

# WORKFORCE CENTERS

of South Central Kansas

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### Local Workforce Development Board (LWDB)

#### Executive Committee Meeting Minutes

December 9, 2020 – 11:30 AM

**1. Welcome and Introductions**

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

**2. Workforce Alliance (WA) 2020-2022 Strategic Plan Implementation**

A series of recommended action steps was presented to the Committee to begin implementation of the six 2020-2022 strategic goals that were adopted at the LWDB meeting in October. Action steps have been identified to implement tactics designed to produce outcomes for the goals that will guide operations over the next two years. The Chair and CEO have been taking on the task of reviewing and updating committee memberships and assignments and these will be announced in the first week of January. Tony Naylor and Robyn Heinz have agreed to continue co-chairing the Program Operations and Performance Committee and as per past practice, as LWDB Vice Chair Melissa Musgrave will chair the Finance Committee. Amy Williams, Spirit Aerosystems, was introduced and it was announced that she had been appointed to the Executive Committee by Chair Schlickau. A Strategic Communications Task Force is being created that will report a plan to the Board by April to address one of the consistent issues discussed in the strategic planning sessions of communication and will focus on strategies and partnerships that can best promote services to job seekers and employers. A Youth Employment Committee is also being created that will have the assignment to identify and create partnerships to sustain and expand the Helping Youth Prepare for Employment (HYPE) initiative, and leverage the Workforce Innovation and Opportunity Act (WIOA) Youth program to help improve outcomes. Additionally, the topic of an internal review of Diversity, Equity and Inclusion (DEI) policies and procedures, although not singled out as a strategic goal, came up several times during planning sessions and will be a deliberate element in how the WA operates and manages employment and training programs. WA has worked with the National Fund on grants through the years and they are offering technical assistance concerning DEI. Committee members were asked to contact Schlickau or Lawing if they are interested in serving on a committee or task force. Lawing proposed appointing a primary lead for each of the strategic goals that will provide accountability for outcomes moving forward although that person or group would not be exclusively responsible for the actions or outcomes of that goal as follows: Goal #1 (Meet or exceed the negotiated performance of WIOA Title I programs to maximize community impact) will be assigned to the LWDB Program Operations and Performance Committee, Goal #2 (Enhance youth employment opportunities by expanding partnerships with businesses, schools and other community organizations) will be assigned to a newly appointed Youth Employment Committee as discussed above, Goal #3 (Increase the awareness of workforce programs and services throughout South Central Kansas) will be assigned to a newly appointed Strategic Communications Task Force as discussed above, Goal #4 (Expand the community impact of the WA through higher levels of board member participation) will be assigned to the LWDB Executive Committee, Goal #5 (Continue to increase non-WIOA funding assigned to CEO Keith Lawing, which is already an element of his job duties and for Goal #6 (Proactively approach the employment and skills training challenges and opportunities of the future with energy and planning today), WA staff will work with the Greater Wichita Partnership and WSU's Economic Area Outlook team to assist in defining what those outcomes look like. Lawing asked for input, suggestions or different approaches from Committee members.

*Rod Blackburn (Tony Naylor) moved to authorize the LWDB Chair and CEO to establish a Youth Employment Committee and a Strategic Communications Task Force by the end of January 2021 with those groups to report on their progress to the LWDB Executive Committee by the end of Fiscal Year End (FYE) 2021.*

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### **3. Regional Economic Impact Report / Workforce Center Operations**

An update was provided on the effects related to the Coronavirus on Workforce Center operations and services and on the economic impact to the region. Unemployment rate is at 5.5% for the state and for the Local Area IV region is the highest at 6.8%; these numbers are continuously monitored by WA staff. As a result of the unemployment rate dropping to 5.5%, extended federal unemployment benefits will cease and be paid out through December 12<sup>th</sup>. Additionally, the pandemic unemployment funds available through the end of the year are set to expire as well and both of these issues could lead to an increase in activity at the Workforce Center. There continues to be delays with the Kansas Department of Unemployment in filing claims and disbursing funds due to massive fraudulent claims and technology issues. No additional WARN level notices have been issued; no additional mass layoffs have been announced. There have been some smaller layoffs that are Trade Adjustment Assistance (TAA) qualified. Staff are working hard to get as many people enrolled in TAA and Dislocated Worker training programs as they can.

In December, the Workforce Centers continue to assist customers virtually as was done in November due the increase in COVID cases and in anticipation of even greater increases due to the holiday season. For the last few months, the Workforce Centers have served a greater number of customers virtually than for the same time last year. The WA is collaborating with the Greater Wichita Partnership (GWP) on “The Get Trained. Get Paid” (GTGP) outreach campaign, which informs individuals in the region about Workforce Center services and training programs. The outreach campaign has routed a large number of customers to the workforce center seeking services such as training and job search assistance and has resulted in increased traffic to the WA’s YouTube, FaceBook and website. Advertising for the campaign ends this week although the phone line and website will remain open. The GWP is financially supporting the GTGP campaign and currently 71 people are participating in training as a result. WA workshop offerings on YouTube have increased and the WA’s Practice Makes Progress (PMP) virtual program, which provides for human resources professionals from the region to assist customers with resumes and mock interviews is still available to customers virtually; more employer participation is needed. If Committee members are interested or have staff that are interested in participating in the PMP program, they are asked to contact George Marko or Amanda Hill at the Workforce Center. The current Statewide Job Fair began December 14<sup>th</sup> and will run through December 15<sup>th</sup> and is the last statewide event in 2020. Job Fairs are scheduled for January, February and March of next year. A new virtual job fair platform may be implemented in March and the Committee will be updated. Job postings are healthy as employers have a huge need to hire more people than at the same time last year. Blackburn asked if since training providers were benefitting from the GTGP outreach campaign and receiving training funds from the WA, if they had been approached about paying for this type of outreach campaign in the future. Lawing responded that staff would be approaching training institutions about this when outcomes from this campaign are available and can be shared as well with the possibility of having the Strategic Communications Task Force consider this for a sustainable strategy. The WA is partnering with WSU’s Molecular Diagnostics Laboratory (MDL) COVID testing to help staff ascertain risk levels and expedite reliable results. The rapid testing protects businesses and gets people back to work faster and more safely. Committee members were asked to contact Lawing if they needed more information about using the lab.

*Reports were received and filed.*

### **4. Community Outreach and Awareness**

The WA has experienced a great opportunity to work with the Greater Wichita Partnership (GWP) and other community leaders on focused and deliberate attempts to collaborate during the pandemic and 737 Max layoffs. All recognize that there is a need for economic diversity and to grow different business segments through skills training. The hope is to reach as many people that are interested in

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taking advantage of the opportunity to gain skills as possible. The WA will be providing analytics to the GWP regarding contact with the Workforce Center and enrollments in training programs to determine the return on investment of the advertising and how successful the campaign was. Final numbers will be shared with the Committee. WSU Tech has done additional marketing coordination with campaign and will continue to do so and Butler Community College is providing staff to work during the holiday period in order to get more people enrolled in training programs that begin in January. WSU is considering delaying current start dates or adding second start dates in early spring for future training in order to accommodate the larger volume of students. The WA is continuing its partnership with KWCH on the “Building You” weekly series for reporting employment and workforce issues and an updated report will be provided to the Committee at its next meeting. A report on digital media outcomes was provided to Committee members that tracks data from the WA website, YouTube, Twitter and FaceBook. Followers have increased as a result of the GTGP campaign.

*Report was received and filed.*

### 5. **Consent Agenda and Committee Reports**

Approval of meeting minutes for October 14, 2020 and November 18, 2020, Program Year 2020 (PY20) budget update and Workforce Innovation and Opportunity Act (WIOA) Youth contract with Cerebral Palsy Research Foundation (CPRF) were presented to the Committee. The WA released a Request for Proposals (RFP) for WIOA Youth Elements in August. One of the proposals was from Cerebral Palsy Research Foundation (CPRF). An RFP taskforce of LWDB members was assigned by the Chairman to review the proposals. The taskforce recommended that staff negotiate with CPRF on some terms of the proposal; modifications were made and the WA is ready to enter into an agreement with CPRF for these services.

*Jeff Longwell (Kathy Jewett) moved to the Consent Agenda as presented. Pat Jonas, CPRF abstained from the vote. Motion adopted.*

### 6. **Other Discussion/Announcements**

There were no announcements or new business to discuss.

### 7. **Adjournment**

The meeting was adjourned at 12:30 PM.

### **Attendees:**

#### LWDB Executive Committee Members

Rod Blackburn  
Michele Gifford  
Commissioner Jim Howell  
Jennifer Hughes  
Kathy Jewett  
Jeff Longwell  
Pat Jonas  
Melissa Musgrave  
Tony Naylor  
Gabe Schlickau, Chair  
Amy Williams

#### Staff/Guests

Keith Lawing  
Amanda Duncan  
Denise Houston  
Shirley Lindhorst  
George Marko  
Chad Pettera  
Ashley Scheideman, LWDB