

WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

Local Workforce Development Board (LWDB)

Executive Committee Meeting Minutes

February 9, 2022 – 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. Faith Martin was introduced as the new Workforce Alliance (WA) Senior Project Manager for the One Workforce Grant

2. **Deloitte Future of Work Project Update**

Briana Martin, Deloitte Consulting presented an overview on the Future of Work Project. Presentation slides were provided to Committee members prior to the meeting and will be posted on the website with the meeting packet. Deloitte is partnering with the Greater Wichita Partnership on this research project and the WA is one of the funders. The project is examining the future of work and workforce in the region to address future job growth possibilities as more technology is deployed in advanced manufacturing and other industries. The information from this report will be valuable for guiding activities and strategies for the WA's One Workforce Grant and possibly others in the future. The 12-week project is currently halfway complete with results being available early this year. Representatives of public institutions, private businesses and community organizations have been meeting with the Deloitte project team to discuss reimagining the future of work by identifying emerging needs and opportunities as well as the region's global impact in order to develop strategies for how the regions can best to move forward in the future. Committee members will continue to be engaged and updated on the progress of this project.

Report was received and filed.

3. **Youth Employment Project (YEP) / Helping Youth Prepare of Employment (HYPE) 2022 Work Plan Implementation**

The LWDB Youth Employment Committee recommended a YEP / HYPE work plan for 2022 to the WA Board of Directors that was adopted at its meeting on January 26, 2022. A copy of the approved work plan was provided to Committee members for review. HYPE is a collaboration of community partners including the WA, the City of Wichita, the Greater Wichita YMCA and USD 259. These partners all have well-established youth employment programs and work together to achieve significant community impact. Outcomes for the program in 2019 were extremely good, but due to the pandemic have suffered over the last couple of years; the goal for 2022 is to build back to 2019 levels. The work plan includes goals for participation and for increasing employer engagement with a focus to include additional employment sectors such as engineering and financial services as well as engage more small businesses to participate in the program by subsidizing wages if funding can be secured. The plan includes the expansion of the Camp HYPE model to create more opportunities to engage 14 to 15-year-old participants as there are few employers willing or able to hire students of this age group. The camp workshops focus on soft skill development, career awareness, academic goals and financial literacy. Each camp is themed to an employment sector and some businesses have committed to participate and financially support Camp HYPE in 2022. Another goal is to develop additional partnerships in the region to expand the camps into other communities such as Cowley and Butler counties in order to provide the same opportunities to serve more youth. A manufacturing interview day is scheduled for April 9th in partnership with USD 259 for youth to apply for approximately 150 positions with Textron Aviation, Spirit AeroSystems and Cox Machine for the summer. Committee members were encouraged to provide suggestions and stay engaged and support HYPE and be as involved as possible. Staff will continue to provide updates to the Committee.

Report was received and filed.

4. **Statewide Workforce Centers Branding Initiative**

A plan is being developed to create a common state-wide brand/identifier for the network of one-stop Workforce Centers in Kansas supported by the Workforce Innovation and Opportunity Act (WIOA). As a part of the Kansas State Workforce Board's strategic plan, consistency and commonality for the user

experience of the workforce system is a goal as most core services provided by Kansas Local Areas are standardized for the most part. A task force of representatives from each of the five Kansas Local Areas have been meeting regularly to work toward a common identifier and a “Master Brand” example was provided to Committee members. There will be some guidelines for use of the common identifier as well as some strategies and policies concerning social media and websites in regard to commonalities with links to services and opportunities. No major changes are being requested to the individuality of each of the Local Area’s websites. Once a common identifier is selected, a strategy for rolling out that branding will be discussed amongst the State and Local Areas so as not to cause confusion for Workforce Center customers. There had been some hesitancy in the past from local areas regarding the use of a common identifier due to the need to create an identity as a responsive, local community-based organization and not being recognized as a “state agency.” The unintended consequence of that is that there are five Locals Areas with five different names and is somewhat confusing to the public. The common branding would be for the Workforce Centers themselves and not the individual workforce boards. The Workforce Alliance organization name would not change and would maintain its own identity from the other workforce boards. In some states, branding and social media are managed by the state’s association of workforce boards and not the state agency that manages the allocation of federal workforce funds. The other local areas/workforce boards are discussing this possibility and the State is open to this idea although no formal agreement has been made. The State may provide funds for the costs associated with the branding change, but this has not yet been confirmed. Committee members were encouraged to provide input and feedback to staff on the common identifier and on how it should be managed and implemented. Committee member input was noted and will be taken back to share with the branding task force. No action is necessary on this issue for this meeting, but may be required in the future.

Report was received and filed.

5. **Workforce Center Operations / One-Stop Operator Report**

An update on the operations of the Workforce Centers and One-Stop Operator activities was provided. Traffic in the Center was down in December, which is similar to past years due to the holiday season. Currently, the Center is providing in-person workshops for computer training and virtual workshops for training with jobseeker skills such interviewing and resume creation. Workshops continue to be not well-attended and there is still a high no show rate; however, many YouTube video workshops were created after the pandemic began in order continue offering workshops when no in-person services were available. As a result, over 70 workshop videos have been created and are available for viewing. Staff began tracking viewer usage rates for the videos and in December there were 435 views, so many customers are accessing workshops in this way. The partnership with Catholic Charities and Department for Children and Families (DCF) continues and is improving referrals between organizations and providing opportunities to provide workshops at those sites. A quarterly joint staff meeting with WA and DCF staff has been occurring in order to provide training on each other’s services and develop relationships that will assist common customers. The WA contracts with One-Stop Operator Tisha Cannizzo who is employed by Eckerd Connects, a national organization. Cannizzo has been looking at ways this association can benefit WA staff. Recently some motivational interviewing training has been made available for case managers through Eckerd. Staff have been reviewing previous and possibly new Access Points to Workforce Center services located in different areas in the region to continue to provide resources to customers. It has been determined that many services and resources are housed on the website and that customers need more information and resources to access it either from an access point such as a library or from their home. Recently a survey was sent to WA employer partners in order to better determine what their needs are so that content can be created for job seeker trainings and workshops that will assist in fulfilling those needs. Responses have been good so far and staff will share feedback from the surveys with the Committee at a future meeting. Business Services staff continue to be extremely active with employers; there were 210 contacts and 831 job postings in the month of December. With job seeker traffic down, staff are focusing on ways to bridge the gap between job postings and people looking for employment. With COVID cases

WORKFORCE CENTERS
of South Central Kansas
KANSASWORKS.COM

declining dramatically, it is expected that job seeker traffic will increase and staff are making plans for how best to address this increase.

Report was received and filed.

6. Consent Agenda and Committee Reports

Approval of meeting minutes for December 8, 2021 was presented to the Committee for review and approval.

Jeff Longwell (Rod Blackburn) moved to approve the Consent Agenda as presented. Motion adopted.

7. Other Discussion / Announcements

A. The Wichita Regional Chamber is hosting their annual Chairman's Lunch on Monday, March 7th and the WA is sponsoring a table. Some WA staff will be attending and all Executive Committee members are invited to attend.

B. The WA is in the final stages of completing an application for the U.S. Department of Commerce's Economic Development Administration's Good Jobs grant. The Greater Wichita Partnership, WSU and WSU Tech have been working with the WA on the application. This is a very competitive grant application with over 500 submissions from around the country and multiple submissions from within the state being expected.

C. There are currently a couple of workforce issues pending in the state legislature. One is in regard to continuing funding for the current Work-Based Learning intermediary model, which could possibly provide an extra staff person to work with school districts and the other is an investment in Registered Apprenticeship programs.

8. Adjournment

The meeting was adjourned at 12:57 PM.

Attendees:

LWDB Executive Committee Members

Road Blackburn
Michele Gifford
Commissioner Jim Howell
Kathy Jewett
Pat Jonas
Jeff Longwell
Melissa Musgrave
Tony Naylor
Matt Peterson
Gabe Schlickau
Amy Williams

Staff/Guests

Amanda Duncan
Denise Houston
Keith Lawing
Shirley Lindhorst
George Marko
Faith Martin
Chad Pettera
Laura Rainwater
Jamey Regier
Tisha Cannizzo, Eckerd Connects
Maria Bocco-Oyler, Kansas Department of
Children and Families
Briana Martin, Deloitte Consulting