

Workforce Alliance Local Workforce Development Board (LWDB) Meeting Minutes
January 25, 2023

1. Welcome and Introductions

The LWDB assembled in person and via Zoom; Chair Melissa Musgrave called the meeting to order.

2. Public Comment

Musgrave asked staff if any requests for public comment were received; none were received.

3. Workforce Innovation and Opportunity Act (WIOA) Operations

A five year summary of Workforce Alliance (WA) investments with training providers and employers, WIOA performance and one-stop operations was provided and reviewed.

A long-standing priority for the WA is to leverage and align WIOA resources to create significant community impact. Looking back over the last five years it would be impossible to make the investments that have been made in the region with the annual federal funds that the WA is allocated. The ongoing concern for staff is that the annual allocations received from the federal government has not grown much and has somewhat declined while expenses continue to increase. It remains critical to continue to seek other funding opportunities in order to provide services.

WIOA program (Adult, Dislocated Worker, and Youth) performance for Local Area IV (LA IV) from Program Year 2017 (PY17) through Program Year 2021 (PY21) was reviewed. LA IV met or exceeded all of the performance measures during this time period with the exception of Youth Credential Attainment and Youth Average Program Score in PY17 and PY18. Since then, all measures have been met or exceeded and in PY21, the WA attained its highest performance over this five year period. WIOA performance over the last five years has seen steady improvement. Each year there was an increase in measures where the goal was exceeded. While performance has been on an upward trend, the Dislocated Worker program has seen a decline caused by the pandemic. WA staff continue to monitor performance and evaluate operations on a continual basis.

There is a concern in regard to participation in WA programs and services as traffic to the Workforce Centers has decreased and numbers are not where they need to be. The pandemic was a large factor in this decline. Auxiliary offices have been affected the most with little or no traffic. Staff are addressing this challenge by placing a heavy emphasis on engaging customers and establishing and reestablishing connections with community partners. Employers continue to have a large need to find workers and job postings have dramatically increased. Staff are looking to increase the number of job fairs other events to pre-pandemic levels, provide direct outreach to jobseekers and expand access points. Access points can provide services to job seekers that cannot easily travel to a Workforce Center for assistance (computers, staff, resources workshops, mock interviews and digital literacy) in places such as libraries, community centers and other partner locations. Technology has also played a role in that more job seekers now have access to the Internet and do not need to visit a center. Staff are always looking for opportunities to provide outreach and promote programs and services as well as partner with other organizations to better assist job seekers and customers throughout the region.

Report was received and filed.

4. Youth Employment Project (YEP) and Work-Based Learning (WBL)

The 2022 YEP report and a mid-year update for the WBL initiative was provided; outcomes were reviewed and discussed with the Board.

For 2022, YEP served over 3,500 young people and 244 employers and worked with 24 high schools. The LWDB Youth Employment Committee established the goal of engaging more employers in 2023 to support and increase outcomes for YEP and WBL. An article from the Brookings Institute on the impact of private sector employers in a youth employment strategy was provided to members in the meeting packet. Planning for 2023 is underway, the priority is to increase the number of employers engaged in

the program that can offer more and varied types of work opportunities.

The Kansas state legislature provided funding for WBL in its third year of the project. For the WA, this funding provides for two WBL intermediaries to work directly in the schools with youth on job skills and work opportunities. WBL is in the legislature's budget for next year and it is hoped that the local areas will continue to receive this funding. The WBL report presented included statewide numbers but can be broken down by area for the next meeting.

LWDB members were sent an addendum to the meeting packet for this agenda item prior to the meeting. Staff asked the Board to approve a change to the WIOA Youth policy to offer incentive options (gift cards) to youth participants to complete Roadtrip Nation (RTN) lessons and activities. This is a new option being offered to WIOA Youth participants and adding incentive options will increase usage. Longwell asked what the impact to the budget would be; staff responded that it is possible that up to 100 WIOA Youth program participants might complete the lessons at a total cost of \$3,750. Blackburn was concerned that considerable funds had already been spent on RTN and asked if part of their responsibility was to promote these activities. Lawing responded that RTN was to provide the content, but not to promote it and that in order for the WA to get its money's worth from its investment, more participation is needed. This incentive will only be offered to WIOA Youth (higher barrier) participants and not the youth that are participating from schools or WA's YEP or WBL participants. *Tony Naylor (Jeff Longwell) moved to approved the change to the WIOA Youth policy as presented. Motion adopted.*

5. **Home Base Wichita**

The Vets ICT project has been rebranded to Home Base Wichita and preparing to launch operations. The WA received \$705,000 in America Rescue Plan Act funds from the City of Wichita to support a strategic project designed to help attract and connect transitioning military personnel and families to employment and career opportunities in South Central Kansas. Home Base Wichita is preparing for a formal community launch at the end of January. Julie Sanders, WA's Director of Military Employment Strategy, provided an update to the Board. The update included project branding, website development, information on military bases in this region that have transitioning veterans with skills that match up to this area's skills needs and on-the-job training funds for small businesses under 500 employees. The target audience was also defined to create more understanding of the term "Veteran" as it applies to this project as the population engaged in military service includes spouses, family members, National Guard, etc. Dr. Utash is currently serving as an air mobility command civic leader for the Air Force in the Midwest region and offered to assist in making connections to the military installations that have been identified to target transitioning veterans and their families.

Report was received and filed.

6. **Statewide Branding**

An update was provided on the new branding strategy for the Workforce Centers in Kansas and the WA communication strategy. The KansasWorks State Workforce Board is leading an effort to update and rebrand the federally funded public workforce system in Kansas. The intent is to increase awareness to help job seekers and employers access employment and skills training services. All of the five workforce boards in Kansas have been asked to update their communication plan to recognize KansasWorks as the common brand in Kansas. The WA has updated its communication plan and is preparing for new signage in Local Area IV. Examples of the new logo and signage were shown. The common "KansasWorks Workforce Center" will be used on signage at all workforce centers statewide with a local identifier i.e., "Wichita", "El Dorado", "Cowley", "Sumner" added below. WA and Kansas Department of Commerce logos will continue to be used where appropriate.

Report was received and filed.

7. Consent Agenda

Approval of meeting minutes from October 26, 2022, WA Program Year 2022 budget, Workforce Centers operations report, strategic planning update for 2023-2025, project updates for the Fair Chance and Registered Apprenticeship programs as well as on-the-job training (OJT) / work-based learning (WBL) contracts for SnapIT Solutions, The Bradbury Company and Youngers and Sons were presented to the Board for review and approval.

Jeff Longwell (Kathy Jewett) moved to approved the Consent Agenda as presented. Motion adopted.

8. Additional Topics/Announcements

- Two more WA strategic planning sessions are planned – Labor Market Information & Economic Forecasting on Wednesday, February 15th at 11:30 with guest speaker Jeremy Hill with WSU's Center for Economic and Business Development Research (CEBDR) and the last session will be Workforce Boards Creating Community Impact at the end of February.
- The WA is continuing to work with ChildStart and other community partners on child care issues affecting workforce development in the region. In partnership with the Wichita Regional Chamber of Commerce, a webinar is tentatively scheduled for February 28th on the State of Kansas' expanded child care credit. Details on the webinar will be sent to Board members when finalized.
- The Kansas Chamber is hosting its annual Workforce Development and Education Summit on March 2nd. The WA is a sponsor of the event. A link for more information, [Kansas Chamber - Workforce Development and Education Summit](#) will be sent to board members.
- The WA received a \$210,000 Digital Skills Grant from Jobs for the Future to provide opportunities to prepare and upskill Kansans for competitive and high-demand technology careers in the region. The press release was distributed today.

Adjourn (11:25)

Present LWDB Members

- Rod Blackburn
- Bill Cantwell
- Ebony Clemons-Ajibolade
- Michele Gifford
- Kathy Jewett
- Pat Jonas
- Dr. Kim Krull
- Kristina Langrehr via Zoom
- Jeff Longwell
- B.J. Moore via Zoom
- Alex Munoz
- Melissa Musgrave via Zoom
- Tony Naylor
- Erica Ramos
- Laura Ritterbush
- Luis Rodriguez
- John Rolfe
- Sally Stang via Zoom
- Dr. Sheree Utash via Zoom

Guests & Staff

- Chelsea Daniel
- Amanda Duncan
- Denise Houston
- Keith Lawing
- Shirley Lindhorst
- Mary Mann
- George Marko
- Chad Pettera
- Jamey Regier
- Julie Sanders
- Laura Breese, Spirit AeroSystems via Zoom
- Tisha Cannizzo, Eckerd Connects
- Yamir Lozada, WSU Tech/NexStep Alliance via Zoom
- Kim Moore, WSU via Zoom
- Toni Porter, Greater Wichita Partnership via Zoom