

Workforce Alliance Local Workforce Development Board (LWDB) Meeting Minutes
October 26, 2022

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. **2020-2022 Strategic Plan and Project Update**

An update was provided to Board members on current WA projects and their alignment with the goals of the 2020-2022 Strategic Plan.

As discussed at the last Board meeting, the WA received \$705,000 in America Rescue Plan Act (ARPA) funds from the City of Wichita to support the Vets ICT Initiative, a project designed to help attract and connect transitioning military personnel and families to employment and career opportunities in South Central Kansas. Julie Sanders, Director for Military Employment Strategy for the WA, is leading the Vets ICT initiative and was introduced to board members.

An update on Roadtrip Nation project was provided. The Build Your Future [Build Your Future / Wichita \(roadtripnation.com\)](#) Digital Community Hub is active and being utilized in area schools, and as a tool to help support the Workforce Innovation and Opportunity Act (WIOA) Youth program. A training session for staff from USD 259 and the Workforce Alliance was held on September 6th, and presentations have been made at the Kansas Association of Career and Technical Education, and the state Workforce Conference. The second phase of the RTN Project is now underway, which is the development of a one hour public television documentary that will be aired nationally, as well as 50+ short-form video assets that can be integrated into the Build Your Future Digital Community Hub and made available to workforce-focused partners across the region. The Roadtrippers have been selected, the route is being developed, and filming is expected to begin in the next couple of weeks.

Evergy is establishing a Customer Connect Center (CCC) in Wichita to create a face-to-face customer experience and educate customers. The WA has signed an agreement with Evergy to assist them with hiring two staff members to assist in the operations of the CCC. This partnership will allow the WA to create work experiences for youth and adult job seekers, and will also increase visibility to employment and career opportunities with Evergy. The WA will use the Evergy CCC as an access point for employment and training services. The CCC is located at 111 S. Ellis (Douglas and Hydraulic) An announcement about the opening of the CCC will be made in mid-November and board members are encouraged to attend.

The Kids Are Good Business Campaign was created to address the lack of quality, affordable child care, which is an issue for many in the workforce. The WA and ChildStart are part of a work group of community leaders led by Wichita State University that have been meeting and working together to address this issue. The WA received a grant from ChildStart to develop a targeted outreach strategy on resources available and best practices to support workers and attract employees. A Child Care and Employment video was produced and presentations are being made to business associations, employers and community groups across the region such as the Andover Chamber of Commerce, Disrupt HR, El Dorado Chamber of Commerce, Cowley College and KNSS Radio Issues 2022.

Progress on the Youth Employment Project (YEP) / Helping Youth Prepare for Employment (HYPE) and Work-Based Learning (WBL) project was presented. Goals were surpassed as over 3,500 youth were served, over 2,200 were employed and over \$5,000,000 in wages were earned. Exceptional outcomes were attained and were much better than pre-pandemic levels. The State of Kansas is providing direct funding to support two full-time WBL Intermediary positions to work directly in regional high schools and increase career awareness for students and engage employers to support this initiative by providing more and better education and work experience opportunities. More school districts will be involved in the program for

the 2022-2023 school year. The LWDBs act as the broker between the schools and employers to provide these opportunities. Board members may be asked to support staff in reporting outcomes to the legislature next year in order to obtain funding to continue the program.

To advance the issues from the Deloitte Future of Work Project, a Talent Roadmap Leadership Coalition has been created. The WA is directly engaged with the work of the coalition and are represented by many staff and board members. The WA's role is to support a business and education feedback loop with the goal of preparing the workforce to meet the evolving needs of the business sector by ensuring strategic alignment between the business sector and the education/workforce planning sector. The purpose of the Coalition is to advance strategies and actions from the Deloitte study on the Future of Work, and its formal mission statement is below.

The One Workforce Grant is a \$9.9 million competitive grant that was awarded to the WA by the U.S. Department of Labor. The grant is for advanced manufacturing and information technology jobs and the goal is to serve 900 individuals across three training areas - scholarships and occupational skills training for people not connected to the labor force, companies making new hires through internal on the job training, incumbent worker training to upskill into a higher level position. The WA is seeking more employer partners and growing the number of skills training scholarships at area education partners.

Report was received and filed.

4. Workforce Alliance 2023-2025 Strategic Planning Process

To help determine priorities and develop plans to create community impact above and beyond the annual WIOA allocations, the WA Board conducts strategic planning on a regular basis. The 2020-2022 Strategic Plan goals were provided to board members as a review. Strategic planning will begin soon with the goal of having an updated plan for 2023-2025 adopted by the board in April.

A series of 90 minute workshops will be scheduled. Each session will be dedicated to specific topic and a subject matter expert could be brought in to facilitate each of those sessions. Sessions could include labor market information, workforce board best practices, WSU Build Back Better grant, policy issues and national trends and diversity, equity and inclusion. Board members are highly encouraged to participate.

Report was received and filed.

5. Workforce Alliance Communication Plan and Social Media Policy

To align with the new unified KansasWorks branding policy, the WA is updating its communication plan and adding a social media policy. The draft policy and KansasWorks master brand and common identifiers were presented to Board members. 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 is now doing same. The State will roll out the common identifiers on January 1, 2023. 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. A social media policy is required to guide the interactions between the social media accounts of the WA and the Kansas Department of Commerce (KDC) and KansasWorks in order for State to share or amplify the WA's messaging. The current "Workforce Alliance" logo that represents the organization will continue to be used. The logo "Workforce Centers KansasWorks.com" logo will no longer be used rather KansasWorks Workforce Center Wichita, KansasWorks Workforce Center Cowley, KansasWorks Workforce Center El Dorado or KansasWorks Workforce Center Sumner for each Workforce Center will be use. The signage on each of the Workforce Centers will be changed. KDC is providing resources for the cost of changing signage. Communications will be getting the message out into the community to make the change as seamless as possible and limit any confusion for customers.

Ebony Clemons-Ajibolade (Jeff Longwell) moved to adopt the social media policy as presented. Motion adopted.

6. **Consent Agenda**

Approval of meeting minutes from July 27, 2022, Workforce Innovation & Opportunity Act (WIOA) Self-Sufficient Wage policy change update, WA Program Year 2022 budget update, 2023 LWDB Meeting / Workforce Centers Calendar, Workforce Alliance Operations / One-Stop Operator Report, Registered Apprenticeship Month information and 2022 Jobs FORE Youth Golf Tournament presented by Meritrust Credit Union update were presented to the Board for review and approval.

Board members were asked about Juneteenth and how they manage the holiday in their organizations. The WA follows the holiday schedule of the State of Kansas and that holiday is not yet being recognized by the state. Some board members responded that they have a floating holiday built into their calendars for staff members to observe this or similar holidays based on their beliefs or preferences or schedule diversity, equity and inclusion activities.

Jeff Longwell (Robyn Heinz) moved to approved the Consent Agenda as presented. Motion adopted.

7. **Additional Topics/Announcements**

- Board member John Clark announced that the Plumbers and Pipefitters have moved from downtown to a new state of the art training facility in front of Town West Square and had a grand opening event on Friday, October 21st. Board members were asked to contact him if they are interested in touring the facility. He also announced that the Governor signed an executive order creating a registered apprenticeship department for the State of Kansas.
- November is National Registered Apprenticeship month and the week of November 14th is National Registered Apprenticeship Week. Sedgwick County and the City of Wichita will be issuing proclamations in November.
- The WA is hosting a Registered Apprenticeship appreciation breakfast on Monday, November 14th at the Wichita Workforce Center from 7:30 AM to 9:30 AM. The event will feature breakfast, networking, and the opportunity to hear from leaders in the Registered Apprenticeship field. All Board members were invited to attend.
- A webinar on the Fentanyl Crisis and how it affects employment and workforce issues will be held on October 27th. The webinar is hosted by the Wichita Regional Chamber and the WA is one of the sponsors. Access information to attend the webinar was sent to board members.
- Keith Lawing attended the Chamber’s City-to-City visit to Minneapolis. One of the takeaways from that trip is how to incorporate the ball park into education for youth and community events.
- The annual GetHired! Job Fair is scheduled for November 10th at Intrust Bank Arena from 2 to 6 pm. The event is sold out to employers.

Adjourn (11:10)

Present LWDB Members

- Bill Cantwell
- John Clark via Zoom
- Ebony Clemons-Ajibolade via Zoom
- Robyn Heinz via Zoom
- Russell Kennedy
- Jeff Longwell
- Alana McNary via Zoom
- B.J. Moore via Zoom
- Kami Moore via Zoom
- Melissa Musgrave via Zoom
- Tony Naylor via Zoom
- Matt Peterson via Zoom
- Erica Ramos
- Laura Ritterbush
- Sally Stang via Zoom

Guests & Staff

- Amanda Duncan
- Mason Faucett
- Denise Houston via Zoom
- Keith Lawing
- Shirley Lindhorst
- George Marko
- Chad Pettera
- Laura Rainwater
- Kennisha Rolfe
- Julie Sanders
- Tisha Cannizzo, Eckerd Connects
- Commissioner Greg Thompson, City of Winfield, CEOB via Zoom