

# WORKFORCE CENTERS

of South Central Kansas

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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 21<sup>st</sup>. 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 4<sup>th</sup> and 5<sup>th</sup> 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