

WORKFORCE CENTERS

of South Central Kansas

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Local Workforce Development Board (LWDB)

Executive Committee Meeting Agenda

Join Zoom Meeting: <https://us02web.zoom.us/j/81942893907>

Wednesday, February 9, 2022 • 11:30 a.m. – 1:00 p.m.

1. **Welcome and Introductions:** Melissa Musgrave (11:30)
2. **Deloitte Future of Work Update:** Brianna Martin, Deloitte Consulting (11:40)
The Workforce Alliance and the Greater Wichita Partnership are collaborating on a research project led by Deloitte Consulting, “Accelerating the Future of Work.” The information from this report will be valuable for implementing strategies to align and leverage resources across the regional economy to prepare employers and workers for technological advancement in the workplace that are creating new career pathways.
Recommended action: Receive and file.
3. **Youth Employment Project / Helping Youth Prepare of Employment (HYPE) 2022 Work Plan:** Keith Lawing (12:00) (pp. 2-6)
The implementation plan for the YEP/ HYPE Work Plan for 2022 will be discussed.
Recommended action: Take appropriate action.
4. **Statewide Workforce Centers Branding Initiative:** Amanda Duncan (12:15) (pp. 7-13)
The State Workforce Board is seeking input from the Local Workforce Boards on creating a common state-wide brand for the network of one-stop Workforce Centers supported by the Workforce Innovation and Opportunity Act.
Recommended Action: Take appropriate action.
5. **Workforce Center Operations / One-Stop Operator Report:** Tisha Cannizzo and George Marko (12:30) (pp. 14-17)
An update on the operations of the Workforce Centers and One-Stop Operator activities will be provided.
Recommended action: Receive and file.
6. **Consent Agenda and Committee Reports:** Melissa Musgrave (12:45)
A. Approval of Meeting Minutes for December 8, 2021 (pp 18-20)
Recommended Action: Approve the consent agenda as presented
7. **Adjourn:** Melissa Musgrave (1:00)

*The next LWDB Executive Committee Meeting / Roundtable is scheduled for
Wednesday, March 9, 2022 at 11:30 a.m.*



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

2022 Helping Youth Prepare for Employment (HYPE)

Work Plan and Project Goals

HYPE Summary:

The core HYPE partners, Workforce Alliance of South Central Kansas (WA), Greater Wichita YMCA, City of Wichita and USD 259, collaborate to provide pre-employment workshops and career awareness tools, then work to place youth in a first job or work experience opportunity. Each HYPE partner operates their programs independently and they are funded separately. Through HYPE, the partners are able to leverage resources and align services to achieve significant community impact.

The jobs through HYPE are from a mix of employers and range from subsidized placements with non-profit and public institutions, and internship style jobs with area employers that pay wages directly. Job fairs are also held to help connect youth to jobs with employers that want to hire from this population.

2022 HYPE Work Plan:

The 2022 HYPE work plan builds on outcomes from 2019, 2020 and 2021 to create a sustainable model and become part of the recognized community strategy to improve education outcomes and better prepare youth for future careers. For 2022, the key strategies for HYPE are to increase the number of employer partners, and expand on the Camp HYPE model to create more opportunities to engage 14 to 15-year-old participants. The goals set for 2022 are based on outcomes from 2019 since the last two years have been significantly impacted by COVID.

HYPE Outcomes from 2019-2021 and Proposed 2022 Goals:

Measure	2019 Actual	2020 Actual	2021 Actual	2022 Goals
Total Young Adults Served	3,252	3,009	1,918	3,500
Workshop Participation	437	658	136	1,000
Badges Awarded	1,311	1,974	408	1,500
ESC Certificates Earned	275	658	136	500
Total Employment	1,210	391	710	1,250
Camp HYPE Participation	40	82	55	100
Employers Engaged	221	119	72	250
Job Fairs	10	5	5	10
Wages Paid	\$1,403,600	\$750,720	\$1,929,600	\$2,500,000
Job Fair Attendance by Young Adults	598	1,278	682	750
Job Fair Attendance by Employers	133	110	50	150
Events (Outreach, Job Fair, Workshop)	63	38	6	75
School Engaged	28 schools in 15 districts	15 schools in 7 districts	20 schools in 14 districts	25 schools in 15 districts
Counties Engaged	7	6	6	6

Employer Engagement:

As part of an employer outreach and awareness strategy, a series of meetings will be held targeting employers not currently engaged with HYPE or may have been in past years, and have other employers from the same sector/industry discuss how and why they are HYPE partners.

Targeted Employment Sectors for 2022:

- Engineering
- Financial Services

Many smaller employers are not able to participate in HYPE due to limited resources, but could use the additional labor and would be a great learning experience for many youth. To help incentivize small business engagement, WA Staff will try to identify and dedicate funds to offer wage subsidies for five or 10 placements. (Average cost \$2,500 per student, Estimated cost \$12,500 to \$25,000)

Camp HYPE:

The Camp HYPE concept is to focus efforts on the 14 and 15-year-old age groups, as they have fewer job opportunities. WA works directly with the area schools to receive referrals and applications for the camps. In that model, freshmen and sophomores attended a camp Monday through Friday, 9am to 5pm. Participants spent the first half of the day engaging in soft skills training. The second half of the day they were transported by bus, through a partnership with the City of Wichita Transit, to various employer sites for tours and career exposure. The Camp HYPE model will leverage on-going efforts to develop and provide Work Based Learning (WBL) opportunities high school students.

In 2019, one of the camps was held at the Evergreen Community Center, which accommodated those youth with transportation difficulties. WA will plan to further develop partnerships with community agencies and employers in hopes to utilize various facilities for hosting the camps. In addition, WA plans to expand the camps into Cowley and Butler counties to provide the same opportunities to more youth in the region. That will require additional partnership development efforts in those counties.

The camp workshops focus on soft skill development, career awareness, academic goals and financial literacy. Depending on available resources, a cash stipend will be provided as an incentive for completion and achievements during the camps. Much like Camp HYPE in 2021, the expectation is for this opportunity to be treated like a job, and participants are expected to apply and be “hired” to join the camps. The career camps will be open to all schools and districts, depending on available resources and partnerships. WA will work with USD 259 to utilize externs for project support.

It is anticipated there will be a minimum of five camps, with the possibility of expanding the number based on available resources and community partnerships.

Targeted Employment Sectors

- Aviation Manufacturing
- Construction / Skill Trades
- Energy and Utilities
- Engineering
- Financial Services
- Healthcare
- Technology and Data

Potential Camp Dates:

- June 6-10
- June 13-17
- June 20-24
- June 27-July 1
- July 11-15
- July 18-22
- July 25-29

Project Funds to Date:

- Anticipated Camp HYPE Sponsors- \$30,000
- Jobs FORE Youth Support- \$15,000
- WA Leveraged Funding- TBD

Requested Funding Support:

- United Way of the Plains- \$50,000
- Bank of America Foundation- \$45,000

Additional Resources Needed to Support the 2022 HYPE Work Plan:

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

2022 Camp HYPE logistics:

- Camps held at the Wichita Workforce Center, community centers, or employer sites
- Camps will consist of no more than 20 students, maintaining social distance recommendations from the CDC
- Students must be between the ages of 14-18 and have completed their freshman year of high school and have not graduated.
- 6 – 5-day sessions, running Monday through Friday
- Sessions would be held from 9:00 am – 5:00 pm
- Snacks and drinks will be provided
- Students who complete the camp will receive a \$150 stipend (depending on available resources.)

Daily curriculum breakdown:**Day 1 - Monday**

9:00 – Welcome, introductions, & camp overview/expectations
10:00 – Keys to Employment (How to obtain employment)
11:00 – Resume writing
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 2 - Tuesday

9:00 – Welcome & review of homework
10:00 – Workplace Etiquette (How retain employment)
11:00 – Career assessments
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 3 - Wednesday

9:00 – Welcome & review of homework
10:00 – Financial Literacy
11:00 – Mock interviews
12:00 – Lunch
12:30 – Leave for employer site tour
1:00 – 4:00 – Site tours
4:30 – Debrief
5:00 - Dismissal

Day 4 - Thursday

9:00 – Welcome & review of homework

10:00 – Leadership Principles (Local leader presentation)

11:30 – Discussion with an employer (Zoom or in person)

12:00 – Lunch

12:30 – Leave for employer site tour

1:00 – 4:00 – Site tours

4:30 – Debrief

5:00 - Dismissal

Day 5 - Friday

9:00 – Welcome & review of homework

10:00 – Overall review & feedback

11:00 – Discussion with area leader

12:00 – Lunch

12:30 – Leave for employer site tour

1:00 – 4:00 – Site tours

4:30 – Debrief

5:00 - Dismissal



Workforce Center Branding, Common Identifier Presentation

2022
7

KANSASWORKS State Board Strategic Plan

Advancing a One KANSASWORKS Experience

Enhance, coordinate and standardize state and local workforce system websites and tools with an emphasis on a consistent experience across the state.

KANSASWORKS Master Brand

The Master Brand logo should be used in instances where the brand as a whole is the primary focus of brand communication. This should be utilized whenever there is the need to create simple, strong and impactful branding.



American Job Center Logo

The American Job Center tag line or tag line phrase must be used as a common identifier on ALL products, programs, activities, services, electronic resources, facilities and related property and new materials. Must proactively identify Workforce Centers as “American Job Centers” in outreach materials, websites and other communications.



A proud partner of the  American Job Center network

KANSASWORKS Workforce Center Branding

All **KANSASWORKS** Workforce Centers will be branded as a **KANSASWORKS** Workforce Center and will update facility signage, with their own regional designation or identifier, to be chosen by the local area.

Example:



A proud partner of the AmericanJobCenter network



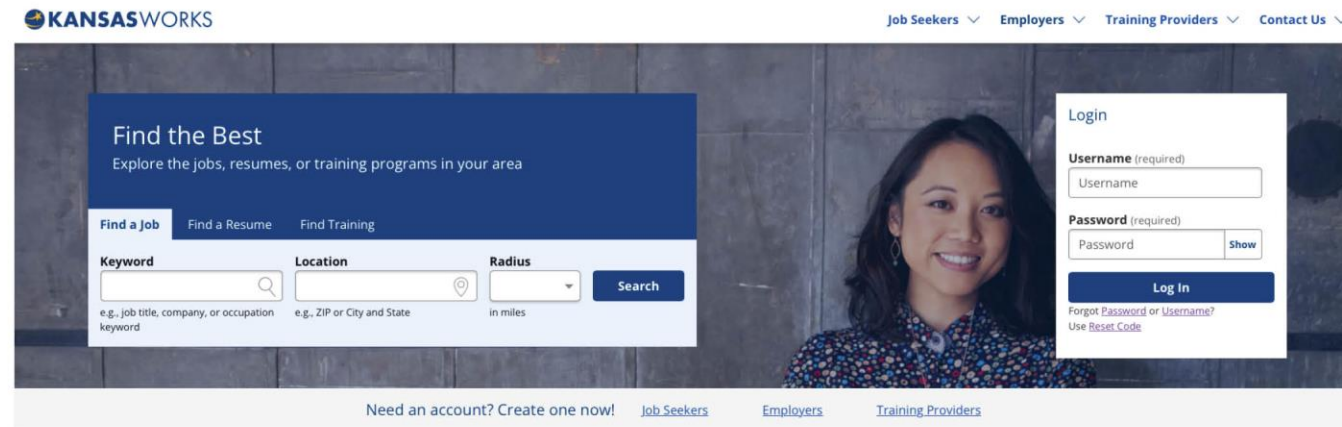
A proud partner of the AmericanJobCenter network

WHAT THE WORKGROUP NEEDS...

What **regional designation or identifier** would you like to see on your facility signage and outreach materials?

KANSASWORKS Common Identifier Color Palette

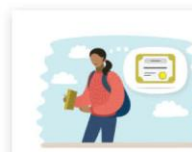
The **KANSASWORKS** Color Palette is built to reflect the current and known **KANSASWORKS** logo and the **KANSASWORKS** website.



Job Seekers



Employers



Training Providers

Chat now



KANSASWORKS Fonts

Primary Typeface
Futura Book

Futura

Secondary Typeface
Helvetica Regular

Helvetica

Secondary Typeface
Proxima Nova Regular

Proxima Nova

Secondary Typeface
Arial Regular

Arial

KANSASWORKS Common Identifier Next Steps

Priority: Local Area/Local Workforce Board provide regional designation/identifier

Next common identifier workgroup meeting is February 1, with another scheduled for March 1 - workgroup meets monthly

Continue work on branding guidelines, social media policy and website policy

Begin planning for Common Identifier rollout

Item

Workforce Centers Operations Update

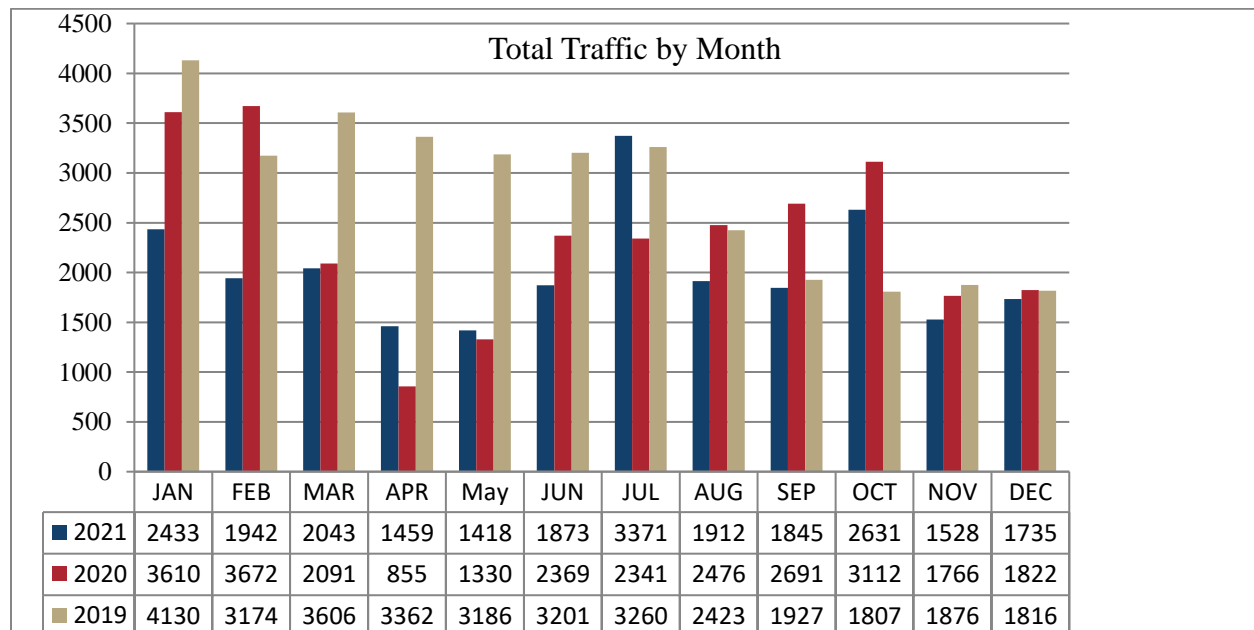
Background

The Career Center serves as the front door to the Workforce Center so those staff provide a variety of services to meet job seekers where they are. Some of those job seekers are forwarded on to other areas of the Center, like training, workshops, testing, etc., but others will continue to work with Career Center staff until they become employed. The work being done in the Butler, Cowley and Sumner County offices are also supported by the Career Center Supervisors. The Career Center staff continue to assist with the Department of Labor's My ReEmployment Program (MRP) and KansasWorks chat sessions in addition to their typical appointments to help job seekers with resumes, mock interviews and job search. Two Career Center staff have also volunteered to be trained as workshop facilitators.

<u>Operating Hours:</u>	<u>Statewide KansasWorks Activity</u> (as of 1/20/22)
<ul style="list-style-type: none"> Monday–Thursday 8 am–5 pm, virtually on Friday 8 am–noon <ul style="list-style-type: none"> Wichita Workforce Center Butler Workforce Center (El Dorado) Sumner Workforce Center (Wellington) Monday-Friday 8 am-5 pm <ul style="list-style-type: none"> Cowley Workforce Center (Cowley College, Ark City) 	<ul style="list-style-type: none"> Jobs posted – 67,062 Active resumes – 9,068

Total Customer Traffic

The Workforce Centers saw 1,735 jobseekers for various services across all Centers and provided 94 business services in the month of December.

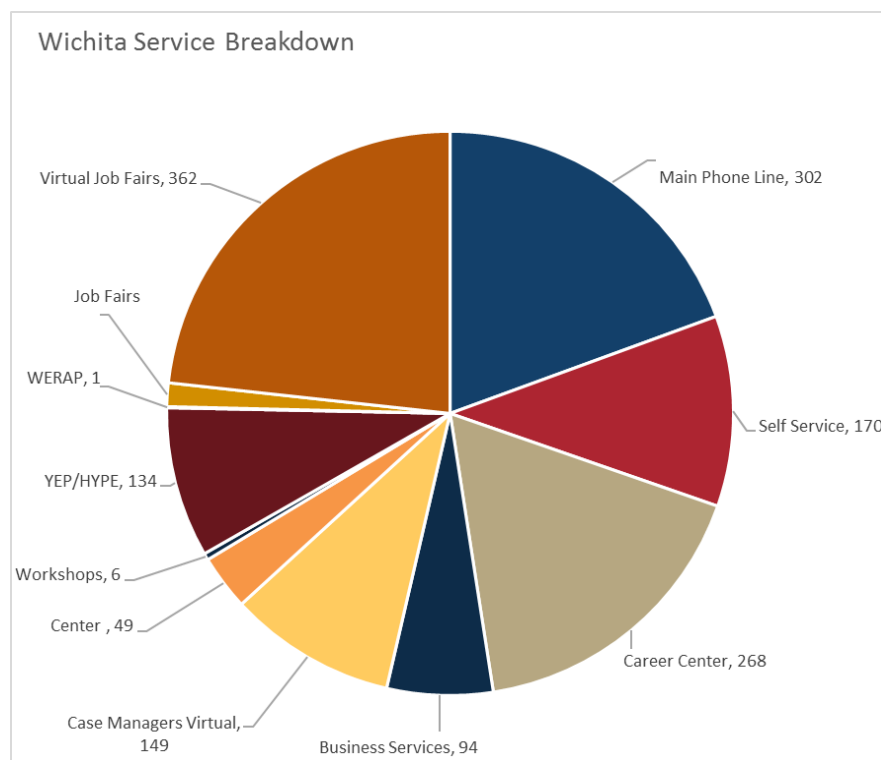


2021 Total Traffic by Location

Month	Wichita	Butler	Cowley	Sumner	Offsite
January	2395	17			21
February	1899	24			19
March	1983	28		5	27
April	1295	26	1	7	130
May	1344	22	2	11	39
June	1715	63	2		69
July	3115	194			43
August	1735	114	2	12	49
September	1679	79	1	6	80
October	1261	72		6	
November	1217	123	30	16	142
December	1556	93	12	8	66
Total	21,194	855	50	71	685

*Offsite includes activities like Youth Employment Program, Rapid Response and offsite enrollments for registered apprenticeships and grant funded training.

Wichita Service Traffic Breakdown – December



Workshops

Live workshops, both in person and virtual, have been a challenge in 2021. 675 people registered to attend 18 different workshops, with 303 actually attending. That is a 44% show rate and an average of about 27 people attending each month. (There were no workshops offered in December.) The most in demand live workshops have been the two Basic Computers courses, followed by Intro and Intermediate Excel courses.

Over 70 videos have been created of workshops and posted on YouTube. Tracking of their usage began in October, with the highest viewed reflected in the chart below. In December alone, there were 435 views of all videos combined.

Workshop	October	November	December
Attitude Determines Altitude		60	73
WorkKeys	68	46	31
Introduction to Workforce Centers and Services	34	22	25
Creating a Resume Using Templates		30	16
Starting off Right- Job Search Success			15
Overcoming Ageism	28	9	10
Resumes Start to Finish-Part 1	33	12	6
Resumes Start to Finish-Part 2	27	6	5

One Stop Operator Update

As COVID counts were lower in November and December, the One Stop Operator had an increased number of visitors to the center to discuss collaboration and plans began to be made for more in person collaboration meetings. Unfortunately, that has been put on hold once again. The Workforce Center continues to move forward in partnerships with DCF and Catholic Charities. As part of the United Way Continuum of Care group, connections have been made with additional agencies who serve the homeless and have begun receiving referrals from the Wichita Police Department Homeless Outreach Team (HOT).

A virtual training on Motivational Interviewing was offered by Eckerd Connects, with participants from Local Area IV and the workforce center staff from the Denver area. The training was well received by staff, as was the opportunity to hear from workforce professionals in a neighboring state. OWDS (Offender Workforce Development Specialist) certified staff have been creating a training to help staff feel more competent in serving job seekers with criminal backgrounds. This training should be ready to deliver in February.

In partnership with the Director of Integrated Services and the Outreach Coordinator, plans are being made to reengage relationships with organizations to serve as Access Points. The Outreach Coordinator visited with customers who have made online appointments to gauge their ability to navigate the website. The hope is that all resources can be made available on the website so any customer, whether at an Access Point or from their home, can find resources and connect with staff when in need of job search assistance.

Business Services

In addition to the employer contacts documented in KansasWorks, there were an additional 214 contacts made with employers who did not have a KansasWorks account, which resulted in 27 new business contacts in Sumner County, 50 in Butler County and 137 in Sedgwick County. The Business Service Representatives reported 16 KWCH Featured Jobs with an average wage of \$24.93.

WorkReady! Certificates

December Certificates Awarded - 49

Award Rate – 84.5%

2021 Certificates Awarded – 456

Award Rate – 92.5%

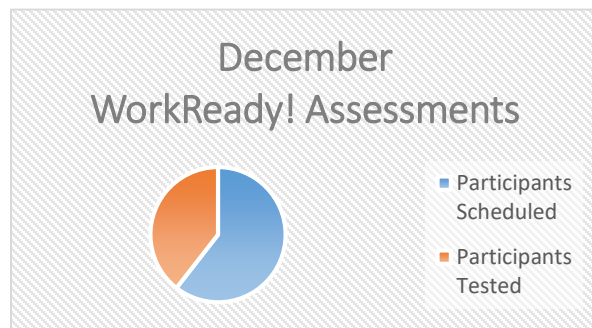
WorkReady! Testing

December Testing Sessions - 14

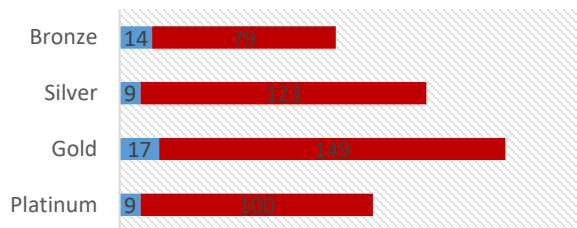
Attendance Rate – 65.2%

2021 Testing Sessions - 119

Attendance Rate – 71.1%



December/Total 2021 WorkReady! Certificate Achievements



	December	2021 Totals
<i>Pre-Employment Skills Assessments Administered</i>	154	1,552
<i>Applications Completed</i>	42	734
<i>Services to Employers</i>	308	4,331
<i>Job Postings</i>	831	9,499

Recommended Action

Receive and File.

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Local Workforce Development Board (LWDB)

Executive Committee Meeting Minutes

December 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. **Roadtrip Nation (RTN) Project Agreement**

The Workforce Alliance (WA) and community partners have been working with RTN, 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.” RTN would like to begin a project in Wichita as they are intrigued by what is happening in the Air Capital and the region overall around aviation manufacturing and the impact of technology. The content that is produced will become recruitment, outreach and awareness materials for the region. Conversations have been underway for months with RTN about a project in the Wichita area for 2022. To date, the primary partners are the WA, 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 - Phase I includes a Work-Based Learning virtual video production, student interview projects and Digital Community Hub; Phase II includes a Wichita Roadtrip and documentary; the proposal was shared with committee members. The total cost for the project is \$665,000 and at this time, there is \$335,000 committed to the project from the State of Kansas Department of Commerce (\$200,000) and the Strada Foundation (\$135,000). Securing funding for Phase II is being coordinated by WSU Tech, WSU 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. Approval of the RTN agreement by the WA 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 act as an intermediary to receive funding contributions from partners to pay RTN. WA staff consulted with legal counsel on the agreement and no concerns were found; staff are recommending approval by the Executive Committee. Staff will share links and data from previous RTN projects with Committee members to show some of the successful impacts the projects have had in other communities across the nation. Students chosen to participate in the project will be aligned with the school districts and focus on diversity, equity and inclusion. Employers chosen to participate will be those that are related to what the future of work is going to look like and board members will be asked to provide input. Staff will invite RTN representatives and funding contributors to the full board meeting in January.

Jeff Longwell (Tony Naylor) moved to approve the agreement with Roadtrip Nation as presented. Motion adopted.

3. **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.

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The WA is currently hosting a site visit for representatives from the National Fund for Workforce Solutions (NF). The WA has been associated with the NF since 2008 and is one of 35 sites across the nation. The NF looks for opportunities to invest in programs that increase access to quality jobs and the WA has benefitted from many grants from the NF over the years. The NF invests funds into communities that provide businesses the opportunity to increase the quality of jobs through financial wellness, education and automation training that enhances worker productivity and improves their financial future and the company's success. XLT Ovens who works with the NF reports that over the last three years, employees have saved money and/or reduced their debt by \$1.4 million. There is value to an employer in taking the time to offer these programs since it is recognized that a major source of stress for employees are related to money issues. If they participate in financial wellness education programs, their concentration and overall well-being increases and they become less stressed and more productive, which benefits both the employee and the employer.

The WA and some of its board members were a part of a work group coordinated by the Kansas Department of Commerce to review Registered Apprenticeship (RA) programs and systems across the state and make recommendations. The group also discussed how RA can help business and industry meet their skills needs, which provides for growth. Some of the recommendations that came out of the group were to advise the State of Kansas to make a three-year commitment to increase investment in RA programs, increase resources to current RA staff while hiring a dedicated RA staff for each of the Local Areas, increase outreach and marketing efforts and offer incentives to employers to participate in RA programs. Staff will send the recommendations report to Committee members for review. It is hoped that the Lt. Governor will be acting on these recommendations with the legislature in the upcoming session.

Improving community outreach efforts is a large part of achieving the WA's strategic goals. The most current Digital Media Report and a report on the continuing collaboration with KWCH's "Building You" series was provided to Committee members for review.

4. **Consent Agenda and Committee Reports**

Approval of meeting minutes for September 8, 2021, regional labor market report, 2021-2022 Program Year budget update, Workforce Center Operations / One-Stop Operator report, an On-the-Job Training (OJT) contract for Spirit AeroSystems and a Youth Provider Contract for Pyxis, Inc. were presented to the Committee for review and approval.

An update on Workforce Center Operations was provided; traffic to the center has trended lower over the last several months. Staff are reaching out directly to job seekers and customers to determine the immediate needs of these customers, so that services can be enhanced to meet these needs. Customers are being seen approximately 50% in-person and 50% by phone with some virtual appointments. There have still been many no-shows and cancellations for workshops and appointments. Job Fairs appear to be gaining in jobseeker attendance. The Business Services team continues to post an extremely large number of jobs; the employer need continues to be great with not enough people actively searching for jobs. Melissa Musgrave asked if the WA had ever coordinated a hiring event out of state to recruit talent for in-demand jobs here in the region. The WA has hosted virtual job fairs that included participants from out of state. While it is not possible for the WA to solely organize an in-person event due to conflict with other Workforce Development Boards; it may be possible to work with other community partners like the Chamber and the Greater Wichita Partnership to host such events and staff and board members may discuss this possibility in the future.

In regard to the item for OJT contract for Spirit AeroSystems, committee member Amy Williams is an employee of Spirit AeroSystems, Consent Agenda items were approved as follows: *Tony Naylor (Kathy Jewett) moved to approve the Consent Agenda as presented, with the exception of Item E.,*

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“On-the-Job Training Contract for the Eligible Training Provider List for Spirit AeroSystems”.
Motion adopted.

Jeff Longwell (Pat Jonas) moved to approve Consent Agenda Item E., “On-the-Job Training Contract for the Eligible Training Provider List for Spirit AeroSystems”. Amy Williams abstained from the vote. Motion adopted.

5. **Other Discussion / Announcements**

It was noted that Marcus Curran with the Sheet Metal Workers and Maria Oyler with the Kansas Department of Children and Families (DCF) were attending this meeting. Marcus works with LWDB member, Jeff Townsend and is learning more about the LWDB and the WA has been working closely with DCF over the last several months to improve that partnership and provide better services and referrals to customers that need related services.

6. **Adjournment**

The meeting was adjourned at 12:25 PM.

Attendees:

LWDB Executive Committee Members

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

Staff/Guests

Keith Lawing
Shirley Lindhorst
George Marko
Chad Pettera
Laura Rainwater
Erica Ramos
Tisha Cannizzo, Eckerd Connects
Marcus Curran, Sheet Metal Workers
Jennie Heersche, Cowley College
Maria Oyler, DCF
Jeff Townsend, LWDB