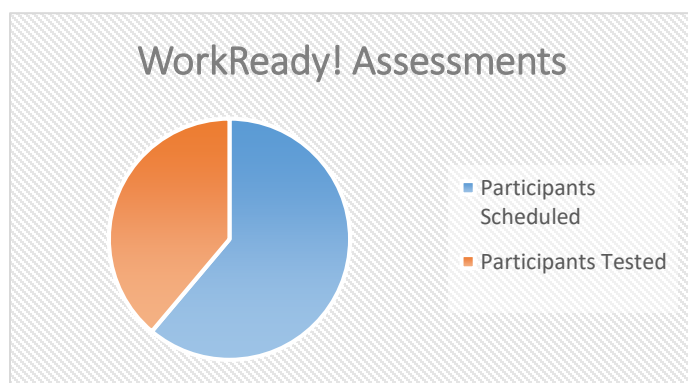
One Stop Operator Report November 2021

The One Stop Advisory Council 2022 calendar will be adjusted to allow time for Workforce Center leadership staff to meet with Council members individually to discuss direction and priorities for the Council. After those meetings are completed the One Stop Operator will prepare a plan and revised calendar for 2022.

Part of the One Stop Operator's role is to connect with community partners to find ways to collaborate in order to provide comprehensive services the help job seekers be successful. One of those partners is the Kansas Legal Services. The Workforce Center will be partnering with KLS to connect individuals to services like expungement and driver's license reinstatement. Another of those partners is Catholic Charities. Career Center staff will be delivering the *Attitude Determines Altitude* workshop at St. Anthony's Homeless Shelter for clients from a variety of Catholic Charities programs. After the workshop, the staff person will be able to schedule appointments for one on one career development assistance.

Business Services Report November 2021

In addition to the 328 employer contacts documented in KansasWorks, there were an additional 272 contacts made with employers who did not have a KansasWorks account. Business Service Representatives (BSRs) attended six community networking events in November resulting in 39 contacts. They reported nine engagements at hiring events, submitted 11 KWCH Featured Jobs with an average wage of \$23.04 and logged five placements with an average wage of \$22.33. Currently there are five companies using the Workforce Center's assessment platform for 15 unique positions and 15 employers whose applications are being accepted at the Workforce Center, including five apprenticeship training programs.



WorkReady! Testing November 2021

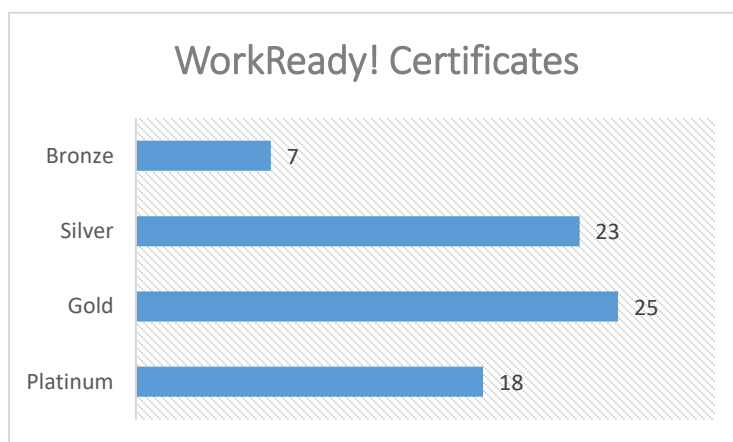
17 - Testing Sessions

63.6% - % Attendance Rate

WorkReady! Certificates November 2021

73 - Certificates Awarded

97.3% - % Award Rate



206 – Pre-Employment Skills Assessments Administered

44 – Applications Completed

415 - Services to Employers

717 - Job Postings

Recommended Action

Receive and File.