

# **WORKFORCE CENTERS**

of South Central Kansas

## **KANSASWORKS.COM**

### **Local Workforce Development Board (LWDB) Meeting Minutes** January 26, 2022

#### **1. Welcome and Introductions**

The LWDB assembled via Zoom and Immediate Past Chair Gabe Schlickau, called the meeting to order in Chair Melissa Musgrave's absence. Bill Cantwell was introduced as a new board member replacing Suzanne Scott for Spirit AeroSystems. Kerri Falletti has resigned from the LWDB after resigning her position with Cowley First and accepting a position with the Kansas Department of Commerce. Marcus Curran will be replacing Jeff Townsend on the LWDB for the Sheet Metal Workers. Jennifer Jackson (formerly Hughes) has accepted a new position with the Hutchinson Clinic in Hutchinson, Kansas.

#### **2. Public Comment**

Schlickau asked staff if any requests for public comment were received; no public comment requests were received.

#### **3. 2022 Helping Youth Prepare for Employment (HYPE) Work Plan**

The Youth Employment Project (YEP) is an initiative to assist young adults in finding a first job or work experience opportunity that align with long-term academic and career goals. Services through YEP include assistance in resume creation, job search, preparing for interviews as well as education on soft skills, customer service and financial literacy. The Helping Youth Prepare for Employment (HYPE) is a collaboration of community partners including the Workforce Alliance, the City of Wichita, the Greater Wichita YMCA and USD 259. These partners all have well established youth employment programs and work together to achieve significant community impact. Outcomes for the program in 2019 were extremely good, but due to the pandemic have suffered over the last couple of years. The goal for 2022 is to build back to 2019 levels.

The LWDB Youth Employment Committee has met over the several months to discuss and help prepare the HYPE work plan for 2022. At their last meeting, they approved a work plan for recommendation to the full Workforce Alliance board for approval. The work plan includes goals for participation and for increasing employer engagement and wages paid. The plan also includes a goal to target additional employment sectors such as engineering and financial services as well as engage more small businesses to participate in the program by subsidizing wages if funding can be secured. The plan includes the expansion of the Camp HYPE model to create more opportunities to engage 14 to 15-year-old participants as there are few employers willing or able to hire students of this age group. The camp is treated like a job and students are expected to apply and be "hired" to join the camps and receive a stipend for successfully completing the program. The camp workshops focus on soft skill development, career awareness, academic goals and financial literacy. Each camp is themed to an employment sector and some businesses have committed to participate and financially support Camp HYPE in 2022; others have been or will be contacted. A manufacturing interview day is scheduled for April 9<sup>th</sup> in partnership with USD 259 for youth to apply for approximately 150 positions with Textron Aviation, Spirit AeroSystems and Cox Machine for the summer. Another goal is to develop additional partnerships in the region to expand the camps into other communities such as in Cowley and Butler counties in order to provide the same opportunities to more youth.

*Jennifer Jackson (Michele Gifford) moved to approve 2022 HYPE Work Plan as presented. Motion adopted.*

#### **4. Roadtrip Nation - Project Wichita 2022:**

The Workforce Alliance (WA) and USD 259 are working with Roadtrip Nation on a project for the Wichita area. Tim Hogan, Marissa Moore and Nicole Woodworth, Roadtrip Nation staff spoke to board members about the framework for the project. RTN is a nonprofit organization that humanizes career exploration

through story and empowers individuals to connect their interests to fulfilling lives and careers. They seek out inspiring individuals who have built lives around what they love, then share their stories in award-winning documentaries on PBS and through an online archive featuring thousands of conversations about struggle and success. RTN also provides a framework for how to navigate the career journey, with programs, courses and career discovery resources. Conversations have been underway for months with RTN about a project in the Wichita area for 2022. This project is regional and not just focused on Wichita; it is about the future of work in the South Central Kansas area. To date, the primary partners are the WA, USD 259, WSU Tech and the Kansas Department of Commerce. The total cost for the project is \$665,000 and will be done in two phases. Phase I is the Work-Based Learning Virtual Video Production, Student Interview Projects and Digital Community Hub and Phase II is the Wichita Roadtrip and documentary. At this time, there is \$335,000 committed to the project from the Kansas Department of Commerce (\$200,000) and the Strada Foundation (\$135,000). Partners are actively fundraising for Phase II and have commitments from USD 259 and WSU Tech; there is a gap of \$150,000 to \$175,000 that needs to be raised by March. The timeline for the project was outlined. Work for Phase I, building the framework for the community hub, has begun and interviews with employers will be scheduled. Release of the hub is expected by the end of this summer. For Phase II, the conducting of the actual road trip, would begin possibly at the of end of 2022 but more likely early 2023 with a release on PBS in late 2023 or early 2024. The content created by this project will offer many valuable resources and benefits for classrooms, teachers, students, and parents.

Board members were asked to talk to others regarding securing the necessary funds as well as to provide staff with suggestions for employers to be interviewed for the project. Board members were also encouraged to view previous RTN programs from Indiana and Chicago. The materials produced from this project align with the State Kansas Framework for Growth and the Governor's Education Council and will be a good tool for talent retention and economic development for the state.

*Report was received and filed.*

#### **5. Statewide Workforce Centers Branding Initiative**

Mike Beene, Director of Employment Services, Kansas Department of Commerce was present to discuss the plan being developed to create a common state-wide brand/identifier for the network of one-stop Workforce Centers supported by the Workforce Innovation and Opportunity Act. The branding is a focused, systematic approach to having a common identifier for all of the workforce centers statewide. Other states have implemented common identifiers and Kansas has plans to do the same. As a part of the Kansas State Workforce Board's strategic plan, consistency and commonality for the user experience of the workforce system is a goal as most core services provided by Kansas Local Areas are standardized for the most part. Representatives from each of the five Kansas Local Areas have been meeting regularly to work toward a common identifier. A "Master Brand" example was presented, which includes the KansasWorks and American Job Center logos with each Local Area having a "regional designation or identifier" for example "Kansas City Metro" incorporated in between those two logos. The next branding team meeting is scheduled for February and board members were encouraged to provide input and feedback to staff on the common identifier for this Local Area. There will be some guidelines for use of the common identifier as well as some strategies concerning social media and websites regarding commonalities with links to services and opportunities. No major changes are being requested to the individuality of each of the Local Area's websites. Once a common identifier is selected, a strategy for rolling out that branding will be discussed amongst the State and Local Areas in order not to cause confusion. The State is looking to provide resources for the cost of changing signage. Staff will provide Board members with an opportunity to provide input on the location tagline (municipal, county and broad regional) for the common identifier for this area.

*Report was received and filed.*

## 6. **Consent Agenda**

Approval of Meeting Minutes from October 27, 2021, budget update for Program Year 2021-2022, Workforce Alliance Operations / One-Stop Operator report, WIOA performance reports, regional labor market update/ten county data report, strategic communications report, on-the-job training contracts for HM Dunn Aerosystems, project development update and a Youth Program service provider contract for White Line commercial drivers license training.

*Kathy Jewett (Jennifer Jackson) moved to approve the recommendations as presented in the consent agenda. Motion adopted.*

## 7. **Additional Topics/Announcements**

- The Deloitte Future of Work Project is underway; the Board will receive an update at a future meeting.
- The format for LWDB Executive Committee meetings was changed beginning with the new year. The Committee will convene every other to month and when deemed necessary to conduct business and address items that need action and every other month will meet in-person for informal round tables to interact and discuss employer issues. All LWDB members will be invited to attend the roundtable discussions. The first roundtable format meeting in 2022 was scheduled for January 12<sup>th</sup>, but was cancelled due to a severe rise in COVID cases. The next roundtable meeting is scheduled for March 9<sup>th</sup> and topics and additional information will be announced.

## **Adjourn (11:26)**

### Present LWDB Members

- Rod Blackburn
- Bill Cantwell
- John Clark
- Ebony Clemons-Ajibolade
- Michelle Gifford
- Robyn Heinz
- Jennifer Jackson
- Kathy Jewett
- Pat Jonas
- B.J. Moore
- Alex Munoz
- Tony Naylor
- Matt Peterson
- Erica Ramos
- Ashley Scheideman
- Gabe Schlickau
- Sally Stang

### Guests & Staff

- Amanda Duncan
- Denise Houston
- Keith Lawing
- Shirley Lindhorst
- George Marko
- Chad Pettera
- Laura Rainwater
- Mike Beene, Kansas Department of Commerce
- Tisha Cannizzo, Eckerd Connects
- John Cressler, Butler Community College
- Tim Hogan, Roadtrip Nation
- Debbie Luper, Rep. Ron Estes Office
- Marissa Moore, Roadtrip Nation
- Maria Bocco-Oyler, Kansas Department of Children and Families
- Commissioner Greg Thompson, City of Winfield, CEOB
- Amy Williams, LWDB Executive Committee / LWDB Youth Employment Committee
- Nicole Woodworth, Roadtrip Nation