

**Workforce Alliance Local Workforce Development Board (LWDB) Meeting Minutes**  
April 26, 2023

**1. Welcome and Introductions**

The LWDB assembled in person and via Zoom; Vice Chair Jeff Longwell called the meeting to order.

**2. Public Comment**

No requests for public comment were received.

**3. KANSASWORKS Workforce Center Operations**

Staff members Alex Carlson, Career Services Supervisor and Mary Mann, Employer Partnership Manager, spoke to board members about current Workforce Center operations in regard to job seekers and partnerships with employers. Tisha Cannizzo, One-Stop Operator with Eckerd Connects, discussed the work being done with Workforce Center community partners. Some key discussion points were:

- Carlson spoke of an increase of customers that have a variety of different barriers. Barriers include a lack of computer skills and a motivation to improve those skills, reliable transportation, access to child care, having a justice involved background as well as having minimum education or soft skills.
  - Customers' job expectations are high and are not flexible; many do not want to settle for a low wage job, but need skills.
  - Staff are seeing customers virtually, by phone and in-person walk-in and by appointment. Assistance to customers includes job search, online application assistance, job inquiries, mock interviews, training and resume writing.
- Cannizzo discussed working with community partners to provide referrals and improve services.
  - Non-profit, government agencies, shelters and other organizations assisting underserved population meet once a month at the Workforce Center for a tour and to review programs and services.
  - Partners also share resources and information about events, workshops, grants and programs in order to make better referrals and improve relationships.
- Mann discussed workforce issues and challenges from an employer perspective.
  - Employers have more jobs to fill than qualified people to work.
  - Many employers have had to increase wages as lower wages were resulting in lower quality candidates and an increased attrition rate.
  - The WA has more reimbursement grants in place than ever due to employers struggling to hire employees; they are more willing to do the work to apply for on-the-job and incumbent worker training assistance.
  - Affordable child care is a major issue.

**4. Strategic Plan and Project Update**

A draft proposed strategic plan for 2023 – 2025 was presented and discussed. A proposed plan will be brought to the board for adoption at its meeting in July; it will continue to be discussed at the committee level until then. Board members were encouraged to review the information and provide feedback to staff. A summary of the five strategic planning roundtable sessions was provided that highlighted key discussion points and areas of consensus around strategic operational priorities. There are three high level goals with specific tactical focuses within each goal. The plan will be a guidepost for the work of the WA for the next few years. The goals are:

- Exceed Workforce Innovation and Opportunity Act (WIOA) Performance Goals in Program and One-Stop Operations
- Leverage Resources and Align Services to Create Community Impact Beyond Annual WIOA Allocations

- Support Youth Employment and Career Awareness through Work-Based Learning and Applied Learning Models

Updates on projects supporting the current strategic plan (Home Base Wichita, Youth Employment Project, Talent Roadmap Leadership Coalition formed from the Deloitte Future of Work Project, SNAP Education and Training and Roadtrip Nation) were provided.

Home Base Wichita (formerly Vets ICT) is a project to help attract and connect transitioning military personnel and families to employment and career opportunities in South Central Kansas. The project has launched, the website is active and the strategy for using on-the-job training funds to assist small businesses hire veterans is now in place.

Youth Employment Project/Helping Youth Prepare for Employment (YEP/HYPE) - Textron Aviation hired around 150 youth for internships this summer out of the 478 students that applied. There is a large number of students that did not have the opportunity to work; more employers need to provide these type opportunities. A series of career exploration camps for 14 and 15-year-olds have been scheduled again this summer as part of the YEP / HYPE work plan. Students will learn about a career field they are interested in and will be paid a stipend of up to \$200 based on punctuality, attendance, and participation.

The WA is part of Talent Roadmap Leadership Coalition that has been created to advance the issues from the Deloitte Future of Work Project. A key strategy is to create an active, effective and ongoing feedback loop between employers in key industry sectors and local education and training providers. The WA is also working with a collaborative of community partners to support the expansion of Integra Technologies and assist them in receiving funds from the CHIPS Act.

The WA is developing a local collaborative to implement a pilot Supplemental Nutrition Assistance Program Education and Training (SNAP E&T) project in South Central Kansas. The project is a way for a state to leverage 50/50 funding by partnering with third parties to deliver services, which can allow states to grow their programs, reach more SNAP participants and improve their program outcomes by tapping into existing high-quality providers that serve the community.

*Report was received and filed.*

#### 5. **National Association of Workforce Boards (NAWB) Forum**

Keith Lawing and Denise Houston and board members Rod Blackburn and Alana McNary attended the NAWB Forum March 24<sup>th</sup> through the 27<sup>th</sup> in Washington DC and discussed key takeaways from the event. Gary Tran one of the Roadtrippers from the Roadtrip Nation (RTN) “Paths Across Kansas” documentary attended the NAWB Forum to participate in a panel discussion about the project and was present to discuss his experiences at the Forum and on the RTN project with board members. A brief video trailer of the RTN documentary was shown. The full documentary is expected to air nationally on PBS in September or October. There will be 50+ short-form video assets that can be integrated into the Build Your Future Digital Community Hub and made available to workforce-focused partners across the region. Plans are now in development to host a “watch-party” in partnership with area schools to help promote the project and increase its usage as a career awareness tool in schools all across the region and state of Kansas.

*Report was received and filed.*

#### 6. **Consent Agenda**

Approval of meeting minutes from January 25, 2023, WA Program Year 2022 budget update, WA Operations / One-Stop Operator report, WIOA Program Performance for Program Year 2022, updates on Fair Chance, Registered Apprenticeship, Communication Strategy and 2023 Jobs FORE Youth Golf Tournament were presented to board members for review and approval.

*Michele Gifford (Jeff Longwell) moved to approve the recommendations as presented in the consent agenda. Motion adopted.*

7. **Additional Topics/Announcements**

The 2023 Jobs FORE Youth Golf Tournament is scheduled for Thursday, September 21<sup>st</sup> at Hidden Lakes Golf Course. Sponsorship/Team Registration information was provided and board members were encouraged to sponsor or participate in the event.

8. Meeting was adjourned at 11:30.

Present LWDB Members

- Rod Blackburn
- Ebony Clemons-Ajibolade
- Michele Gifford
- Robyn Heinz
- Pat Jonas
- Russell Kennedy
- Dr. Kim Krull
- Jeff Longwell
- Alana McNary via Zoom
- B.J. Moore
- Alex Munoz
- Melissa Musgrave
- Tony Naylor
- Matt Peterson
- Erica Ramos
- Laura Ritterbush
- John Rolfe
- Gabe Schlickau via Zoom
- Dr. Sheree Utash

Guests & Staff

- Alex Carlson
- Denise Houston
- Keith Lawing
- Shirley Lindhorst
- Mary Mann
- George Marko
- Chad Pettera
- Tatum Witham
- Jennifer Baysinger, Senator Roger Marshall's Office
- Laura Breese, Spirit AeroSystems via Zoom
- Tisha Cannizzo, Eckerd Connects
- Jon Cressler, Butler Community College
- Michelle Ruder, Butler Community College via Zoom
- Commissioner Greg Thompson, City of Winfield (CEOB)
- Jeff Townsend, Sheet Metal Workers
- Gary Tran, Roadtripper, Roadtrip Nation
- Tonya Witherspoon, WSU