

WORKFORCE CENTERS

of South Central Kansas

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Local Workforce Development Board (LWDB) Executive Committee Meeting Agenda

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Wednesday, December 8, 2021 • 11:30 a.m. – 1:00 p.m.

1. **Welcome and Introductions:** Melissa Musgrave (11:30)
2. **Roadtrip Nation Project Agreement:** Keith Lawing (11:35) (*pp. 2-24*)
The Workforce Alliance is leading a coalition of partners bring Roadtrip Nation to Wichita for a project in 2022.
Recommended action: *Approve the agreement with Roadtrip Nation as presented.*
3. **Workforce Alliance (WA) 2020-2022 Strategic Plan Implementation Update:** Keith Lawing (11:50) (*pp. 25-28*)
An update on the implementation of the 2020-2022 WA strategic goals will be provided.
Recommended action: *Take appropriate action.*
4. **Consent Agenda and Committee Reports:** Melissa Musgrave (12:15)
 - A. Approval of Meeting Minutes for September 8, 2021 (*pp. 29-31*)
 - B. Regional Labor Market Report (*p. 32*)
 - C. Program Year 2021-2022 Budget Report (*p. 33*)
 - D. Workforce Center Operations / One-Stop Operator Report (*p. 34-37*)
 - E. On-the-Job Training Contract for the Eligible Training Provider (ETP) List - Spirit AeroSystems (*p. 38*)
 - F. Youth Program Service Provider Contract - Pyxis (*p. 39*)
 - G. 2022 Executive Committee Meeting Plan**Recommended Action:** *Approve the consent agenda as presented*
5. **Adjourn:** Melissa Musgrave (12:45)

*The next LWDB Executive Committee Meeting is scheduled for
Wednesday, January 12, 2022 at 11:30 a.m.*

Item

Roadtrip Nation (RTN) Project Agreement

Background

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 and courses, career discovery resources, live events, and a New York Times bestselling career guide, “Roadmap.” Along the way, they have benefited from world-class partnerships with great nonprofits, mission driven corporations, foundations, and people who believe in empowering career seekers to define their own roads in life. The first road trip was in 2001, guided by the question of how to build a life doing what you love and that has developed a single mission: to create a movement of people empowered to define their own roads.

Analysis

Conversations have been underway for months with RTN about a project in the Wichita area for 2022. To date the primary partners are the Workforce Alliance (WA) officials from USD 259, WSU Tech and the Kansas Department of Commerce. A proposal was submitted by RTN for a two phase project to be conducted in 2022. (attached)

The total cost for the project is \$665,000. 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). Securing funding for Phase II is being coordinated by WSU Tech and USD 259. In the event funds are NOT raised for Phase II, Phase I can be a stand-alone project that will produce significant benefits, but leadership from WSU Tech and USD 259 are confident that the full project can be completed.

Phase I: Work-Based Learning Virtual Video Production, Student Interview Projects + Digital Community Hub

- *Aggregation and post-production of existing RTN video content*
- *Pre-production, filming and post-production of Wichita Leader Videos*
- *RTNE and Student Interview Project guidance, support and content integration*
- *Online development and integration of crowdsourced Share Your Road platform*
- *Online development of the Future of the Wichita Workforce Digital Community Hub*
- *Content management and database tagging*
- *Project management*

PHASE II: Wichita Roadtrip + Documentary

- *Pre-production (roadtripper selection, leader identification, Roadtrip planning)*
- *Production (filming, editing, on-the-road expenses)*
- *Post-Production (editing of documentary and short-form, educational content)*
- *Distribution (public television release, integration into RTN education network.*

Approval by the WA for the attached agreement from RTN will allow the project to begin. At this time there are no plans for any of the RTN project to be funded directly from the WA. The WA will either receive grants directly to fund the project, or facilitate payment from other partners to RTN.

WA staff consulted with legal counsel on the agreement and are recommending approval by the Executive Committee.

Strategic Goals Supported

This activity supports the following Strategic goals of the Local Workforce Development Board:

- Enhance youth employment opportunities by expanding partnerships with businesses, schools and other community organizations
- Increase the awareness of workforce programs and services throughout South Central Kansas
- Continue to increase non-WIOA funding
- Proactively approach the employment and skills training challenges and opportunities of the future with energy and planning today

Recommended Action

Approve the agreement with Roadtrip Nation as presented



**ROADTRIP
NATION**

ROADTRIP NATION + WORKFORCE ALLIANCE OF SOUTH CENTRAL KANSAS FUTURE OF THE WICHITA WORKFORCE

Today's worker is navigating an uncertain path, unlike any we've seen for generations.

- 85% of jobs that will exist in 2030 haven't been invented yet. Workers can't afford to stop learning after high school, or even college. Instead, they must develop a lifelong approach to learning that enables them to grow with the changing workforce.
- COVID-19 has accelerated trends toward automation, remote work and a contract-based or "gig-economy." Additionally, industries most affected by the pandemic — office support, food service, customer service — may see long-term displacement, resulting in the need to reskill workers for new careers in fields that require advanced education or training.
- And in urban epicenters, like Wichita, the challenges and opportunities of serving diverse populations (culturally, socially, economically) require unique sets of strategies and tactics informed by a Diversity, Equity and Inclusion lens.



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**ROADTRIP
NATION**

In partnership with the **Workforce Alliance of South Central Kansas (Workforce Alliance)**, Roadtrip Nation (RTN) seeks to transform the current narrative around the future of work, shifting from fear and uncertainty to empowerment, innovation and hope for the opportunities that lie ahead.

The Workforce Alliance is a leader in helping Kansans access the training and educational opportunities necessary to succeed in the modern workforce, with a proven track record of helping local workers upskill in fields like advanced manufacturing, transportation and information technology to successfully compete in the labor market. Its subject matter expertise and vast network of on-the-ground partners, combined with RTN's proven storytelling and production capabilities, will fuel a career exploration project aimed at bolstering Wichita's place in the national economy, while growing and retaining homegrown talent and businesses.

PHASE I: FUTURE OF THE WICHITA WORKFORCE WORK-BASED LEARNING DIGITAL COMMUNITY HUB

RTN and the Workforce Alliance will collaborate to develop and compile media assets, relevant resources and a consistent digital presence to help aspiring workers in South Central Kansas navigate the uncertainty of our current and future workforce. RTN will build a *Future of the Wichita Workforce Digital Community Hub* designed to leverage engaging stories from those who have found unique ways to overcome hurdles and find career success throughout various industries in South Central Kansas.

Available to all who utilize the Workforce Alliance's services, the dynamic stories and resources highlighted through the Digital Community Hub will support workers in transforming challenges into opportunities. The combination of high-quality video production, targeted resources and a platform for leaders and jobseekers to share their own stories will provide greater opportunities for individuals — especially those from underrepresented backgrounds — to understand their professional options in South Central Kansas and/or their industry of interest.



Measurable Impact

EPIC Evaluation

A study conducted by the Education Policy Improvement Center (EPIC) on Roadtrip Nation's video-based curriculum, supported in part by the William and Flora Hewlett Foundation, revealed two key insights about student impact. First, participating students demonstrated a significant increase in self-efficacy, and second, they demonstrated a concrete increase in GPA. The full report can be found [here](#).

Stanford's John W. Gardner Center Study

In addition, a study conducted by the John W. Gardner Center for Youth and their Communities at Stanford University found that Roadtrip Nation content, "opened students' eyes to futures they had not known about, or considered possible." The study was conducted in six San Jose Unified District schools as part of the district's Plus initiative, which offers programs focused on helping students explore career paths and recover credits as they work toward high school graduation. The full report can be found [here](#).

Elements of the Digital Community Hub will include:

- **Thematic RTN Interview Videos** – The Digital Community Hub will feature a curated collection of videos – including highlights, full interviews and topic-specific advice – from the local market and from industries important to the target audience (ex: manufacturing, information technology, aviation). Video assets can also be leveraged through the Workforce Alliance's partnership with KWCH12, raising awareness of career and educational pathways to workers through South Central Kansas.
- **Virtual Video Production: Wichita Leaders** – The RTN video production team will conduct virtual interviews with five Wichita leaders, selected with guidance from the Workforce Alliance, which will produce a minimum of 20 short-form videos that will be integrated into the Digital Community Hub. These powerful conversations will explore topics such as:
 - The impact of technology and automation on the next generation of jobs.
 - Current skills and education gaps for jobs of the future and the emerging/alternative pathways to gain skills: apprenticeships, workplace training, certification programs, credentials and various forms of accessible post-secondary education (ex: Wichita State University's ISME program).
 - The importance of developing social and emotional learning skills or "soft skills," such as interpersonal communication, emotional intelligence, active/lifelong learning, judgment, decision making, leadership, cultural intelligence, change management, ability to deal with complexity and ambiguity, problem solving, critical thinking, innovation and creativity — all critical to success in the workplace.
 - Navigating systemic barriers to employment, including housing, healthcare, transportation and childcare.
- **Day-in-the-Life Video Segments** – RTN has close to 200 videos of leaders taking the audience through their typical day and what their on-the-job experience is like, providing a virtual alternative to in-person job shadowing opportunities. This virtual opportunity is especially important in the midst of the pandemic, and also provides critical access and education for job seekers from disadvantaged backgrounds who simply do not have the capacity to either take on, or travel to, unpaid internships.
- **Documentary Films** – Select RTN-produced films focusing on themes like Opportunity Youth, Diversity in Tech, Women in Science, the Skilled Trades, DREAMers and Adults Making Career Pivots.

Roadtrip Nation Experience (RTNE) Project Module + Student-Produced Interviews – RTN will release a work-based project experience on the Digital Community Hub for mentors/educators to help students develop the skills necessary to navigate authentic career exploration. Included with RTNE will be a guide for uploading student-produced video projects, from which RTN may select content for promotion on the Digital Community Hub. The newly released RTNE can be found [here](#).

- **Resource Tiles** – Resource tiles inspire and point users to activities they can pursue to learn more about workforce opportunities that align with their interests. RTN will customize up to eight resource tiles for integration into the Digital Community Hub, based on guidance from the Workforce Alliance and its partners.
- **Share Your Road Integration** – RTN's Share Your Road platform will be integrated into the Digital Community Hub, ensuring a customized call to action for leaders in the region to share their stories.

A recent example of a Digital Community Hub, built for the Chicago Cook County Workforce Board, can be found [here](#).



PHASE II: FUTURE OF THE WICHITA WORKFORCE WICHITA ROADTRIP + DOCUMENTARY

As a second phase to this partnership, Roadtrip Nation proposes the development of a Wichita Roadtrip (official title TBD), designed to highlight the unique career opportunities across the region that often go unnoticed by young adults and those at career pivot points. Wichita has a rich history in the aviation industry, as well as in entrepreneurship, most notably as the founding city of Pizza Hut and Rent-A-Center. Through the eyes of three young adults who will travel across the region interviewing a unique collection of leaders from different backgrounds, Roadtrip Nation will tell the stories of the industries, careers and individuals that have built and will continue to build the Wichita workforce.

The final result of the project will be a public television documentary that will be aired nationally in 40-60 million households, as well as 50+ short-form video assets that can be integrated into the Wichita Workforce Digital Community Hub and made available to workforce-focused partners across the region.

We will execute a process that selects roadtrippers and leaders who represent a collection of backgrounds that match the communities we seek to serve. Roadtrip Nation defines diverse populations as (but is not limited to) individuals identifying as Black, Latinx, Asian, Pacific Islander, Indigenous, members of the LGBTQIA community and people living with disabilities.

Aspects of the Roadtrip will include:

Roadtripper Recruiting – RTN will launch a digital application to recruit applicants. In addition, RTN and participating partners will conduct promotional activities and outreach to encourage applicants to apply.

Roadtrip Microsite – To serve as a resource, marketing tool and landing page, RTN will build and launch a microsite dedicated to the Roadtrip, featuring dynamic elements that evolve throughout the partnership phases. Examples of features include: introducing the selected roadtripper team, showcasing the content once filmed and edited, partner logo attribution and links to associated resources.

Trip Building and Content Production – RTN will work with the selected team to plan their route, coach them in how to conduct the interviews and coordinate other factors necessary for managing the trip. In addition, an RTN camera crew will be along for the ride to mentor the roadtrippers, help facilitate the experience and capture high-definition footage to be produced for online, classroom and television purposes.

Content Distribution – Roadtrip Nation will then disseminate the content from this experience through a variety of channels, including RTN's public television reach (40-60 million households per project) and RTN's education partnerships (14 million students annually).

- **Public Television** – One-hour special will be released to public television stations nationally, with expected reach of 40-60 million households, based on RTN's 15 seasons of broadcasts.
- **PSAT and SAT Score Report** – College Board's Career Finder exploration tool, powered by Roadtrip Nation content and resources, reaches 6 million+ students annually through the PSAT and SAT Score Report.
- **Naviance** – Half of America's high school guidance counselors will have access to the content through their Career Exploration platform.
- **AVID** – Targeting first-generation college students, AVID leverages RTN content as part of its weekly focus on career exploration.
- **Boys & Girls Clubs of America** – All 4,000+ Clubs, reaching over 4 million young people annually, will have access to the video assets produced from this partnership.
- **Social Media** – RTN's budding partnership with YouTube Learning, as well as its traditional social media channels
- **PBS Learning Media** – Content to be packaged for use as a resource for PBS Learning Media users.





On-Air Series Credit – Partners will be provided with on-air credit before and after each broadcast featuring this content, distributed to up to 40-60 million households. *The creation of the documentary will be done consistently with the APT Funding Guidelines and APT Credit Guidelines.*

TIMELINE

Q3/Q4 2021

- Partnership development discussions and initial strategy planning

Q1 2022

- Wichita Leader identification for virtual interviews
- Wichita Leader interview coordination, production
- Wichita Leader interview post-production
- Community Hub wireframe

Q2 2022

- Community Hub resource integration
- Community Hub Share Your Road integration
- Integration of Wichita Leader interview videos into Community Hub
- Launch of Workforce Digital Community Hub
- RTN training and support for Community Hub users and facilitators
- Roadtrip Documentary Creative Brief and Roadtripper Application development
- Roadtrip Application launch
- Roadtripper selection

Q3 2022

- Promotion of Community Hub
- RTN training and support for Community Hub users and facilitators
- Roadtrip Leader (interviewee) identification
- Wichita Roadtrip execution

Q4 2022

- Promotion of Community Hub
- RTN training and support for Community Hub users and facilitators
- Wichita Roadtrip Post-Production

Q1 2023

- Wichita Roadtrip Post-Production
- Wichita Documentary release and promotion
- Wichita Roadtrip Documentary airs on Public Television (timing subject to change)

Q2/Q3 2023

- Wichita Documentary promotion
- Wichita Documentary Launch Event

Timeline assumes a confirmed partnership by December 31, 2021. Timing of partnership deliverables subject to change.



BUDGET

FUTURE OF THE WICHITA WORKFORCE	YEAR 1	YEAR 2
PHASE I: Work-Based Learning Virtual Video Production, Student Interview Projects + Digital Community Hub <ul style="list-style-type: none"> Aggregation and post-production of existing RTN video content Pre-production, filming and post-production of Wichita Leader Videos RTNE and Student Interview Project guidance, support and content integration Online development and integration of crowdsourced Share Your Road platform Online development of the Future of the Wichita Workforce Digital Community Hub Content management and database tagging Project management 	\$265,000	----
PHASE II: Wichita Roadtrip + Documentary <ul style="list-style-type: none"> Pre-production (roadtripper selection, leader identification, Roadtrip planning) Production (filming, editing, on-the-road expenses) Post-Production (editing of documentary and short-form, educational content) Distribution (public television release, integration into RTN education network) 	\$100,000	\$300,000
	\$365,000	\$300,000



ABOUT ROADTRIP NATION

Roadtrip Nation (RTN) is an Emmy Award winning media and career guidance non-profit, whose mission is to empower people to define their own roads in life. Each year, Roadtrip Nation selects socially relevant topics upon which to focus its narrative-based storytelling projects. Content from these "Roadtrips" is then disseminated across a wide range of education and media channels to inspire the next generation with a more inclusive view of the future of work. Core to RTN's education model is the RTN Interview Archive, a database of 8,000+ video assets showcasing the career stories of a diverse set of individuals from all walks of life. Each Roadtrip fuels new stories for this database, in addition to creating documentary content for PBS and other digital distribution channels. Past projects include:

[Diversity in Computer Science Roadtrip](#)

In partnership with the National Science Foundation

[First-Generation College Student Roadtrip](#)

In partnership with Michelle Obama & ACT

[Women in STEM Roadtrip](#)

In partnership with AT&T Foundation

[Indiana Roadtrip](#)

In partnership with the State of Indiana

Current projects scheduled for 2021 include the ***Formerly Incarcerated Roadtrip*** with the Chan Zuckerberg Initiative, the ***Future of Health Care Roadtrip*** with Blue Shield of California and the ***Public Service Roadtrip*** with Corporation for Public Broadcasting.



COOPERATION AGREEMENT

This Cooperation Agreement (“Agreement”), dated December 1, 2021 (the “Effective Date”), is made between Strada Collaborative, Inc. d/b/a Roadtrip Nation, an Indiana non-profit corporation, with an office at 1626 Placentia Ave., Costa Mesa, CA 92627 (“RTN”) and The Workforce Alliance of South Central Kansas, Inc., with an office at 300 W. Douglas, Suite 850, Wichita, KS 67202 (“Participant”). Participant and RTN are each a “Party” and together, the “Parties”, with reference to the following facts:

A. Through roadtrips in its iconic Green RV, impactful storytelling featuring leader interviews, digital tools and events, RTN empowers individuals to define their own roads in life, consistent with the mission and tax-exempt purpose of RTN.

B. Participant desires to contribute to the mission of RTN as described herein.

NOW, THEREFORE, the Parties hereby agree as follows:

Section 1 SCOPE OF COOPERATION

1.1 Cooperation. Subject to the terms and conditions set forth in this Agreement, RTN shall perform the Obligations as set forth in the Activation Plan attached hereto as Exhibit A (the “Plan”) during the term of this Agreement (the “Obligations”). Specifically, the Plan contains (i) a detailed description of the Obligations to be performed by RTN, including all deliverables, (ii) the time schedule for performance and for delivery of such Obligations, with detailed milestones and deliverables, (iii) a payment schedule tied to meeting milestones and delivering deliverables on schedule, and (iv) such other terms and conditions as may be mutually agreed upon between the Parties. Should any conflict arise between the terms of this Agreement and the terms contained in the Plan, the terms contained in the Plan shall govern.

1.2 Changes to the Plan. The initial Plan agreed to by the Parties is annexed hereto and incorporated herein by this reference. The dates set forth in the Plan are subject to change as RTN determines in its reasonable discretion. Any modifications to the deliverables (other than date changes) are subject to the prior written approval of both Parties. Any modifications to this Agreement and/or the Plan (other than date changes) will only be effective when changed by a written amendment, signed by the authorized representative of each Party, which specifically refers to the provisions of the Agreement or the Plan to be modified.

1.3 Key Personnel. The Parties shall each designate certain key personnel (“Key Personnel”) assigned to facilitate performance of the Obligations provided in the applicable Plan. Each Party shall notify the other Party in advance of any change in the Key Personnel. In the event of such a change in Key Personnel, the affected Party shall designate a replacement as soon as reasonably practicable and shall work with the other Party to ensure a smooth transition.

1.4 Mission and Aesthetic.

(a) All editorial decisions are dictated by RTN’s sense of journalistic integrity, and ethical editing. As documentarians, and in the spirit of RTN’s public television roots, RTN strives to tell true stories. Therefore, RTN scrutinizes the basis of any messaging displayed in an effort to avoid making propaganda of any kind. RTN’s priority is to depict the messaging of its programs in a way that remains authentic to the views expressed by the interviewees, so RTN avoids featuring scripted or mandated messaging that does not reflect the interviewee’s experience.

(b) Participant understands and agrees that any Obligations performed, work created and/or use of RTN's intellectual property must be consistent with RTN's brand, ethos and mission to empower individuals to define their own roads in life as articulated in RTN's brand guidelines attached hereto as Exhibit B.

1.5 Program Evaluation. During the term of this Agreement, RTN and Participant will jointly develop a program evaluation plan. The metrics used to evaluate and assess the cooperative effort will be jointly determined by the Parties. Subject to the Parties' respective obligations around confidentiality and the provisions of Section 5 below, results relating to the program evaluation plan may be utilized and publicly disseminated by RTN and its parent company, Strada Education Network, Inc.

Section 2 FUNDING AND PAYMENT

2.1 Funding. Participant shall fund the Cooperation as described in the Plan.

2.2 Invoices and Payment. Invoices shall be sent according to a schedule as described in the Plan. Except for any payments due upon contract execution, each invoice shall be supported by such documentation as may be specified in the Plan and/or agreed upon by the Parties and may be accompanied by an updated schedule showing the task and/or milestone which has been achieved. Payment shall be made within thirty (30) days of invoice date. In the event that Participant is delinquent in payment of any undisputed invoice beyond 45 days, RTN may, at its option, withhold deliverables or suspend any and all services until the account is made current.

2.3 Books and Records. RTN shall keep accurate records and books of account showing all charges, disbursements, or expenses made or incurred by RTN in the performance of the Obligations under the Plan.

2.4 Acceptance or Return. In the event that RTN is unable to perform or deliver the Obligations as set forth in the Plan (after written demand by Participant and a reasonable opportunity for RTN to cure), RTN will refund to Participant the fees attributable to that portion of the Obligations that RTN was unable to perform or deliver. Such remedy is Participant's sole and exclusive remedy for breach of this Agreement. RTN makes no warranties except for those provided herein, and all other warranties, express and implied, are expressly disclaimed, including but not limited to any warranty of merchantability or fitness for a particular purpose.

Section 3 TERM AND TERMINATION

3.1 Term. The term shall commence on the Effective Date and shall continue as described in the Plan. If there is no active Plan, either Party may terminate this Agreement upon thirty (30) days' prior written notice.

3.2 Effect of Termination. In the event there are any unpaid fees and/or pre-approved expenses outstanding as of the expiration of this Agreement, RTN shall invoice Participant for any such amounts, which invoice shall be paid by Participant promptly upon receipt. Notwithstanding the expiration of this Agreement, the rights and obligations under this Agreement, which by their nature should survive, will remain in effect after the termination or expiration of this Agreement.

3.3 Return of Property/Materials. All property of any Party in the possession or control of the other Party including, but not limited to, Confidential and Proprietary Information (as defined below), specifications, documentation, source code, magnetic media, chemical materials, films, hardware, engineering notes, building entry keys and cards, and equipment, including all material developed or derived by either Party in performing Obligations under this Agreement which is not owned by such Party as provided herein, will be returned by the receiving Party to the disclosing Party on demand, or at the termination or expiration of this Agreement, whichever shall come first.

Section 4 INSURANCE; TAXES

4.1 Taxes. Each Party shall be responsible (for itself and its agents and employees) for all federal, state, provincial and local withholding taxes, social security, income tax, unemployment or disability insurance, benefits or similar items, and/or other amounts due to its independent contractor status. Participant shall be responsible for all sales, use and excise taxes, and any other similar taxes, duties and charges of any kind imposed by any federal, state or local governmental entity on any amounts payable by Participant hereunder; provided, that, in no event shall Participant pay or be responsible for any taxes imposed on, or regarding, RTN's income, revenues, gross receipts, personnel, or real or personal property or other assets.

4.2 Insurance. Each Party shall maintain for itself commercially reasonable amounts and types of liability insurance coverage according to each Party's respective responsibilities and risk herein, which in the case of RTN shall include automobile liability coverage for the RV and all drivers. Upon the written request of a Party, the other Party shall provide a certificate of insurance as evidence of such coverage.

Section 5 CONFIDENTIAL AND PROPRIETARY INFORMATION

5.1 Restrictions. RTN and Participant each acknowledge that in order for RTN to perform the Obligations called for in this Agreement, it shall be necessary for each Party to disclose to the other Party certain Confidential and Proprietary Information. RTN and Participant each agree that neither Party shall disclose, transfer, copy, or allow access to any such Confidential and Proprietary Information to any person or entity other than employees of a Party or use the same for any purposes (other than related to the performance of the Obligations) either during or after the end of the Term, except as authorized by the other Party. RTN and Participant each reserve their respective rights and interest in Confidential and Proprietary Information. RTN and Participant agree that all Confidential and Proprietary Information which shall come into either Party's possession and/or control, shall remain the exclusive property of such Party to be used by Parties only in connection with the Obligations.

5.2 Definitions. As used herein, the term "Confidential and Proprietary Information" shall include, but is not limited to all technical and business information identified by a Party as confidential prior to disclosure and all information, whether or not in writing, of a private, secret, or confidential nature concerning such Party's business, business relationships or financial affairs, including, but not limited to, work product, inventions, other inventions, products, software, including object code and source code, research, clinical, technical or non-technical data, designs, specifications, formulas, patterns, compilations, programs, devices, ideas, legal matters, technology, techniques, databases, methods, techniques, drawings, processes, personnel data, financial data, financial plans, business plans, marketing plans, product plans, lists of actual or potential customers (as well as any information about such customers learned by a Party during its performance of this Agreement) or suppliers or other information that a Party should reasonably understand to be Confidential and Proprietary Information. Confidential and Proprietary Information does not include such information which (i) is in the other Party's possession, without an obligation of confidentiality with respect thereto, prior to disclosure under this Agreement, (ii) is or subsequently becomes part of the public domain through no act or omission of the non-disclosing Party, (iii) is disclosed to the non-disclosing Party by a third party having no obligation of confidentiality thereto, provided the non-disclosing Party did not have actual or constructive notice that such information was wrongfully disclosed by such third party; or (iv) is independently developed by the non-disclosing Party without access to or use of the Confidential and Proprietary Information.

Section 6
INTELLECTUAL PROPERTY RIGHTS; LICENSES

6.1 Pre-Existing Intellectual Property. RTN and Participant each will retain ownership of their respective Confidential and Proprietary Information and pre-existing intellectual property, including copyrights, trademarks and logos. Each Party grants to the other the right to use its name, logo(s) and pre-approved information about such Party on or in connection with the marketing and promotion of the cooperation as contemplated under this Agreement and the Plan, subject to the provisions of Section 1.4 hereof and the prior written approval of such Party with respect to the proposed use. Except as specifically stated herein, neither Party may otherwise use the intellectual property of the other Party without the prior written consent of such Party.

6.2 Ownership of Work Product. With the exception of any of Participant's Confidential and Proprietary Information or pre-existing intellectual property, the Parties acknowledge that RTN shall solely and exclusively own all intellectual property rights it develops, whether alone or jointly with others, in connection with RTN's performance under this Agreement along with all derivative works thereof and promotional materials related thereto (the "Work Product"), except as may otherwise be specifically provided in the Plan. To the extent Participant grants RTN the right to use any pre-existing Participant-owned intellectual property or content in the Work Product, Participant grants to RTN a non-exclusive, worldwide, royalty free, perpetual license for use of such intellectual property and/or content in the Work Product. Notwithstanding the foregoing, any right of RTN to use Participant's intellectual property or content shall terminate immediately upon RTN's breach of this Agreement.

6.3 Restrictions on Use. Except as specifically stated herein, neither Party may copy, modify, publish, transmit, distribute, publicly perform, publicly display, reverse engineer, create derivative works of, sell, or otherwise exploit any intellectual property (including but not limited to any source code used in connection with the Cooperation) belonging to the other Party.

6.4 Infringement Remedy. If any information contributed by Participant to the Work Product is found to be infringing or if use of the Work Product or any component thereof is enjoined, threatened to be enjoined, or otherwise the subject of an infringement claim as a result of information contributed by Participant to the Work Product, RTN may modify or replace the materials that infringe or are alleged to infringe ("Allegedly Infringing Materials") to make the Work Product and all of its components non-infringing or remove such Allegedly Infringing Materials from the Work Product.

Section 7
REPRESENTATIONS AND WARRANTIES

7.1 No Conflict. RTN and Participant each represent and warrant to the other that neither of them nor their respective agents or employees have any obligations to any third party that will in any way limit or restrict RTN's ability to perform the Obligations.

7.2 Adherence to Laws. RTN and Participant each represent and warrant that neither RTN nor Participant will undertake nor cause, nor permit to be undertaken, any activity which either (i) is illegal under any laws, decrees, rules or regulations in effect in the United States or (ii) would have the effect of causing the other Party to be in violation of any laws, decrees, rules or regulations in effect in the United States.

7.3 Indemnification.

(a) RTN shall defend, indemnify and hold harmless Participant and its officers, directors, employees, and agents from and against any and all third party actions, causes of action, claims, demands, damages, costs, liabilities, and expenses, whatsoever, including reasonable attorneys' fees and related disbursements, incurred by reason of (i) any failure by RTN to perform any covenant or agreement set forth herein, (ii) breach by RTN of

any representation or warranty under this Agreement, (iii) any third party claim or suit for infringement of intellectual property rights arising out of or in connection with RTN's performance or Participant's use of RTN's intellectual property under this Agreement, or (iv) any third party claim arising in whole or in part from such RTN's website content or copy or for the security of data obtained through any such website. Participant shall promptly notify RTN in writing of any such claim or suit and RTN shall have the right to fully control the defense and any settlement of the claim or suit, provided that if RTN proposes to compromise any intellectual property rights of Participant as part of any settlement, such settlement shall proceed only with the consent of Participant.

(b) Unless prohibited by applicable law from participating in an indemnification agreement, Participant shall defend, indemnify and hold harmless RTN and its officers, directors, employees, and agents from and against any and all third party actions, causes of action, claims, demands, damages, costs, liabilities, and expenses, whatsoever, including reasonable attorneys' fees and related disbursements, incurred by reason of (i) any failure by Participant to perform any covenant or agreement set forth herein, (ii) breach by Participant of any representation or warranty under this Agreement, or (iii) any third party claim or suit for infringement of intellectual property rights arising out of or in connection with RTN's use of Participant's intellectual property under this Agreement. RTN shall promptly notify Participant in writing of any such claim or suit and Participant shall have the right to fully control the defense and any settlement of the claim or suit, provided that if Participant proposes to compromise any intellectual property rights of RTN as part of any settlement, such settlement shall proceed only with the consent of RTN.

7.4 Limitation of Liability. To the maximum extent permitted by law: each Party's liability for any and all claims of damages arising out of or related to this Agreement and any Plan shall be limited to direct damages and shall not exceed the amount owed under the applicable Plan for the performance of the particular Obligations involved in the claim for damages. IN NO EVENT SHALL EITHER PARTY BE LIABLE UNDER THIS AGREEMENT FOR SPECIAL, INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOSS OF PROFITS, LOSS OF REVENUE, LOSS OF USE OR LOSS OF DATA, EVEN IF ADVISED OF THE POSSIBILITY THEREOF. Neither Party will be responsible to the other for any damages caused by interaction with existing third-party network or computer systems or malicious hacks of a website created under this Agreement, including, but not limited to, damages for the loss of personal data.

7.5 Non-Discrimination. During the performance of this Agreement, RTN agrees that it shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (cancer), age (over 40), marital status, denial of family care leave, genetic information, pregnancy or perceived pregnancy, gender identity or gender expression, and military or veteran status. RTN shall insure that the evaluation and treatment of its employees, applicants and subcontractors for employment are free from such discrimination and harassment. RTN shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code § 12990 (a-f) et seq.) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, Section 7285 et seq.). The applicable regulations of the Fair Employment and Housing Act implementing Government Code of Regulations, are incorporated into this Agreement by reference and made a part hereof as if set forth in full. RTN shall give written notice of its obligations under this clause to labor organizations with which they have a collective bargaining or other agreement, if any. RTN shall include nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under the Agreement.

Section 8 MISCELLANEOUS

8.1 Remedies. The Parties acknowledge that the breach of any of the obligations contained in Sections 5 or 6 of this Agreement may cause the other Party irreparable harm that could not be reasonably or adequately compensated in damages in an action at law. Accordingly, if either Party breaches or threatens to breach any of the

provisions contained in Sections 5 or 6 of this Agreement, the other Party shall be entitled to seek an injunction, without bond, restraining the breaching Party from committing such breach. A Party's election to exercise its option to obtain an injunction shall not limit its right to any other remedies, including damages.

8.2 Subcontractors. RTN shall have the right to subcontract the performance of Obligations, or any portion thereof, to any third party provided that any such subcontractors shall comply with and be bound by the requirements of this Agreement, including but not limited to the confidentiality obligations set forth in this Agreement. The subcontracting Party shall remain fully responsible for any obligations it subcontracts, and RTN shall be solely responsible for payments due to its subcontractors. Additional information regarding Participant's subcontractors, if applicable, shall be included in the Plan.

8.3 Force Majeure. If either Party is unable to perform its obligations under this Agreement by reason of the occurrence of an event of Force Majeure ("Force Majeure" defined as any fire, flood, pandemic or epidemic, earthquake, explosion, casualty, accident, labor dispute, lock-out or other industrial action, any act of God or public enemy, terrorism, riot or civil disturbance or (whether declared or undeclared) armed conflict, failure of common carriers and municipal ordinance, any state or federal law, government order or regulation, order of any court of competent jurisdiction, sabotage, failure or delays in transportation or communication, failures or substitutions of equipment, shortages of labor, fuel, raw materials, or equipment, technical failures, or anything which is beyond the reasonable control of the Party), then this Agreement shall remain binding on the Parties but the Party unable to perform its obligations shall be excused from the performance of such obligations for the period equivalent to the delay caused by the event of Force Majeure and if applicable, the period of the Roadtrip described in the Plan shall be extended accordingly. Neither RTN nor Participant shall be liable to the other for any failure or delay caused by an event of Force Majeure.

8.4 Dispute Resolution. Any claim, dispute, or controversy of whatever nature arising out of or relating to this Agreement, including, without limitation, any action or claim based on tort, contract, or statute, or concerning the interpretation, effect, termination, validity, performance and/or breach of this Agreement ("Claim"), shall first be resolved by a meeting between senior representatives from each Party. If the senior representatives are unable to resolve the dispute, then the Parties shall proceed to a final and binding arbitration before a single arbitrator ("Arbitrator") selected from and administered by the American Arbitration Association (the "Administrator") in accordance with its then existing arbitration rules or procedures regarding commercial or business disputes. Depositions may be taken and full discovery may be obtained in any arbitration commenced under this provision. Any and all matters relating to evidence shall be controlled by the Federal rules of evidence then in force. Any decisions made shall be in the form of a principled written opinion. Each Party shall bear its own attorney's fees, costs, and disbursements arising out of the arbitration, and shall pay an equal share of the fees and costs of the Administrator and the Arbitrator. By agreeing to this binding arbitration provision, the Parties understand that they are waiving certain rights and protections which may otherwise be available if a Claim between the Parties were determined by litigation in court, including, without limitation, the right to seek or obtain certain types of damages precluded by this Provision, the right to a jury trial, certain rights of appeal, and a right to invoke formal rules of procedure and evidence.

8.5 Governing Law. This Agreement shall be governed and construed in all respects in accordance with the laws of the State of Indiana, without regard to its principles of conflicts of laws. This provision shall not apply if Participant is prohibited by applicable law from agreeing to a governing law provision.

8.6 Independent Contractor Status. RTN and Participant are independent contractors. Neither Party shall represent to any third party that such Party or its agents or employees are officers or employees of the other Party, nor shall such Party or its agents or employees enter into any agreement involving the other Party, incur any obligations on the other Party's behalf, or commit the other Party in any manner without such Party's prior written consent. As an independent contractor, neither RTN nor Participant nor their respective agents or employees are

eligible for any employee benefit programs from the other Party, including separation pay. Nothing herein shall be deemed to cause this Agreement to create an agency, partnership, or joint venture between the Parties.

8.7 Non-Exclusivity. Participant acknowledges and agrees that the Obligations performed by RTN pursuant to this Agreement are not provided on an exclusive basis. Accordingly, RTN shall have the right to contract with others for services which are the same or similar to the Obligations performed by RTN during the term of this Agreement.

8.8 Notices. All notices required or permitted hereunder shall be in writing addressed to the respective Parties as set forth herein, unless another address shall have been designated in accordance with this Section, and, unless otherwise specified, shall be delivered by hand, by courier with confirmation of delivery, by facsimile, by email, or by registered or certified mail, postage prepaid. In the case of notices to RTN, notices shall be sent to RTN, 1626 Placentia Ave., Costa Mesa, CA 92627, Attn: Kelsey Cox. In the case of notices to Participant, notices shall be sent to 300 W. Douglas, Suite 850, Wichita, KS 67202 Attn: Keith Lawing. All notices shall be effective upon receipt. If notices are delivered via email they should be delivered to KLawing@workforce-ks.com (if to Participant) and to kcox@roadtripnation.org (if to RTN). Notices to RTN shall also include a copy to: Strada Collaborative, Inc., Attn: General Counsel, 10 W. Market St., Suite 1100, Indianapolis, Indiana 46204.

8.9 Assignment. Neither Party may assign or transfer this Agreement, or any interest herein or claim hereunder, without the prior written consent of the other Party, except that RTN may assign this Agreement to an affiliate within its corporate network upon written notice to Participant.

8.10 No Waiver. No failure by either Party to exercise, or to delay in exercising, any rights hereunder shall operate as a waiver hereof, nor shall any single or partial exercise of any right hereunder by either Party preclude any other or future exercise of that right or any other right hereunder by that Party.

8.11 Entire Agreement; Conflict. This Agreement together with all exhibits, appendices or other attachments, which are incorporated herein by reference, constitutes the entire agreement between the Parties relating to the matters covered by this Agreement and supersedes all prior agreements and/or understandings between the Parties, whether oral or in writing, relating to the matters covered by this Agreement. To the extent of any conflict between this Agreement and a Plan, the Plan shall control. This Agreement may be modified only in writing and shall be enforceable in accordance with its terms when signed by the Party sought to be bound.

8.12 Counterparts. This Agreement may be executed in one or more counterparts, all of which shall be considered one and the same agreement and shall become effective when one or more counterparts have been signed by each of the Parties and delivered to the other (including via facsimile, transmission of a pdf or scanned copy or by similar means of recorded communication), it being understood that all Parties need not sign the same counterpart.

[signatures appear on following page]

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives, on the date and year first above-written.

STRADA COLLABORATIVE, INC.
d/b/a ROADTRIP NATION

By:
Name:
Title:

THE WORKFORCE ALLIANCE OF SOUTH
CENTRAL KANSAS, INC.

By:
Name:
Title:

EXHIBIT A

Activation Plan

Effective Date: December 1, 2021

1. Introduction & Overview of Obligations

Strada Collaborative, Inc. d/b/a Roadtrip Nation (“RTN” or “Roadtrip Nation”) and The Workforce Alliance of South Central Kansas, Inc. (“Participant”) will cooperate to provide a Community Landing Page, Custom Videos and either (a) Pre-production of a Roadtrip or (b) additional Custom Videos (collectively, the “Obligations”) pursuant to the Cooperation Agreement dated December 1, 2021 (the “Cooperation”). Capitalized terms used but not defined in this Activation Plan shall have the meanings set out in the Cooperation Agreement.

2. Obligations

RTN will deliver the following components of the Obligations according to the estimated dates below (all dates set forth below are subject to change as determined by RTN in its reasonable discretion), for the ultimate benefit of the end users consuming the content created under this Plan. Participant shall reasonably cooperate with RTN to ensure a smooth onboarding process and delivery of the Obligations. Participant understands and agrees that its failure to provide information or materials to RTN in a timely manner may cause a delay in delivery of the RTN Obligations on the timelines set forth herein. In such a case, RTN shall inform Participant in writing of updated delivery dates and timelines, as necessary. Participant agrees that RTN shall have no liability to Participant as a result of such delays.

2.1. Community Landing Page

- 2.1.1.** RTN will develop and host a South Central Kansas-centered community landing page (the “Landing Page”) that will be publicly accessible by viewers without requiring end users to create an account. Participant will provide one logo for inclusion in the Landing Page on or before February 1, 2022.
- 2.1.2.** The Landing Page will include the following elements:
 - 2.1.2.1. Video Content.** The Landing Page will feature thematic Roadtrip Nation interview videos, documentary films, and day in the life video segments. The Custom Videos outlined in section 2.2 below will be included in this component.
 - 2.1.2.2. Action Tiles.** The Landing Page will include a maximum of eight (8) custom action tiles or resources that link to additional resources provided by Participant.
 - 2.1.2.2.1.** Participant may suggest and provide relevant content for these action tiles, such as links, videos and downloads, no later than March 1, 2022.
 - 2.1.2.2.2.** RTN reserves the right to approve all Participant content.
 - 2.1.2.3. Share Your Road.** The Landing Page will integrate into Roadtrip Nation’s Share Your Road through a link to Roadtrip Nation’s publicly facing Share Your Road page, ensuring a customized call to action for leaders in the area to share their stories.
 - 2.1.2.4. Roadtrip Nation Experience.** RTN will provide access to its opportunity youth, work-based project experience (the “Roadtrip Nation Experience”), through a link to Roadtrip Nation’s publicly facing Roadtrip Nation Experience page, for mentors/educators to help students develop the skills necessary to successfully navigate authentic career exploration.
- 2.1.3.** Participant acknowledges that RTN will maintain the Landing Page for a term of two (2) years from the launch date (the “Landing Page Term”). The Landing Page Term may be extended in writing by the mutual agreement of the Parties, provided that any such extension shall be subject to an annual maintenance fee to be agreed by the Parties.

- 2.1.4.** The Landing Page and all content featured or included therein (including linked content) is provided on an “as is” and “as available” basis without any warranties of any kind, and RTN expressly disclaims any and all warranties, whether express or implied, including, but not limited to, the implied warranties of merchantability, title, fitness for a particular purpose, and non-infringement. Participant acknowledges that RTN does not warrant that access to the Landing Page will be uninterrupted, timely, secure, error-free or virus-free, nor does it make any warranty as to the results that may be obtained from use of the Landing Page.
- 2.1.5.** **SYR Profiles.** Participant acknowledges that submitted profiles will be accessible generally through the RTN website in perpetuity. Individual participants retain ownership of all information provided in connection with their profiles created as part of the Share Your Road platform (“SYR”), and the use of such information is governed by RTN’s Terms of Service and Privacy Policy, which can be found at www.roadtripnation.com.
- 2.1.6.** Participant may subcontract its rights and responsibilities under this Community Landing Page Section, including the funding of the Landing Page. If Participant desires to have the logos of any additional funders or other contributors included on the Landing Page, Participant shall require such funders or other contributors to execute the agreement included at Exhibit C and a copy shall be provided to RTN.
- 2.1.7.** Roadtrip Nation Experience/SYR.
- 2.1.7.1.** Participant remains responsible for disseminating access through Participant’s network.
- 2.1.7.2.** **Restrictions on Use.** Participant acknowledges that access to the Roadtrip Nation Experience and SYR is provided to Participant pursuant to the terms of this Agreement and that RTN retains ownership of all right, title and interest in and to the Roadtrip Nation Experience and SYR (subject to any rights to SYR Profiles as set out in 2.1.5., above, including all intellectual property rights therein and thereto (including without limitation, all patent rights, design rights, copyrights, and trade secret rights) subject to any rights granted to Participant herein. Participant agrees not to (i) copy, modify, or reverse engineer the Roadtrip Nation Experience or SYR, make derivative works based upon the Roadtrip Nation Experience or SYR, or use the Roadtrip Nation Experience or SYR to develop any products, without RTN’s prior written approval, or (ii) sell, license, rent, or transfer the Roadtrip Nation Experience or SYR to any third party.
- 2.1.7.3.** **Modifications.** Participant hereby assigns to RTN, all right, title and interest (including, without limitation, all patent rights, design rights, copyrights, and trade secrets) in any modifications or improvements to the Roadtrip Nation Experience or SYR which Participant may propose.
- 2.1.7.4.** **Student Works.** Students may have certain rights under applicable laws and Participant policy in academic, inventive, and creative works which they use or produce in the course of participation in the activities contemplated by this Agreement, which rights are not altered, assigned, or otherwise affected by this Agreement. Participant acknowledges that RTN does not claim any ownership of any intellectual property rights or any other proprietary interests associated with student projects created as part of the Roadtrip Nation Experience. Submission of the completed Roadtrip Nation Experience student project to the instructor is unrelated to submission of the resulting leader profile, as addressed below.
- 2.1.7.5.** **Leader Profiles.** Upon completion of a leader profile as part of a Roadtrip Nation Experience project, an email will be sent to the leader notifying the leader that the profile is complete and providing the leader with access to their profile within the SYR platform. The leader assumes ownership of their profile consistent with RTN’s Terms of Service and Privacy Policy, which can be found at www.roadtripnation.com, and the leader may edit and submit their profile via the normal SYR approval process. A leader will never have access to a Roadtrip Nation Experience student project, only the completed profile through the SYR platform.

2.1.7.6. Student Information. As part of the creation of the leader profile through the Roadtrip Nation Experience student project, students may have the option to include their first name, last name and school as part of an “Interviewed By” section in the leader profile. If made available, this option will be voluntary and will not appear as part of the profile unless the student affirmatively elects to include their information. RTN will not request any student information from Participant for the purposes of the leader profiles.

2.1.7.7. The Roadtrip Nation Experience and SYR are provided on an “as is” and “as available” basis without any warranties of any kind, and RTN expressly disclaims any and all warranties, whether express or implied, including, but not limited to, the implied warranties of merchantability, title, fitness for a particular purpose, and non-infringement. Participant acknowledges that RTN does not warrant that Roadtrip Nation Experience or SYR access will be uninterrupted, timely, secure, error-free or virus-free, nor does it make any warranty as to the results that may be obtained from use of Roadtrip Nation Experience or SYR.

2.2. Custom Videos: RTN will create custom videos in cooperation with Participant (the “Custom Videos”), which will be featured on the Participant Landing Page and will also be contained within RTN’s Interview Archive. <Spring 2022>

2.2.1. Custom Video Production. RTN will conduct a maximum of five (5) video interviews featuring individuals identified by Participant, resulting in twenty (20) short-form videos.

2.2.1.1. Production Timeline.

2.2.1.1.1. Pre-production. Participant is responsible for identifying interviewees and providing contact info or introductions to interviewees; RTN is responsible for scheduling and preparing interviewees. The filming will be conducted virtually <Winter 2021/2022>

2.2.1.1.2. Production. RTN to carry all production logistics. <Winter 2022>

2.2.1.1.3. Post-Production. Includes the footage ingestion, editing, color correction, audio mixing and exporting of all interview videos. RTN to carry all post-production work and Participant may review videos using the following protocol. <Spring 2022>

2.2.1.2. Review Protocol.

2.2.1.2.1. RTN will share one (1) initial rough cut of each edited video with Participant for review. Participant may provide RTN with feedback and comments regarding each video, however, Participant understands and agrees that its right to approve the videos shall be limited to purported factual misrepresentations and slanderous statements within a video. Notwithstanding the forgoing, RTN will in good faith consider Participant’s suggestions of any other nature, however, both Parties understand and agree that RTN retains final creative control of each video produced pursuant to the terms of this Plan.

2.2.1.2.2. To ensure that RTN adheres to its production schedule, RTN must insist that Participant provide its feedback and comments to RTN in writing within five (5) business days of receipt of the video interview. If Participant does not respond within such 5-day period, the video will be deemed approved by Participant.

2.2.1.2.3. If the issues within a certain video are significant enough that Participant feels it necessary to see a second cut before approving such video, Participant shall request one (1) additional review in writing to RTN and RTN will share the re-edited version with Participant. Participant shall provide any further comments to RTN in the same manner and time frame as provided the previous subsection.

- 2.2.2. Custom Video License and Term.** RTN shall solely and exclusively own all intellectual property rights in and to the Custom Videos, however, RTN grants to Participant a non-exclusive, non-transferrable, royalty-free right and license to each of the Custom Videos commencing as of the delivery date of each video and continuing throughout the Landing Page Term. During the Landing Page Term, Participant may use the Custom Videos in connection with the Landing Page, social media channels, as well as for internal purposes, such as presentations. Participant may not edit or alter the Custom Videos, unless approved by RTN. RTN may agree, in writing, to extend the license of the Custom Videos beyond the Landing Page Term, upon the mutual agreement of the Parties. Notwithstanding the expiration of the Landing Page Term, Participant may continue to use the Custom Videos for internal purposes and historical or archival records, and may request, on a case by case basis, permission from RTN to use individual Custom Videos for other purposes.

2.3. Roadtrip

- 2.3.1. Roadtrip Pre-production.** RTN will create a digital application to recruit a team of three individuals who will hit the road and interview inspiring leaders and professionals across the region who have successfully pursued a variety of emerging career pathways. RTN will share with Participant a link to promote via Participant's channels. The application questions will be designed to convey why students are interested in going on the roadtrip, including a simple video response to provide more in-depth information about students' personal stories and backgrounds. RTN will review all applicants and identify favorable candidates based on team dynamics, diversity of backgrounds, personal stories, and each applicant's need for an experience like this. RTN will make the final selection of roadtrippers from the group of finalists. The Participant logo will be featured on the application. The Roadtrip Pre-production work included in this section is contingent on additional funding being secured by Participant. If additional funding for the remaining Roadtrip deliverables is not secured by July 31, 2022, this component will be removed from the Obligations. In its place, five (5) additional Custom Videos will be added following all protocols outlined in Section 2.2, above.

3. Publicity

RTN shall provide to Participant specific messaging regarding the Obligations to be shared with the public by Participant. All social media posts, media releases, public announcements, and marketing materials related to the Obligations must be approved by RTN prior to release. With the exception of RTN approved messaging and any other pre-approved information provided by a Party pursuant to the Plan, neither RTN nor Participant may use or refer to the name of the other Party in any public disclosure without the prior written consent of the other Party.

4. Financial Terms

- 4.1.** The Parties acknowledge funding for the Cooperation shall be provided as determined by Participant and other strategic funders in support of RTN's charitable mission and programs as follows, and that Participant's funding commitment set forth in the Plan constitutes a portion of the total funding required for the Cooperation. Participant shall have the right, but not the obligation, to seek additional strategic funders to share in its funding commitment, provided that (a) RTN shall have the right to approve all any additional strategic funders in its sole and absolute discretion and (b) such additional strategic funders must enter into a written agreement with RTN on terms consistent with their respective levels of funding. The date by which additional strategic funders are secured (if at all) will impact the selection and timing of Option 1 and Option 2 of the Obligations, as indicated in section 4.3, below.
- 4.2.** RTN shall bear all of its costs and expenses (including business and travel expenses) incurred in connection with performing the Obligations under this Agreement, except as may be provided in the Plan.
- 4.3. Obligations.**

Component	Description	Completion Dates	Fees
Community Landing Page	Launch of Community Landing Page	June 2022	\$75,000
Custom Videos	5 virtual interviews producing 20 videos	May 2022	\$75,000
Option 1: Roadtrip Pre-Production	Application launch and promotion; selection and training of roadtrippers, if an additional \$330,000 is secured by July 31, 2022.	TBD based on timing of additional funds	\$50,000, either allocated to this component or the Custom Videos below in Option 2.
Option 2: Custom Videos	5 virtual interviews producing 20 videos, if an additional \$330,000 is NOT secured by July 31, 2022.	TBD based on timing of additional funds	\$50,000, either allocated to this component or the Pre-production above in Option 1.

**A portion of project-related fees covered by other funders; amounts reflect Participant's contribution only.*

4.4. Invoice Schedule. Invoices shall be sent pursuant to the following schedule: \$150,000 on May 1, 2022 and \$50,000 on August 1, 2022.

4.5. Billing Contact Information. [INSERT PARTICIPANT'S BILLING CONTACT INFO]

5. Term Length

The length of the term of this Plan shall be the earlier of five (5) years from the Effective Date or the completion of all Obligations under this Plan.

EXHIBIT B

Roadtrip Nation Brand Guidelines

See attached.

EXHIBIT C

This exhibit constitutes authorization by [LEGAL NAME OF TRADEMARK OWNER] (“Entity”) for Strada Collaborative, Inc. d/b/a Roadtrip Nation (“RTN”) to use certain intellectual property belonging to Entity subject to and in accordance with the following terms and conditions:

1. **Pre-Existing Intellectual Property.** Each of RTN and Entity will retain ownership of their respective confidential and proprietary Information and pre-existing intellectual property, including copyrights, trademarks and logos. Each Party grants to the other the right to use its name, logo(s) and pre-approved information about such Party, including any logo provided by Entity to RTN (the “Mark[s]”), on or in connection with the marketing and promotion of the Community Landing Page and SYR (as defined in the Cooperation Agreement between Roadtrip Nation, Ltd. and Workforce Solutions Greater Dallas (the “Agreement”)). Except as specifically stated herein, neither Party may otherwise use the intellectual property of the other Party without the prior written consent of such Party.
2. **Ownership of Work Product.** With the exception of any of Entity’s confidential and proprietary Information or pre-existing intellectual property, the Parties acknowledge that RTN shall solely and exclusively own all intellectual property rights it develops, whether alone or jointly with others, in connection with RTN’s performance under this Agreement along with all derivative works thereof and promotional materials related thereto (the “Work Product”), except as may otherwise be specifically provided in the Agreement. With regard to the Mark[s] and to the extent Entity grants RTN the right to use any other pre-existing Entity-owned intellectual property or content in the Work Product, Entity grants to RTN a non-exclusive, worldwide, royalty free, perpetual license for use of such intellectual property and/or content in the Work Product. Notwithstanding the foregoing, any right of RTN to use Entity’s intellectual property or content shall terminate immediately upon RTN’s breach of this Agreement.
3. **Restrictions on Use.** Except as specifically stated herein, neither Party may copy, modify, publish, transmit, distribute, publicly perform, publicly display, reverse engineer, create derivative works of, sell, or otherwise exploit any intellectual property belonging to the other Party.
4. **Infringement Remedy.** If any information contributed by Entity to the Work Product is found to be infringing or if use of the Work Product or any component thereof is enjoined, threatened to be enjoined, or otherwise the subject of an infringement claim as a result of information contributed by Entity to the Work Product, RTN may modify or replace the materials that infringe or are alleged to infringe (“Allegedly Infringing Materials”) to make the Work Product and all of its components non-infringing or remove such Allegedly Infringing Materials from the Work Product.
5. **This Agreement shall be governed and construed in all respects in accordance with the laws of the State of California, without regard to its principles of conflicts of laws. This provision shall not apply if Participant is prohibited by applicable law from agreeing to a governing law provision.**
6. **This letter constitutes the entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, whether written or oral, with respect to such subject matter. This letter may not be modified except in a written instrument signed by both parties.**

Agreed and Accepted:

[TRADEMARK OWNER]

By: _____

Name: [NAME]

Title: [TITLE]



*Serving Employers and Job Seekers in
Butler, Cowley, Harper, Kingman, Sedgwick & Sumner Counties*

Digital Media Activity Report As of 11/1/2021

The Workforce Centers use website and social media platforms to interact, inform, and educate the public on upcoming events and workforce development resources.

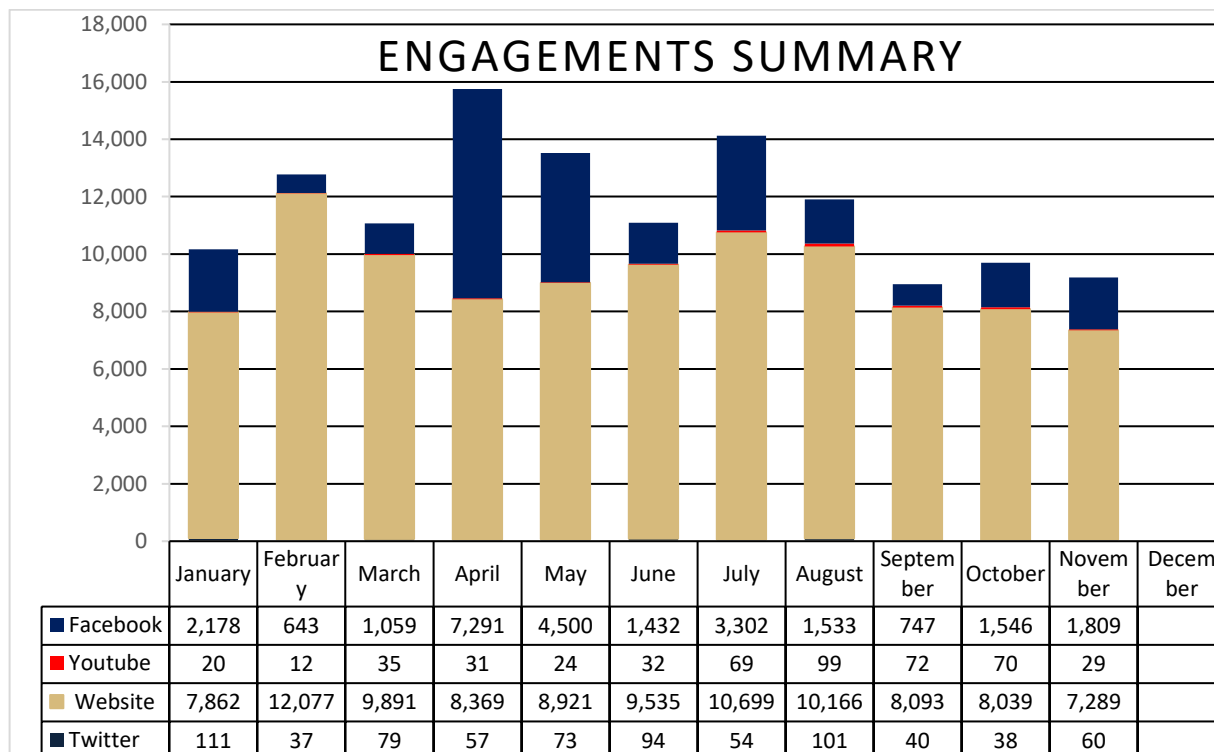
The digital traffic and impact numbers are broken down into the following key areas:

- Engagements - measures the total number of public interactions including shares, likes and comments
- Total Impressions - the number of times content is displayed to a user
- Followers – unique users who subscribe to receive updates

The data collected is from the platforms with the highest utilization:

- Facebook at <https://www.facebook.com/WorkforceCenter>
- YouTube at <https://www.youtube.com/c/Workforce-ks>
- Twitter at <https://twitter.com/workforcecenter>
- Workforce Center Webpage at www.workforce-ks.com

The month of November saw an overall decrease in engagement on YouTube and the Website. Although there was a decrease on those two platforms there was an increase on Facebook and Twitter. While there was a decrease in impressions on Facebook and YouTube the Website and Twitter numbers grew. November saw the highest number of followers on all platforms except the Website.

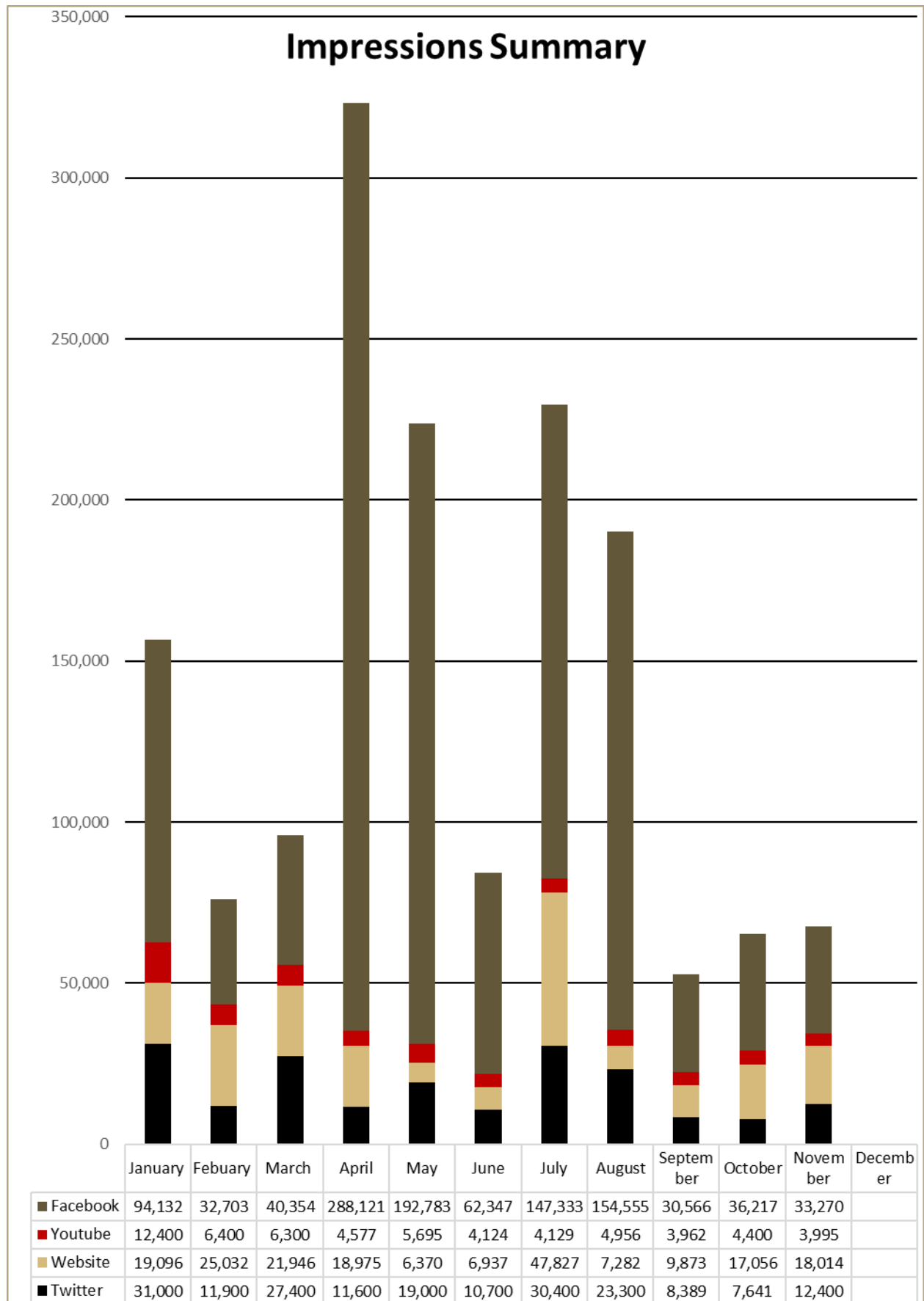


300 W. Douglas Avenue, Suite 850 • Wichita, KS 67202 • Phone 316-771-6600 • Fax 316-771-6690 • www.workforce-ks.com

Equal Opportunity Employer/Program - Auxiliary aids and services are available upon request to individuals with disabilities.

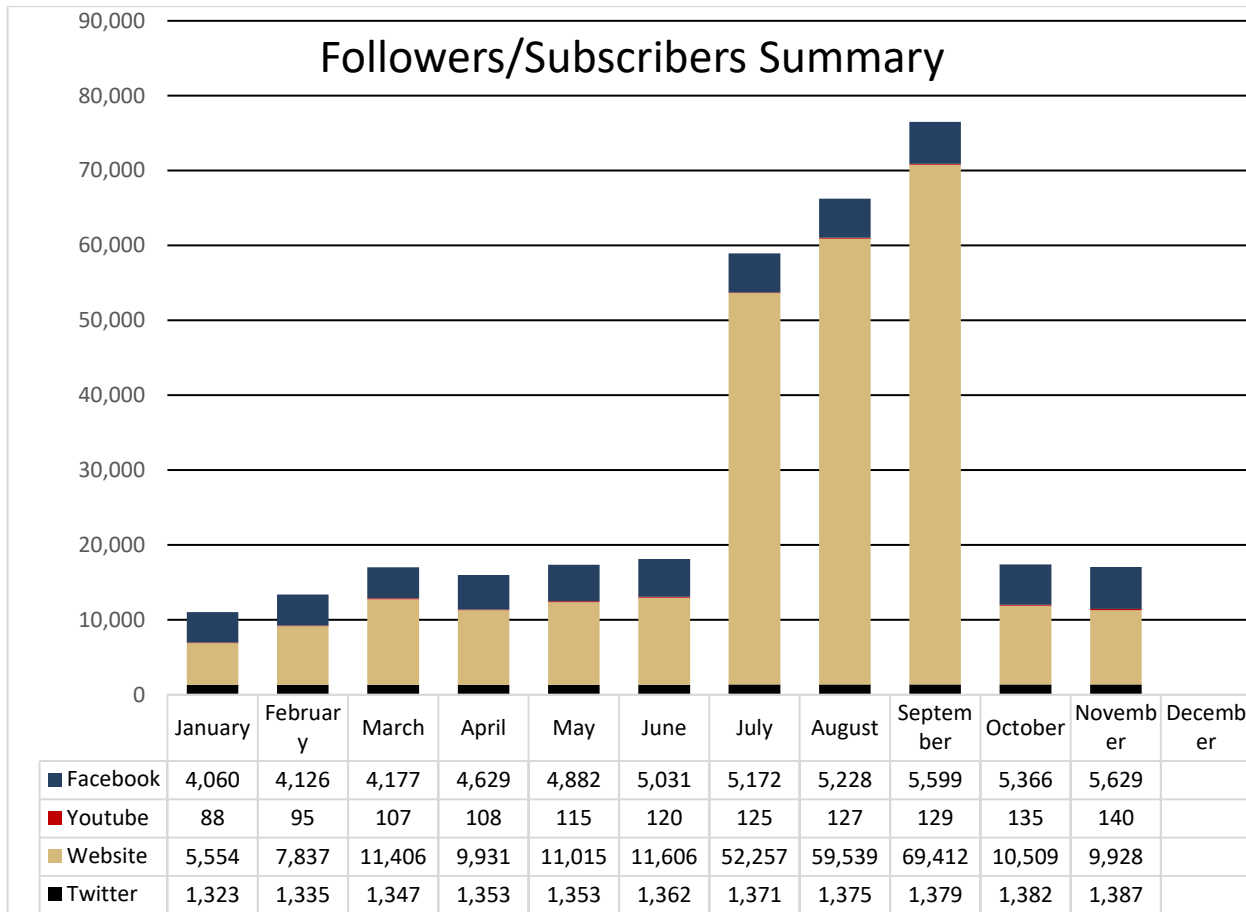
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Building You Series Report

As of 12/1/2021

In September 2020, KWCH launched [*Building You*](#), a weekly feature story about jobs and the economy that airs each Wednesday at 4:00 pm, Lily Wu is the lead reporter. Additionally *Building You* includes a Job of the Day highlighted on the 4 pm newscast and featured on the KWCH website with a link on how to access the job postings and other available jobs through the Workforce Center and Kansasworks.com. The Job of the Day segment also appears again on the KWCH morning newscast the following day. The Workforce Alliance provides content and leads for these features in strategic partnership with employers and partners who utilize the Workforce Center, and posts *Building You* and Job of the Day links on social media platforms.

November 2021 *Building You* Stories

- 11/3/21 [Building You: Child care providers hiring but not enough people applying](#)
- 11/10/21 [Building You: IRC hosts job fair for Kansas, Afghan refugees](#)
- 11/17/21 [Building You: Restaurants continue hiring ahead of holidays](#)
- 11/24/21 [Building You: Local lenders give advice, also hiring more loan officers](#)

November 2021 Job of the Day

Date	Job Title	Employer
11/1/2021	Dairy Plant Worker/Cooler Worker	Hiland Dairy
11/2/2021	CNC Machinist - 2nd Shift	Bunting Magnetics
11/3/2021	Project Engineer	D-J Engineering
11/6/2021	Trim Carpenter	Guthridge/Nighswonger Corp
11/7/2021	Termination Technician	Vermillion Inc
11/8/2021	Substance Abuse Counselor	Wichita Comprehensive Treatment Center
11/9/2021	Commercial Roofer	Mahaney Group
11/10/2021	A&P Mechanic (Various Shifts)	Textron Aviation
11/12/2021	Route Sales Driver	Hiland Dairy
11/15/2021	Electrician Apprentice (Union)	Wichita Electrical Joint Apprentice Training Ctr (WEJATC)
11/16/2021	Electrician Apprentice (Non-union)	Independent Electrical Contractors (IEC)
11/17/2021	Iron Workers Apprentice	Iron Workers Local Union #24
11/18/2021	Plumbers & Pipefitters Apprentice	Plumbers and Pipefitters
11/19/2021	Sheet Metal Apprentice	Local 29 Sheet Metal Joint Apprenticeship
11/21/2021	Charge Nurse/RN (Night Shift)	Clearwater Nursing and Rehabilitation
11/22/2021	Director of Sales & Contracts	Weckworth Manufacturing
11/23/2021	Plumbing or HVAC Technicians	Eck Services
11/24/2021	General Operator	Great Lakes Polymer Technologies
11/27/2021	Private Duty Home Health RN/LPN	Craig HomeCare
11/28/2021	Emergency Medical Services (EMS) Director	Sedgwick County
11/29/2021	Diesel Technician	Central Power Systems
11/30/2021	Senior Financial Accountant	HM Dunn Aerosystems

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Local Workforce Development Board (LWDB)

Executive Committee Meeting Minutes

September 8, 2021 – 11:30 AM

1. **Welcome and Introductions**

The LWDB Executive Committee assembled via ZOOM. Chair Melissa Musgrave welcomed Committee members and called the meeting to order.

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

YEP is a WA program that provides assistance to young adults to find a first job or work experience opportunity. The final report for 2021YEP was provided to the Committee. The pandemic greatly affected participation and outcomes for the program again this year compared to where it was in 2019, but staff feel that it has been successful overall. Staff were unable to provide outreach in the schools due to COVID protocols and where youth have had difficulty in obtaining employment on their own in the past, there are now more jobs than applicants and youth are able to obtain a job directly. The program was able to create positive space in terms of career awareness through partnering with Textron, Spirit AeroSystems and others on internship opportunities for youth as well as holding a series of weekly employer-sponsored Camp HYPER's that targeted different industry sectors (trades, technology, health care, and aviation manufacturing); a report on each of the camp experiences was provided to Committee members. Staff would like to grow the camp series model as well as to schedule job fairs in the future. The LWDB Youth Employment Committee recognizes that YEP/HYPE is in a building mode post COVID and will begin discussing goals and strategies to improve youth and employer participation at its meeting on September 21st. Although this year's numbers are down, staff feel that this is a temporary situation and not a long-term trend and are continuing to work on strategies to increase participation in the YEP program. Committee members were asked to provide ideas and suggestions for the Youth Employment Committee and the expectation is that staff will be discussing recommendations for 2022 YEP/HYPE at the LWDB Executive Committee meeting in November. Jo Truong was introduced as the WA's new Work-Based Learning Intermediary. All Local Areas in the state will have an intermediary. She will be working with schools to move the state's work-based learning initiative forward and support YEP/HYPE as well. Melissa Musgrave suggested that any video clips of successful outcomes of the program could be shown to youth and employers could be useful in increasing participation. Michele Gifford offered to be a resource for potential employers on how their successful internships are implemented.

Report was received and filed.

3. **Project Development Report**

The Workforce Alliance (WA) is involved in a number of proposed initiatives to support economic recovery efforts in the region. Keith Lawing provided a summary of several projects that are in process, that could significantly impact operations moving forward, consistent with the strategic plan adopted last year. Staff will provide updates to the Committee at future meetings on each of these initiatives depending on the progress made.

Under the federal American Rescue Plan Act (ARPA), the state of Kansas and a number of local governments have been provided funding to help support the economic recovery from the job losses in 2020 and 2021 due to the COVID crisis. The WA has been working with a coalition of community partners who are collaborating to develop an employment and skills training model to identify investments from local and state ARPA funds that can have a meaningful impact. The

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goal is to leverage resources and align services to promote immediate hiring opportunities and to accelerate completion of targeted and short-term skills training programs to help job seekers connect to well-paying careers. A discussion draft was provided to Committee members that has been shared with partners and is being used as the starting point for developing a formal proposal to submit to Sedgwick County and the City of Wichita for funding support. The basic concept is to locate gaps that exist in current employment and skills training programs serving persons with multiple barriers to employment, limited work history or transitioning to a new employment sector following a lay-off. It is an employer driven model with a direct line of site from work-readiness activities and short-term skills training programs to employment opportunities.

The Federal Government released grant opportunities through the United State Economic Development Administration (EDA), the Build Back Better grant and the Good Jobs Challenge grant. The WA is part of a coalition of organizations including the Greater Wichita Partnership, WSU, City of Wichita and others developing plans to apply for these grants to help support infrastructure projects and create skills training programs to meet anticipated employment needs. The application for Build Back Better is due in October, and the Good Jobs Challenge grant is due in January.

The Workforce Alliance is part of the National Association of Workforce Boards (NAWB) SNAP E&T (aka: food stamps) learning cohort. The goal is to determine by the end of calendar year 2021 the opportunities and options to expand operations into SNAP E&T. There are multiple models for LWDBs to be directly engaged in providing employment and training services to individuals receiving SNAP benefits. By leveraging WIOA funds, the goal would be to connect those on public assistance to employment requiring skills training or targeted pre-employment services. Similar strategies led by the WA have been successful in serving Justice Involved Individuals, low wage workers and out of school youth. The WA was assigned a site coach from the Seattle Jobs Initiative to provide technical assistance, and a meeting with leadership from the Department of Children and Families is scheduled. Conversations have also been initiated with local partners about SNAP E&T and the response has been very positive.

Road Trip Nation (RTN) is an award-winning series that has been around for 15 years on PBS and is a very robust career exploration tool and empowers individuals to connect to their interests and have successful careers. RTN also provides a framework for how to navigate the career journey, with programs and courses, career discovery resources, live events, and a New York Times bestselling career guide, "Roadmap." The program promotes awareness of opportunities to individuals living inside and outside the region. RTN is interested in doing a project in the Wichita area, and WA staff along with officials from USD 259, the Kansas Department of Commerce and Wichita State University are in conversations about a project proposal and determine how to fund the project for the Kansas / Wichita region. The project includes a one-hour documentary that would air nationally on PBS in 2023 and highlight all of the great work being done and the current and future opportunities that exist in South Central Kansas/the State of Kansas. Additional tools would also be created such as short-form videos that can be repurposed by all of the RTN community partners and the creation of a Digital Community Hub that includes Kansas-specific resources for those defining the next steps in their education, career and life journeys as well as driving traffic to other digital tools. It is estimated that the project would cost approximately \$660,000.

Report was received and filed.

4. Virtual Job Fair Demonstration

Mary Mann, WA Business Services Supervisor, provided a demonstration of the new virtual job fair platform obtained by the State of Kansas this year, which has enhanced features compared to the previous platform and is now available to serve employers. Reports can be created from the data entered by participants that will assist staff and employers in improving offerings, programs and services.

Report was received and filed.

5. Workforce Alliance (WA) 2020-2022 Strategic Plan Implementation Update

Updates on the implementation of the 2020-2022 WA strategic goals is a standing agenda item for this Committee in order to provide for continuous accountability and provide an opportunity for staff to report to the Committee on the progress made on implementing the strategic goals. Keith Lawing will provide a formal progress report on strategic plan goals at the end of year along with a projection for each going into 2022.

6. Consent Agenda and Committee Reports

Approval of meeting minutes for June 9, 2021, Regional Labor Market Report, Workforce Center Operations / One-Stop Operator Report, additions to the Eligible Training Provider (ETP) List from Butler Community College and WSU Tech and a third-party monitoring report from Regier, Carr and Monroe were presented to the Committee for review and approval.

Tony Naylor (Michele Gifford) moved to approve the Consent Agenda as presented. Motion adopted.

7. Other Discussion / Announcements

The 2021 Workforce Innovation Conference is scheduled for October 4th and 5th at the Hyatt in Wichita. Board members are encouraged to attend; as yet, there is not a virtual option. A reminder with more information will be sent to all LWDB members.

8. Adjournment

The meeting was adjourned at 12:50 PM.

Attendees:

LWDB Executive Committee Members

Michele Gifford
Commissioner Jim Howell
Pat Jonas
Jeff Longwell
Melissa Musgrave
Tony Naylor
Gabe Schlickau

Staff/Guests

Amanda Duncan
Denise Houston
Aliex Kofoed
Keith Lawing
Shirley Lindhorst
Mary Mann
Chad Pettera
Laura Rainwater
Erica Ramos
Jeff Townsend, LWDB
Jo Truong
Tisha Cannizzo, Eckerd Connects



South Central Kansas Labor Shed Employment Data

January 2020-October 2021

Butler/Cowley/Harper/Harvey/Kingman/Marion/McPherson/Reno/Sedgwick/Sumner

Month	Labor Force	Employment	Unemployment	Unemployment Rate	Ongoing UI Claims	New UI Claims
Jan-20	388,942	374,826	14,151	3.6%	1,952	not available
Feb-20	393,321	378,819	14,492	3.7%	2,515	not available
Mar-20	392,895	380,545	12,353	3.1%	3,057	22,826
Apr-20	409,271	342,127	66,641	16.3%	33,812	12,175
May-20	402,572	350,435	52,087	12.9%	31,759	3,526
Jun-20	397,447	357,185	39,562	10.0%	28,984	3,428
Jul-20	402,291	362,389	40,912	10.2%	26,804	3,693
Aug-20	394,105	356,909	37,376	9.5%	20,923	4,359
Sep-20	387,157	358,563	28,594	7.4%	16,675	4,690
Oct-20	397,708	372,580	25,308	6.4%	13,732	5,232
Nov-20	400,506	373,236	27,271	6.8%	13,057	5,396
Dec-20	389,238	373,307	15,931	4.1%	19,728	8,408
Jan-21	393,477	367,427	25,050	6.4%	4,375	4,164
Feb-21	393,461	370,038	23,423	6.0%	5,115	1,092
Mar-21	393,447	373,962	19,455	4.9%	8,804	1,077
Apr-21	390,508	372,865	17,679	4.5%	2,337	634
May-21	392,566	347,951	18,705	4.8%	2,825	543
Jun-21	390,293	368,752	21,541	5.5%	2,536	442
Jul-21	396,786	371,463	23,323	5.9%	2,047	613
Aug-21	389,746	370,423	19,444	5.0%	2,042	399
Sep-21	389,949	372,997	17,037	4.4%	1,563	481
Oct-21	388,077	367,722	16,365	4.2%	1,230	365

Labor Force	Persons 16 years and older who are either working or actively looking for work. It excludes active-duty military personnel and the institutionalized population, such as prison inmates.
Employment	Persons 16 years and over in the civilian noninstitutional population who, during the reference week, (a) did any work at all (at least 1 hour) as paid employees; worked in their own business, profession, or on their own farm, or worked 15 hours or more as unpaid workers in an enterprise operated by a member of the family; and (b) all those who were not working but who had jobs or businesses from which they were temporarily absent because of vacation, illness, bad weather, childcare problems, maternity or paternity leave, labor-management dispute, job training, or other family or personal reasons, whether or not they were paid for the time off or were seeking other jobs. Each employed person is counted only once, even if he or she holds more than one job. Excluded are persons whose only activity consisted of work around their own house (painting, repairing, or own home housework) or volunteer work for religious, charitable, and other organizations.
Unemployment	Persons aged 16 years and older who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment sometime during the 4-week period ending with the reference week. Persons who were waiting to be recalled to a job from which they had been laid off need not have been looking for work to be classified as unemployed.
Unemployment Rate	The number unemployed as a percent of the labor force.
Ongoing UI Claims	The number of unique individual claimants living in Kansas receiving regular UI payment, including workshare, reported for the last week of the month or most current data available
New UI Claims	The number of new unique initial claims for claimants living in Kansas, including those on workshare reported for the last week of the month or most current data available

Sources	https://klic.dol.ks.gov/gsipub/index.asp?docid=756 https://public.tableau.com/profile/kdol#!/vizhome/KansasLaborForceUnemploymentRatesbyCounty/KansasLaborForceUnemploymentRates
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Workforce Alliance Consolidated Budget PY21

July 2021 - June 2022

WIOA					Community Impact Funds					Expenditures Through 10/31/2021			
										Consolidated			
		Oct	YTD	% Budget		Oct	YTD	% Budget		Oct	YTD	% Budget	
Category	Budget	Expenditures	Expenditures	Remaining		Budget	Expenditures	Expenditures	Remaining	Budget	Expenditures	Expenditures	Remaining
Wages	\$ 1,769,689	\$ 126,259	\$ 513,435	71%		\$ 1,245,000	\$ 98,744	\$ 440,669	65%	\$ 3,014,689	\$ 225,003	\$ 954,104	68%
Fringe	\$ 456,295	\$ 33,557	\$ 136,933	70%		\$ 305,042	\$ 23,903	\$ 104,302	66%	\$ 761,337	\$ 57,460	\$ 241,235	68%
Facilities	\$ 253,578	\$ 60,158	\$ 112,219	56%		\$ 153,947	\$ 6,807	\$ 38,778	75%	\$ 407,525	\$ 66,965	\$ 150,997	63%
Contract/Pro Fees	\$ 196,097	\$ 26,133	\$ 59,712	70%		\$ 151,996	\$ 16,322	\$ 25,755	83%	\$ 348,093	\$ 42,455	\$ 85,467	75%
Supplies/Equipment	\$ 54,583	\$ 6,615	\$ 22,688	58%		\$ 64,753	\$ 1,227	\$ 9,349	86%	\$ 119,336	\$ 7,842	\$ 32,037	73%
Outreach/Cap Building	\$ 28,601	\$ 74	\$ 2,696	91%		\$ 44,500	\$ 11,420	\$ 47,245	-6%	\$ 73,101	\$ 11,494	\$ 49,941	32%
Travel/Conferences	\$ 31,450	\$ 1,785	\$ 4,176	87%		\$ 29,300	\$ 330	\$ 7,904	73%	\$ 60,750	\$ 2,115	\$ 12,080	80%
Grants Awarded	\$ 85,000	\$ 22,475	\$ 19,475	77%		\$ 198,764	\$ 3,198	\$ (19,323)	110%	\$ 283,764	\$ 25,673	\$ 152	100%
Staff Development	\$ 26,750	\$ 131	\$ 223	99%		\$ 16,580	\$ 108	\$ 372	98%	\$ 43,330	\$ 239	\$ 595	99%
Misc	-			0%		\$ 20,666	\$ -	\$ 20,620	0%	\$ 20,666	\$ -	\$ 20,620	0%
Work Experience	\$ 1,013,065	\$ 37,511	\$ 131,113	87%		\$ 750,280	\$ -	\$ 2,979	100%	\$ 1,763,345	\$ 37,511	\$ 134,092	92%
On The Job Training	\$ 75,000	\$ -	\$ 538			\$ 549,266	\$ 18,873	\$ 52,119	91%	\$ 624,266	\$ 18,873	\$ 52,657	92%
Incentives	\$ 6,000	\$ 125	\$ 450	93%		\$ -	\$ 1,400	\$ 5,365		\$ 6,000	\$ 1,525	\$ 5,815	3%
Occupational Training	\$ 449,495	\$ 9,936	\$ 20,645	95%		\$ 1,801,400	\$ 46,071	\$ 227,195	87%	\$ 2,250,895	\$ 56,007	\$ 247,840	89%
Supportive Services	\$ 98,226	\$ 2,124	\$ 7,695	92%		\$ 431,267	\$ 3,713	\$ 20,011	95%	\$ 529,493	\$ 5,837	\$ 27,706	95%
Total	\$ 4,543,830	\$ 326,883	\$ 1,031,998	77%		\$ 5,762,761	\$ 232,116	\$ 983,340	83%	\$ 10,306,591	\$ 558,999	\$ 2,015,338	80%

Analysis

Budget: The PY21 budget with expenditures through the end of the October 2021. The budget includes a breakdown between WIOA (LWDB budget) and non-WIOA Funding (Community Impact Funds) and combined totals.

The PY21 budget allocates 50% on direct client spending including classroom training, work experience, on-the-job training and supportive services. YTD spending on direct client services is 21% of total expenditures for all funds. The Incentive line item for participants is mostly spent, most of those funds are for summer incentives for YEP, so it is expensed to be mostly spent by this time of year. The CIF Outreach line item is where the Jobs Fore Youth Golf Tournament expenses are allocated, the tournament was held in September. The budget has 80% remaining. At this point in the budget year the target for remaining budget would be 66% or greater.

Strategic Goals Supported

This activity supports the following Strategic goals of the Local Workforce Development Board:

- Expand Youth Employment Opportunities to help develop the workforce of the future
- Strengthen relationships with WIOA partners, community organizations and educational/training institutions to leverage resources and align services through the one-stop workforce centers (American Job Centers)
- Create and implement a more effective and comprehensive communication plan to increase public awareness about employment and training services, and skills needed for current and future careers in South Central Kansas
- Generate revenue to increase community impact of WIOA and Workforce Centers

Recommended Action

Receive and file.

Item

Workforce Centers Operations Update

Background

This past October resulted in the lowest Workforce Center traffic since May 2020. Unemployment rates are back to pre-pandemic rates. Job seeker engagement remains low in all areas while employers continue to search for employees. Workforce Center management and staff have had numerous conversations about new ways to help our employer customers find worker candidates.

The Career Center booked 389 appointments with 200 by phone, 184 in person and four by zoom. 79% of those customers followed through with their appointments. 29 customers signed up to attend an orientation about Dislocated Worker or TAA training with 17 actually attending.

Local Area IV Operations

Operating Hours:

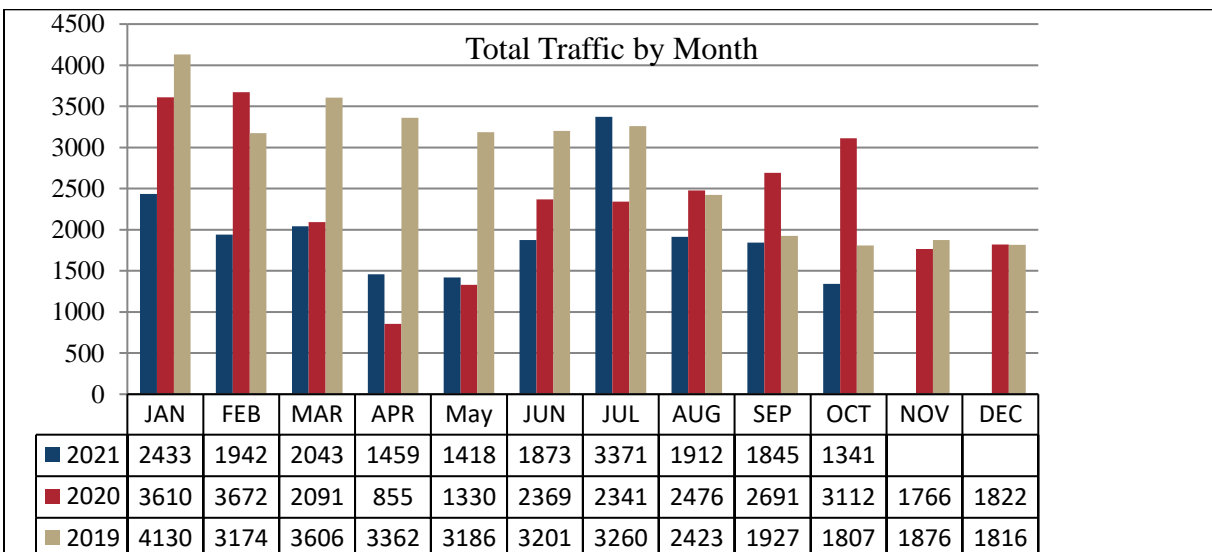
- Monday–Thursday 8 am–5 pm, virtually on Friday 8 am–noon
 - Wichita Workforce Center
 - Butler Workforce Center (El Dorado)
 - Sumner Workforce Center (Wellington)
- Monday-Friday 8 am-5 pm
 - Cowley Workforce Center (Cowley College, Ark City)

Statewide KansasWorks Activity as of 12/1/2021

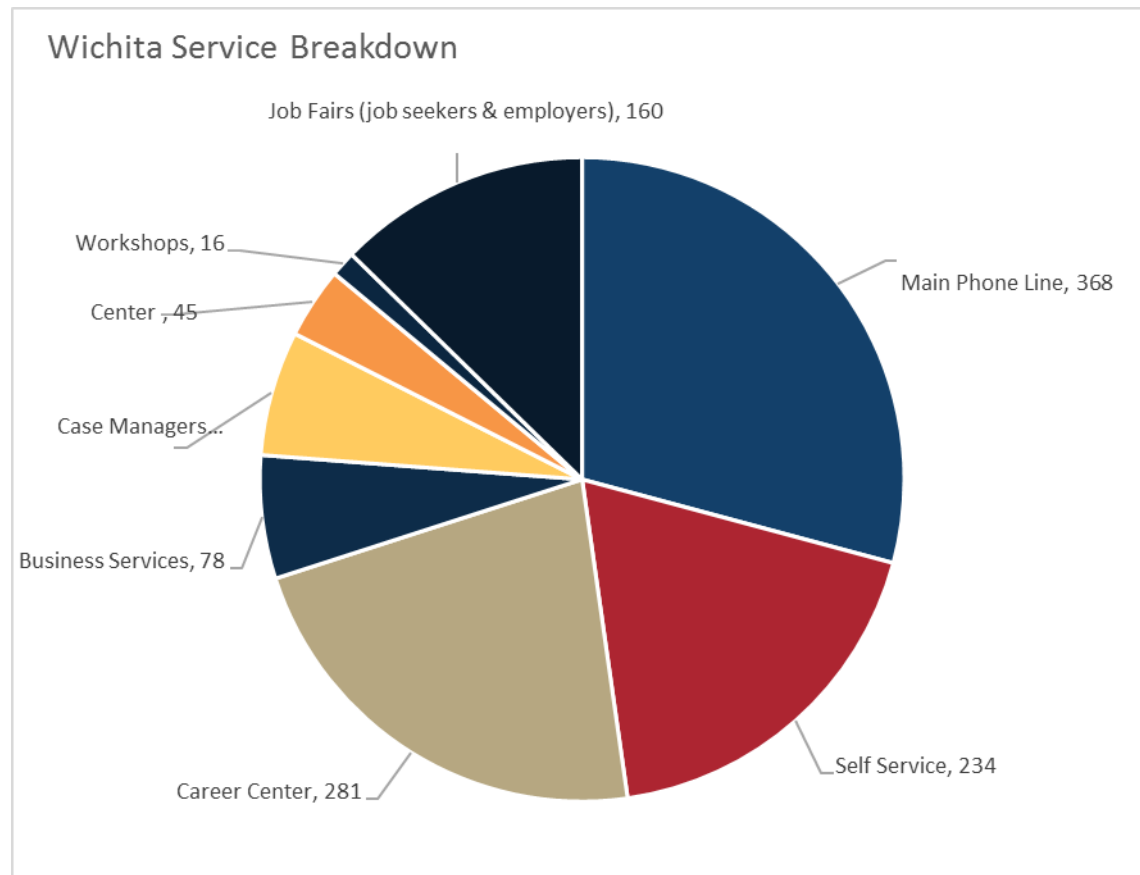
- Jobs posted – 65, 158
- Active resumes – 9,176

Total Customer Traffic 2021

The Workforce Centers saw 1,341 jobseekers for various services across all Centers and provided 78 business services in the month of October.



Wichita Service Traffic Breakdown – October 2021



Job Seeker Traffic – In person vs. Virtual Services

Wichita Workforce Center – 184 in person, 204 virtual
Butler Workforce Center – 58 in person, 16 virtual
Sumner Workforce Center – 6 in person
Cowley Workforce Center – 34 in person

Cowley Workforce Center (Cowley College)

The Cowley College Workforce Center had a total of 76 contacts with 42 of those being employer contacts. The 34 job seeker contacts included 9 students (8 adult ed students). 600 flyers were distributed by the Cowley College Cheer Team to adults along the parade route during Arkalalah.

Workshops

The Workforce Centers offers four options for job seekers to develop their skills through workshops; 1) prerecorded YouTube mini workshops, 2) six @HOME workshops that can be attended live by zoom, 3) Stream @ Cowley and 4) six live, in person, computer workshops. The registration to attendance ratio for live workshops (both in person and virtual) averages 40-50%. There are no workshops scheduled in December to make time to train additional staff and discuss other ways to provide services to both job seekers and employers through workshops.

A bright spot in our workshop delivery is the use of the YouTube mini workshops that were created to address job seeker needs at the beginning of the pandemic. Through the last 18 months over 70 videos have been created. The workshop staff began tracking the views for those videos in October.

Views and Subscribers	Past 90 Days	October	November
Total Views	1,500	602	323
Unique Viewers	521	211	181
Added Subscribers	14	6	5
Total Subscribers		136	141
Top 5 Videos	Views		
Attitude Determines Altitude	109		60
Creating a Resume Using Templates	62		30
Introduction to Workforce Centers and Services	92	34	22
Overcoming Ageism	68	28	
Resumes Start to Finish-Part 1		33	12
Resumes Start to Finish-Part 2		27	
WorkKeys NCRC (National Career Readiness Certificate)	161	68	46

One Stop Operator Report October 2021

The One Stop Advisory Council met on October 7. The December meeting was then cancelled to allow Workforce Center leadership to evaluate the format and focus of the Council.

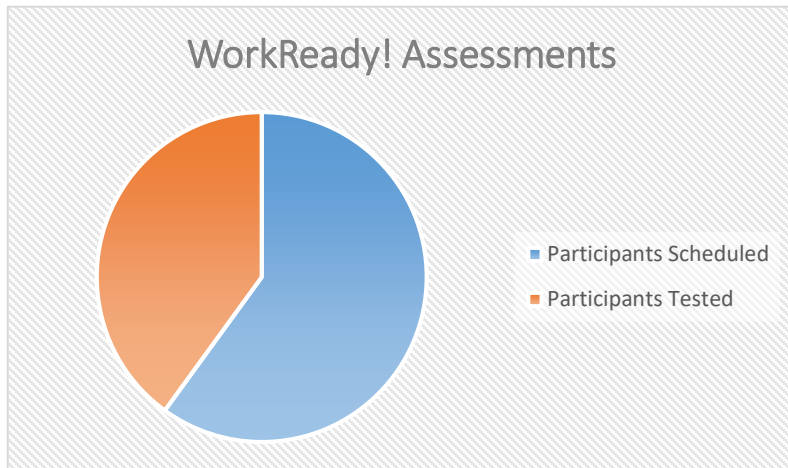
Workforce Center staff participated in a remote in-service training on October 11. With that day being Columbus Day the Center was closed to the public to allow all staff to be involved. All staff participated in EMPAC lead training on Harassment and Conflict Resolution. A large portion of the day was used for staff to discuss challenges of the Workforce Centers, through the KLC problem solving framework. Topics included 1) creating a larger pool of workers from which employers could draw, 2) increased participation from job seekers in the Workforce Center services and 3) ideas to progress low skilled workers to stable careers.

The One Stop Operator has been working with OWDS staff to create training for staff to be better equipped to serve justice involved job seekers. OWDS was the Offender Workforce Development Specialist certification that is no longer available. With this training, the Workforce Center will be able to ensure that all staff can address the specific barriers faced by individuals with criminal backgrounds. It will also allow the Workforce Center to provide this training to other organizations who have been asking for training.

Business Services Report October 2021

In addition to the 440 employer contacts documented in KansasWorks, there were an additional 380 employer contacts made who did not have a KansasWorks account. There are five companies actively engaged in On the Job Training (OJT)/Work Based Learning (WBL) which has resulted in 41 placements. Five new contracts were approved and an additional contract was renewed in October. Business Service Representatives (BSRs) are returning to community networking events with attendance at four in October resulting in 27 contacts.

The BSRs reported 24 placements in October with an average wage of \$19.00 and 21 jobs were promoted through the KWCH Featured Jobs with an average wage of \$22.45.



WorkReady! Testing October 2021

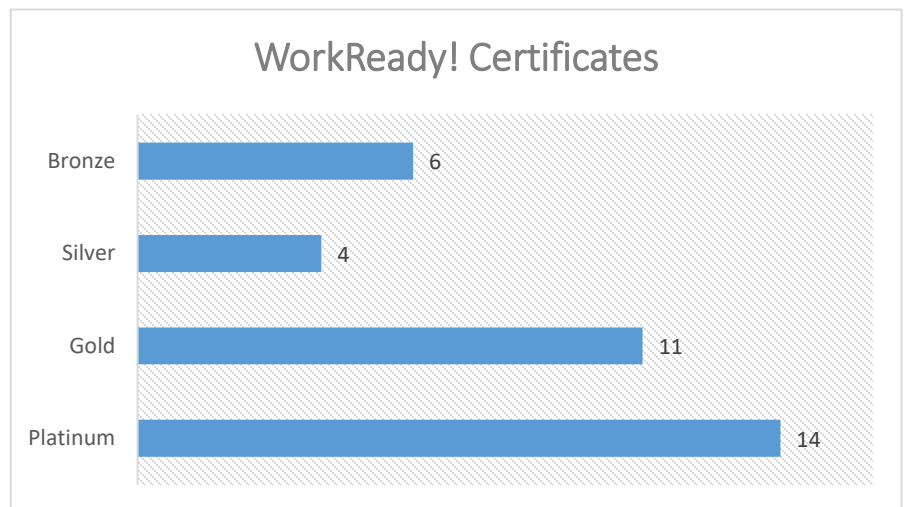
8 - Testing Sessions

66.7% - % Attendance Rate

WorkReady! Certificates October 2021

35 - Certificates Awarded

97.2% - % Award Rate



95 – Pre-Employment Skills Assessments Administered

51 – Applications Completed

415 - Services to Employers

771 - Job Postings

Recommended Action

Receive and File.

Item

On-the-Job Training (OJT) Contracts for the Eligible Training Provider List (ETP)

Background

1. Approval of Addition to the ETP List for OJT

The following employer has submitted an application to be added to the ETP list for OJT.

Employer:	Spirit AeroSystems, Inc.
Company Description:	Aircraft Manufacturing
Location:	Wichita, Sedgwick County
Occupation(s):	All skillsets with a high number of Assembly, Sheet Metal and Composite Mechanics
Training Length:	Approximately 1 year
Average Wage Range:	\$23.64
Benefits:	Full benefit package
Comments:	Headquartered in Wichita KS, Spirit AeroSystems, Inc. has been in business for 16 years and is one of the world's largest manufacturers of aerostructures for commercial airplanes, defense platforms and business/regional jets. In addition to Wichita, Spirit has facilities in the U.S., U.K., France, Malaysia and Morocco. They currently employ 9092 full time employees locally and anticipate hiring 4600 more in the next three years.
OJT Funding Streams <i>subject to availability</i>	All Funding streams are available and appropriate based on occupation and new hire eligibility requirements.

Recommended Action

Approve addition of **Spirit AeroSystems, Inc.** to OJT ETP list.

Item

Youth Program Service Provider Contracts

Background

The Workforce Innovation and Opportunity Act (WIOA) Youth program must procure the required Youth Elements and services associated with the operation of the program.

Analysis

Pyxis has been a provider for different youth elements since 2010. Pyxis' current contract expires December 31, 2021. Pyxis submitted a new bid to provide Leadership Development and Adult Mentoring.

Leadership Development: \$750- 2 to 6 weeks of individual trainings

Pyxis will meet with each referred youth to gather their background and needs which will result in the development of an individualized plan of action. Sessions will be developed based on the plan of action and will focus communication, time management, career knowledge, career goals, and education exploration.

Adult Mentoring: \$52 per hour and up to six hours a month for 12 months

Pyxis in order to provide support, counsel, friendship, reinforcement, and constructive examples to youth participants. Each adult mentor will serve youth by dispensing guidance, knowledge, advice, and encouragement in order to aid and empower youth to reach their goals and potential.

The Adult Mentoring Program model is community and work-place based, engaging the youth in social activities, community organizations, and workplace behaviors with the objective and finality of instilling a better and more comprehensive understanding of our society.

Strategic Goals Supported

This activity supports the following Strategic goals of the Local Workforce Development Board:

- Expand Youth employment opportunities to help develop the workforce of the future.
- Strengthen relationships with WIOA partners, community organizations and educational/training institutions to leverage resources and align services through the one-stop workforce centers (American Job Centers)

Recommended Action

Authorize the President/CEO to enter into a contract with Pyxis for WIOA Youth Program Elements.