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

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Tuesday, November 16, 2021 • 11:30 a.m. – 1:00 p.m.

1. Welcome and Introductions: Jennifer Hughes (11:30)
2. Planning Discussion: 2022 Work Plan Youth Employment Project (YEP) / Helping Youth Prepare for Employment (HYPE): Keith Lawing (11:35) (pp. 2-4)
A draft work plan for HYPE 2022 will be discussed with the goal of having a final plan approved by January 2022.
Recommended action: Take appropriate action
3. Work-Based Learning (WBL) Project Update: Keith Lawing/Committee Members (12:15) (p. 5)
The Work-Based Learning Task Force of Governors Education Council is recommending an expansion of the WBL Intermediary Pilot Project that would allow the five local workforce boards to increase staff capacity.
Recommended action: Receive and file
4. Consent Agenda: Amy Williams / Jennifer Hughes (12:30)
 - A. Approval of the Minutes from the September 21, 2021 Meeting (pp.6-9)
 - B. Workforce Innovation and Opportunity Act (WIOA) Performance Reports (pp.10-12)**Recommended action:** Approve the consent agenda as presented.
5. Next Steps: Amy Williams / Jennifer Hughes (12:40)
6. Adjourn: (12:45)

The next LWDB Youth Employment Committee Meeting is scheduled for Tuesday, January 18, 2022



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2022 HYPE Work Plan and Project Goals

DISCUSSION DRAFT: November 2021

It is proposed that the Helping Youth Prepare for Employment (HYPE) project build on outcomes from previous years to increase community impact by helping more young adults get a first job or receive a valuable work experience opportunity. Given the disruption to the economy and schools the past two years from COVID it is suggested that the outcomes from 2019 be used to set goals for 2022.

HYPE Summary and Project Design:

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. Strategies are developed to align services and leverage funds to improve outcomes and better leverage the HYPE partnerships.

The jobs through HYPE are from a mix of employers and range from subsidized placements with non-profit and public institutions, 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.

Proposed Focus Area for 2022:

- Generate outcomes equal to or greater than 2019
- Increase employer engagement
 - Small Business Participation: 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 offer to subsidized up to 10 placements; average cost per is \$2,500, \$25,000 total.
 - Employer Outreach and Awareness: Hold 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.
- Grow and expand partnerships with area high schools
 - Strategies to engage more school counselors
- Develop stronger connections to community based organizations in the region
- Leveraging Work Based Learning pilot projects
- Identify funding support for 2022 and beyond



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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	\$2,000,000
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

Camp HYPE:

As efforts continue to develop and provide Work Based Learning (WBL) opportunities for youth, the Workforce Alliance (WA) is proposing a plan to return to the 2019 Camp HYPE model. In that model the participants 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 HYPE concept is to focus efforts on the 14-15-year-old age group, as they have fewer job opportunities, but will also host camps for those youth between 16-17 years of age. WA will work directly with the area schools to receive referrals and applications for the camps. HYPE will continue to do everything possible to assist all youth with immediate employment opportunities and equip them with tools and awareness that will help with academic success and long-term career goals.

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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, this opportunity should be treated like a job, and participants are expected to apply and be accepted to join the camps. The career camps will be open to all schools and districts, depending on available resources and partnerships. WA will request to utilize externs from USD 259 to aid in efforts.

HYPE Resources / Budget

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

- Everygy has confirmed their participation and commitment to providing \$5,000
- FlagshipKansasTech.com – Ashley Scheidman has 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 has confirmed to supporting another Healthcare Camp and 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.

Additional funding:

It was discussed for the possibility to hold an annual breakfast to solicit funds for YEP & HYPE. The idea is to invite multiple employers to learn about YEP, HYPE and Work Based Learning (WBL) initiatives. Awards would be given to youth to recognize efforts in obtaining an internship, job shadow, job, or another form of WBL, as well as community service. Awards would also be given to supporting employers who go above and beyond in supporting youth. Funding requests would consist of various sponsorships; venue, tables, breakfast, drinks, etc. Further discussions and event planning draft needed.

Other Resources needed to support 2022 HYPE:

- USD 259 Externs
- Use of City of Wichita busses to transport youth to and from employers' sites/community centers
- Additional employers to provide tours
- Lunch & snack sponsors

COMMITTEE: Work Based Learning

Recommendation: The WBL Subcommittee supports the request for continued funding for the joint pilot project establishing the network of Work Based Learning Coordinators and Work Based Learning Intermediaries with the Kansas Department of Commerce, the Kansas Department of Education and the Local Workforce Boards.

RATIONALE: The Kansas Department of Commerce is making a budget enhancement request of \$714,000 to support staffing the WBL Intermediaries for a third year, and also investing funds to develop training workshops for the WBL Intermediaries and the Local Workforce Boards.

BEST PRACTICES: The WBL Coordinators from the WBL pilot schools and the WBL Intermediaries have produced impactful outcomes during the first two years of the project, and are building a library of best practices that can be used by other schools and employers from across the state.

ANTICIPATED IMPACT: Getting more employers directly engaged in WBL activities to provide more students applied learning opportunities

POTENTIAL CHALLENGES: Identifying sustainable funding for ongoing implementation, getting academic credit for students participating in WBL activities, determining liability issues for on-site WBL placements with employers.

STAKEHOLDER GROUPS INFORMING THE RECOMMENDATION: Local Workforce Boards, Kansas Department of Commerce, Kansas Department of Education

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Local Workforce Development Board (LWDB) Youth Employment Committee Meeting Minutes September 21, 2021 – 11:30 AM

1. **Welcome and Introductions**

The LWDB Youth Employment Committee assembled via ZOOM. Co-Chair Amy Williams welcomed Committee members and called the meeting to order.

2. **Youth Employment Project (YEP) / Helping Youth Prepare for Employment (HYPE) 2021 Update**

Staff provided and reviewed the final outcomes of the 2021 YEP and HYPE programs. Over 800 youth were employed and including the numbers from HYPE there were over 1,000. 114 employers were involved in the program over the summer. Some of the positives and challenges from this year were shared with the Committee. In regard to job placement services, students were not as dependent on YEP/HYPE to find jobs this year due to the current employment situation whereby employers are having difficulties finding workers. During COVID, visits by staff to students in the schools was not possible, but staff have started these visits again and have been scheduling Essential Work Skills workshops for students to earn certifications. One of the goals of YEP is to reduce turnover of job placements with these certifications. The YEP newsletter has been effective for employers and the partnership with schools and community organizations has helped to distribute it to more people.

This summer's Camp HYPE for 14 and 15 year olds was successful, however, there were several participants that signed up for camps that did not attend. USD 259 has indicated that they are addressing absenteeism and enrollment issues as well. Parents mandating participation of their child in the program is ineffective. School counselor referrals have been a much better way to insure successful attendance and participation of a student in the program and in matching student to the proper camp. This summer, five Camp HYPE's were conducted at the Wichita Workforce Center a Technology camp supported by Flagship Kansas.Tech, Trade Skills camp supported by the electrical union, Textron Aviation camp, healthcare camp supported by Ascension Via Christi and a Spirit AeroSystems camp. Staff would like to expand the Camp HYPE model to include other business sectors and other regions.

Staff are expecting an increase in participation in the program next year. Some strategies for next year include a renewed focus on working with school counselors to obtain referrals, an effort to work with partner schools that are part of the state's Work Based Learning (WBL) pilot program, conducting Camp HYPE's in surrounding counties and coordinating with community partners to host camps in their facilities so that camps and programs can be offered in a variety of locations. New WA staff member, Jo Truong, was introduced; she has been hired to assist with WBL initiatives directly in the schools.

Report was received and filed.

3. **2022 Work Plan Discussion**

Committee members were provided with a work plan draft for 2022 and asked to assist in developing youth employment program goals and strategies for the upcoming year. The plan includes four key elements or activities:

- Career Camps primarily for 14-15 years olds (possibility of expansion to different ages if needed) Could continue and improve upon career camps could design based on industry/employment sectors. Integrate college partners.

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- Summer Internships Determine what youth are interested in and improve the variety of employers that benefits both participants and the employer. Include both large and small employers.
- Direct Employment Improve direct employment piece – help youth find their own jobs
- Leveraging Work Based Learning (WBL) pilot projects – WBL gets staff into the schools, has statewide funding and students can receive academic credit.

Discussion

- The biggest challenge for the program is how to get more businesses to work with YEP, while building upon the existing participating employers and what does that outreach look like.
 - Provide outreach and awareness that creates buzz and makes it appealing to employers so that they want to be a part of the program and show how that participation benefits youth and employers. Show the economic impact to the community of the program as well as the value and impact in being part of it.
 - Look at opportunities to include parents and caregivers in information distribution / Offer monthly incentives to keep parents engaged.
 - Use voices of employers that are already part of YEP/HYPE to promote the program to other employers
 - Create awareness about the program and show employer how to hire and how they can address challenges and barriers.
 - Create videos that show the real, actual impact of participation in the programs and the successes that result from it. Track and highlight previous participants and their accomplishments.
 - Coordinate large meeting event of employers to promote the program and its services.
 - Take advantage of the increased urgency and appetite of employers in obtaining workers. Create a menu of options for how employers can participate in the program according to their interests and abilities – Virtual Classroom speaker, field trip to employer site, one day work simulation, to job shadow, summer employment or internship, etc.
 - Include examples of internships versus first job experiences and how they teach job skills in different ways.
- Need to look at how this program can be expanded and implemented in other communities in the region. Butler Community College outreach connection team, Cowley College and WSU Tech hosted expose student participants to college environment
- Partner with employers in using Xello, QuickHire and other platforms all employers are looking for talent connecting point to high school students. Make it easier for employer to obtain a quality hire more quickly.
- Provide opportunities like Camp HYPE to 14 to 15 year old students who are not old enough for employment opportunities and then build through other programs in the HYPE program such as internships/YMCA's Job Prep as they get older. Offer more sessions sponsored by more and different employers.
- Coordinate tours of businesses for youth as was done successfully pre-COVID with Wichita Transit Authority providing transportation.
- Schedule camps, workshops, job fairs, etc. in different locations in the area such as community centers, employer sites, WSU Innovation Campus, etc. to add variety and interest.
- Renewed emphasis on direct job placement services, job fairs, etc.

4. 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 WA's new WBL Intermediary will have a direct role in working with schools to provide academic credit to students learning from a hands-on work experience with an employer. A challenge to implementation of WBL is liability insurance. The task force is looking at the issue of whether employers or schools bear the responsibility of liability. There is legislation that has been introduced, Senate Bill 91, which clearly identifies school districts as being responsible and there is a concern that schools cannot obtain the level of coverage needed. The National Governors Association has been consulting on the matter and whether a student works in a paid versus unpaid experience is a major factor in determining liability. If this issue can be resolved, opportunities can be expanded. Currently, USD 259 has a model whereby catastrophic injury coverage is provided through KSHSAA and then the school district pays for coverage up to the catastrophic limit. A very small percentage of students are doing work that requires a significant level of risk and their coverage should not be difficult to cover; possibly this model could be expanded in the state. There are a few schools involved in the pilot project and the goal is to include more. This year, the new schools participating in the pilot in Local Area IV are Maize, Clearwater, Wellington, El Dorado and some new USD 259 schools. WBL is not just about providing internships; job shadowing, mentorship, presenting in schools are also ways to provide WBL opportunities to students. The tracking of these students through the program, what progress they make and where they ultimately end up will be important in marketing the program to employers. There is a need for assistance from educational institutions to try to determine a way to track WBL students' progress once they graduate and have left the public school system. Cowley College does have the structure in place through a data request to obtain this information. 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.

5. Consent Agenda

Minutes from the July 20, 2021 meeting and the final Workforce Innovation and Opportunity Act (WIOA) Performance Reports Program Year 2020-2021 for the WIOA Youth Program was presented to the Committee for review and approval. All performance measures have been met or exceeded and no corrective action is necessary. Staff feel that the WIOA Youth Program is not serving as many youth as it should be and are increasing outreach efforts.

Motion to approve the Consent Agenda was adopted.

6. Next Steps

- Increasing employer engagement is key and targeting a list of employers that would be a good fit and benefit from the program is important. Committee needs to know how many and what kind of businesses are currently participating and have participated in the past, to determine what other kinds of businesses are needed. Employers ideally should line up with key employment sectors in the region and schools' defined career pathways. and then
- Butler Community College and Cowley College look at ways to expand regional involvement in the program.

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- Staff will email a revised work plan outline incorporating discussion items from this meeting to Committee members in advance of the next meeting on November 16th, so that members can provide feedback by sending “Reply All” on email exchanges in order for staff to prepare a final draft for approval at that next meeting with the goal being to roll out the plan in January.
- WA staff send Committee members a list of currently participating employers and members will provide WA staff with ideas for other employers that would be a good fit and align with sectors in order to help with targeted recruitment.

7. **Adjournment**

The meeting was adjourned at 12:42 PM.

Attendees:

LWDB Youth Employment Committee Members

Aletra Chaney-Profit
Kelly Bielefeld
Anne-Marie Coughlin
Laura Hands
Mim McKenzie
Angela Perez
Dr. Dennis Rittle
Leah Roeder
Amy Williams

Staff/Guests

Stacy Cotten
Amanda Duncan
Denise Houston
Aliex Kofoed
Keith Lawing
Shirley Lindhorst
Jo Truong

Item

WIOA Youth Performance Reports

Background

Program Year 2021 (PY21) began on July 01, 2021. The first quarter is complete and the second quarter has begun.

Analysis

WIOA Youth (PY21)

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

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 meet the goal for one measure and not meet the sanction level for four 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
Program Year 2021 Performance Report of LA IV as of 11/02/2021

Youth		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
	Goal													
	Sanction													
Education and Employment Rate <i>(2nd Qtr. after Exit)</i>	72.50%	66.67	2	100.00	3					77.78	7	58.57	82	2nd Qtr= 10/01/20 to 12/31/20
	65.25%		3		3						9		140	Annual= 07/01/20 to 06/30/21
Education and Employment Rate <i>(4th Qtr. after Exit)</i>	69.10%	75.00	3	75.00	3					57.14	8	63.75	160	2nd Qtr= 04/01/20 to 06/30/20
	62.19%		4		4						14		251	Annual= 01/01/20 to 12/31/20
Earnings <i>(Median Earnings 2nd Qtr. after Exit)</i>	\$4,145.00	\$1,901.74	N/A	\$5,865.94	N/A		N/A		N/A	\$4,444.19	N/A	\$3,159.44	N/A	2nd Qtr= 10/01/20 to 12/31/20
	\$3,730.50													Annual= 07/01/20 to 06/30/21
Credential Attainment <i>(Within 4 Qtrs. after Exit)</i>	59.00%	100.00	3	100.00%	2					100.00	10	49.14	86	2nd Qtr= 04/01/20 to 06/30/20
	53.10%		3		2						10		175	Annual= 01/01/20 to 12/31/20
Measurable Skills Gain <i>(Real Time Measure)</i>	57.60%	60.00	3	25.00	1					80.00	4	13.51	15	2nd Qtr= 10/01/21 to 12/31/21
	51.84%		5		4						5		111	Annual= 07/01/21 to 06/30/22

Summary LA IV	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	LAIV Annual	State Annual
	Youth	Youth	Youth	Youth	Youth	Youth
Met Goal	3	4			4	0
Met Sanction	1	0			0	1
Did Not Meet Sanction	1	1			1	4

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 11/02/2021

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	54.64%	71.89%	40.00%	48.48%	77.78%	107.28%	75.89%
	76.00%		82.50%		72.50%		
Employment 4th Quarter After Exit	47.24%	63.84%	45.45%	57.53%	57.14%	82.69%	68.02%
	74.00%		79.00%		69.10%		
Median Earnings 2nd Quarter After Exit	\$6,486.83	112.79%	\$8,668.75	95.26%	\$4,444.19	107.22%	105.09%
	\$5,751.00		\$9,100.00		\$4,145.00		
Credential Attainment Rate	72.09%	96.64%	42.86%	54.53%	100.00%	169.49%	106.89%
	74.60%		78.60%		59.00%		
Measurable Skill Gains	17.39%	32.69%	30.43%	43.91%	80.00%	138.89%	71.83%
	53.20%		69.30%		57.60%		
Average Program Score	90.00%	75.57%	90.00%	59.94%	90.00%	121.11%	

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)