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**Local Workforce Development Board (LWDB)
Youth Employment Committee Meeting Minutes
November 15, 2022 – 11:30 AM**

1. Welcome and Introductions

The LWDB Youth Employment Committee assembled via ZOOM. Co-Chair Amy Williams called the meeting to order. It was noted that Mike Kriwiel and Joanna Duran with Pyxis were in attendance in addition to Committee members.

2. Work-Based Learning (WBL) Project Update

The WBL project is in its third year and a partnership between the Kansas Association of Workforce Boards (all five of the local workforce boards in Kansas), Kansas Department of Commerce and the Kansas Department of Education. Presentations were recently provided to the Kansas State Workforce Board and the State Board of Education and this information was shared with the Committee. In 2021-2022 46,000 students engaged in a WBL experience, 516 employers engaged in WBL activities and 101 schools participated across 28 school districts. 8,861 students were in career preparation experiences, 9,169 students engaged in career exploration experiences and 28,022 students engaged in career awareness experiences. First quarter outcomes from the 2022-2023 school year were also reviewed. A report on WA WBL intermediary activities was given. The main focus has been on paid internships. A manufacturing day is scheduled for April 1, 2023. The intermediaries have been out in the schools every week to engage students by providing services such as workshops, resume reviews and mock interviews. Several job fairs and career mentoring activities are planned. Amy Williams asked why the aviation career pathway is not listed in the data. That pathway is not reported separately and is folded into the advanced manufacturing category at the state school board level, but this data does need to be pulled out separately for this region and staff will work with the schools to do this. Williams also asked if the numbers reported reached targeted goals for the program. The WBL program is now funded with state funds become sustainable and annual goals and expectations will need to be determined. Staff are pleased with the trajectory on outcomes. Rod Blackburn asked what the impressions are of the state school board to continue to support the program. The membership of the board will change somewhat at the first of the year, but not expected to change overall commitment of the board to the program.

Report was received and filed.

3. Roadtrip Nation (RTN) – Leveraging Workforce Innovation & Opportunity Act (WIOA) and Work-Based Learning

An update on the RTN project was provided. One of the goals of the project is to connect to area youth and increase awareness about the WIOA Youth program. The Build Your Future [Build Your Future / Wichita \(roadtripnation.com\)](https://www.buildyourfuture.com) Digital Community Hub is active and being utilized in area schools and as a tool to help support the WIOA Youth program. Staff from USD 259 and the WA attended a training on how to incorporate the tools into their programs. Presentations have been made at the Kansas Association of Career and Technical Education as well as the State Workforce Conference. The second phase of the RTN Project is currently underway, which is filming for 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 Digital Community Hub and made available to workforce-focused partners across the region. A brief profile of the five Roadtrippers was provided to Committee members. They are traveling around the region visiting with and interviewing local community leaders. The documentary will air sometime in 2023 and the release will be publicly announced and a celebration scheduled. As WIOA Youth Program funds were used to help fund the project, the WA must be able to demonstrate program's participants benefit from the RTN tools. Staff are working on how this data

will be tracked and reported. This data will be shared with the Committee on a regular basis and a final plan will be presented to the Committee. Having USD 259 as one of the leading partners on the RTN project will help accelerate opportunities to support the WBL Intermediary project. A possible community of practice may be formed with other workforce boards across the country that work with RTN to share information and best practices.

Report was received and filed.

4. 2022 Youth Employment Project (YEP)/Helping Youth Prepare for Employment (HYPE) Outcomes

YEP/HYPE outcome numbers were shared with the Committee, which included goals for 2022 and a comparison of actual numbers for 2022 and 2021. The project improved significantly in most categories. Amy Williams asked if staff knew why wages were significantly higher than last year; over \$5 million in 2022 compared to \$1.5 million in 2021. Staff will be doing some more analysis on the data, but attribute most of the increase to the high demand for workers and employers having to pay higher wages across the board in order to hire workers, the number of youth working doubled over the previous year and youth are working longer than in the previous reporting period. Rod Blackburn asked what the biggest challenge for employers is in hiring youth and staff find that the competing timeframes of work and school is the biggest reason. Although the labor market was good for hiring this year, there is now a need to look at what the environment for 2023 looks like and how to plan accordingly. The HYPE partners will meet soon to begin discussing the plan for next year and setting some goals. Rod Blackburn suggested that feedback from employers participating in the program is needed to determine what can be done to increase engagement of employers already participating and attract some new ones. There is a need to go back to employers that have participated in the past, but that are not currently to bring them back on board. Staff will plan to be more deliberate in the collection of feedback from employers.

Report was received and filed.

5. 2023 Youth Employment Plan (YEP) / Helping Youth Prepare for Employment (HYPE) Work Plan and Goals

In order to increase the number of employers participating in the program, staff proposed that a convening of employers be scheduled in January. Currently participating and potential employers would be invited as well as some youth who have been through the program in order to discuss the benefits of the program, answer questions and promote participation. It will be important to include varied and multi-tiered employers. The benefits of adding to the greater good of the community should be addressed. The challenges of hiring youth should be discussed and also ways to overcome those challenges demonstrated. Committee assistance in scheduling the same kind of convening in Butler, Cowley and Sumner counties will be needed to assist staff in being more deliberate in operating the program outside of Wichita and Sedgwick County. The marketing of the program needs to include success stories and testimonials from employers and youth.

One focus for staff in 2023, is on private sector non-subsidized work opportunities. A recent Brookings study illustrates that over time and in general, young people that engage in a high school internship program have higher life time earnings, better academic outcomes and long-term achievement particularly for those funded by business community investment.

Staff requested that Committee members propose additional specific strategies for staff to look at for 2023 planning. Blackburn proposed having recent high school graduates that are now in college programs, intern and work in high schools part-time to work with students and promote the WA youth program services. Student could partner with board member and staff and be provided with a tool kit of resources and be an ambassador/influencer for the organization in the schools. The ambassador/influencer would be familiar with the school and its staff and students might find the

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ambassador more relatable than faculty or staff. A student who has participated in HYPE or some other youth employment program might be an option to fill this role. This kind of position might have to be a funded experience through the WA, school district or the college.

Staff will be working on a coordinated work plan for 2023. Because the next meeting is not until February, a workshop may be scheduled or outlines reviewed via email with Committee members before the next meeting in February.

Report was received and filed.

6. Consent Agenda

Minutes from the September 20, 2022 meeting, the WA budget for Program Year 2022 and an update on Workforce Innovation and Opportunity Act (WIOA) Performance Reports for Youth Program for Program Year 2022 were presented to the Committee for review and/or approval. A detailed report on performance will be provided at the next meeting.

Laura Barker (Aletra Chaney-Profit) moved to approve the Consent Agenda. Motion was adopted.

7. Next Steps

- Staff will send Committee members the detailed, final HYPE / YEP report after the meeting.
- Staff will break down aviation career pathway data in the WBL reporting.
- Staff will discuss data analytics with the Roadtrip Nation representatives.
- Staff will review HYPE / YEP data to see if it can be determined in more detail as to why wages increased so dramatically for this year.
- A report on performance for the WIOA Youth Program will be presented at the next Committee meeting.

8. Adjournment

The meeting was adjourned at 12:37 PM.

Attendees:

LWDB Youth Employment Committee Members

Laura Barker, USD 259
Rod Blackburn, Partners in Education, Co-Chair
Cody Griffin, WSU Tech
Aletra Chaney-Profit, Butler Community College
Mim McKenzie, YMCA
Amy Williams, Spirit AeroSystems, Co-Chair

Staff/Guests

Chelsea Daniel
Denise Houston
Keith Lawing
KC Schumacher
Holly Westmoland
Marqus Wilson
Shirley Lindhorst
Chad Pettera
Joanna Duran, Pyxis
Mike Kriwiell, Pyxis
Deb Weve, Job Corps