

WORKFORCE CENTERS

of South Central Kansas

KANSASWORKS.COM

Local Workforce Development Board (LWDB)

Executive Committee Meeting Minutes

September 9, 2020 – 11:30 AM

1. **Welcome and Introductions**

The LWDB Executive Committee assembled via ZOOM. Vice Chair Melissa Musgrave welcomed Committee members and called the meeting to order.

2. **Regional Economic Impact Update / Workforce Center Operations**

A regional workforce and economic impact update report was presented to the Committee. The region continues to be affected by the lingering impact of the 737 Max production disruption and now with COVID affecting airline travel. The current COVID health crisis has added to the situation with over 50,000 layoffs since the beginning of the crisis; many have returned to work and the situation has improved over time but there still is a question as to what businesses and industries may permanently close. The Workforce Alliance continues to provide Rapid Response meetings and information to Spirit Aerosystems employees affected by layoffs. A chart was provided to the Committee that shows the difference in layoffs during the current crisis compared to that of 8 to 9 years ago. There were 17,000 in a year a half the bulk of which were in aviation manufacturing. The current layoff situation is much larger and different. Staff are performing ongoing analysis and will bring the Committee more precise information and a breakdown by industry at the next meeting and to get an idea of what the situation will look like for the WA in the next calendar year. The Trade Adjustment Assistance (TAA) and Dislocated Worker (DW) programs have 175 participants enrolled in these training programs and enrollments are expected to continue to increase over time as job seekers become more aware of these training offerings.

Workforce Center services continue to be provided to customers by in-person appointment only and through virtual services at a high level. Small groups that cannot be assisted virtually such as Workkeys testing, TAA enrollments and Imagine Academy are being scheduled in the center at various times throughout the week. The Workforce Centers will begin allowing walk-in customers access for self-service use of technology and equipment such as computers, telephone and fax machine Tuesdays and Thursday between 12 and 4 to begin September 14, 2020 and this service will be reassessed to see how successful. Virtual videos and workshops offer a wide variety of content created by staff for YouTube and now have 30 videos for customers and 48 subscribers with over 1,200 views, which has proven valuable to customers. Staff have added virtual visits for more of a one on one approach for people that need to have one-on-one assistance. Live interactive workshops have begun and staff are trying to increase participation and awareness. The technology component of virtual assistance can be challenging depending on the job seeker's skill set. Staff will increase messaging to job seekers that engaging and navigating the virtual services being provided by the workforce center will assist them in gaining employment as those technical tools and skills may be expected by potential employers currently and post-COVID as employers attempt to reduce costs of recruitment and employment. The monthly statewide job fairs have had strong participation in the local area. Job seekers are becoming more comfortable with the technology and the virtual format. The job fair in July had 546 participants from the Wichita area. There has been a high level of job postings; the Workforce Centers posted over 300 jobs in the month of July. A list of employers that have participated in the job fairs will be sent out to board members. Other local areas in the state are not experiencing the same level of participation as the Wichita area. There are discussions with the Kansas Department of Commerce, that has purchased the license to the current platform to make the job fairs more focused and sector-based and some job seekers are finding the technology intimidating. Mastering virtual platforms is valuable since virtual job fairs will continue to be used post-COVID. Staff has and will continue to assist increasing confidence levels of employer and job seekers.

Jeff Longwell (Tony Naylor) moved to receive and file the Regional Economic Impact Update / Workforce Center Operations reports. Motion adopted.

3. **Community Outreach and Awareness**

The Workforce Alliance (WA) has developed a partnership with KWCH to promote a series of stories on local jobs and the economy as part of its “Building You” programming. The Committee was provided a copy of the proposal staff presented to KWCH. Lily Wu is the lead reporter and she has already visited the Workforce Center and interviewed laid off workers attending a Trade Adjustment Assistance (TAA) orientation session, and WA leadership on current economic conditions. Beginning this week, a job of the day from the Center’s daily “Hot” job list will be highlighted at the 4:00 pm newscast that will be featured on the KWCH website with a link on how to access the job postings and other available quality jobs through the Workforce Center and KansasWorks.com. In addition, on Wednesdays beginning on September 9, 2020, KWCH will highlight some element of jobs and the economy. The WA will help provide ideas and content for these features. The need for increased public awareness and outreach about the WA and the employment and training services available from the Workforce Centers in the region has been a consistent topic of conversation throughout the strategic planning process and WA staff view this as an opportunity to enhance the services currently provided to employers and hope to highlight area businesses that are posting jobs through the Workforce Center. Board members are encouraged to reach out to staff if they ideas for a story or have jobs they would like featured on these programs. Rod Blackburn stated that there has been a need for a media advocate since advertising is not possible and feels that Registered Apprenticeship would be an excellent area to focus on in order to promote awareness and increase engagement for that program. Melissa Musgrave suggested that KWCH stories be sent to board members to post to their own social media accounts and shared.

A report on digital media outcomes was presented to the Committee and will be updated monthly and presented to the Committee at its meetings. The Workforce Centers use websites and social media platforms to interact, inform, and educate the public on upcoming events and workforce development resources. The primary tools are Facebook, Twitter, YouTube, KansasWorks.com and the WA website. The report summarized traffic and overall interaction by platform for 2020. YouTube analytics will be added to future reports. When KWCH posts links to WA stories, the WA will share the post on social media and place a hard link to the stories on the WA website.

Kathy Jewett (Jeff Longwell) moved to receive and file the Community Outreach and Awareness Activity report. Motion adopted.

4. **Workforce Alliance 2020-2022 Strategic Planning Update**

The Workforce Alliance (WA) Local Workforce Development Board (LWDB) adopts a strategic plan every two years and is in the final stages of that process for 2020 through 2022. Stan Odenthal. The Odenthal Group, the facilitator for creating the plan, presented a draft plan for the committee’s review and feedback. The draft includes information about the processes and engagement efforts that went into creating the plan. The final plan will have three different reports, the actual plan, virtual stakeholder sessions report with slides and discussions and then board and staff survey information. The six strategic plan goals that were identified through the virtual sessions, interviews and board feedback are: Meet or exceed the negotiated performance of WIOA Title I programs to maximize community impact, enhance youth employment opportunities by expanding partnerships with businesses, schools and other community organizations; increase the awareness of workforce programs and services throughout South Central Kansas; expand the community impact of the Workforce Alliance through higher levels of board member participation; continue to increase non-WIOA funding and proactively approach the employment and skills training challenges and opportunities of the future with energy and planning today. The draft also includes information about the Workforce Alliance and the processes and methodology for creating the plan, including a timeline

of the events and actions taken for developing the goals and plan. Tactics and milestones for each goal were outlined as well as an explanation of how the tactics will be implemented by determining timelines and measurements for each tactic that will be completed and updated by staff, committees and board members. Ultimately, the plan is a framework for conversation and making things happen over the next couple of years. Gabe Schlickau asked for clarification if the board are to take the defined goals and tactics and identify the measurements that will hold the organization accountable to them. Odenthal explained that the plan is a living framework for the board and its committees to continuously review and expand on throughout the life of the plan. The plan should be used to make decisions about processes and remind the organization about what the focus should be. Staff requested that if the Committee was in agreement on the draft plan, that it be recommend to the full board for its approval at its meeting in October.

Tony Naylor (Jeff Longwell) moved to approve the draft 2020-2022 Workforce Alliance strategic plan and recommend adoption of the strategic goals by the full LWDB. Motion adopted.

5. **Consent Agenda and Committee Reports**

The meeting minutes for June 10, 2020; the Program Year 2020 (PY20) Budget update; additions to the Eligible Training Provider (ETP) List from Butler Community College's Commercial Drivers License (CDL) Class A and CDL Class B, We Care Online's Medication Aide Update, WSU's Cad/Cam Laboratory, Wichita Technical Institute's Computer Technology and Network Administration and WSU Tech's Cloud Application Development (AAS and Technical Certificate), Computer Support Specialist (AAS and Technical Certificate), and Cybersecurity (AAS and Technical Certificate); an On-the-Job Training (OJT) Contract for the Eligible Training Provider List (ETP) with Rusty Eck Ford; Youth Training Contract with Heartland Welding and an update on Workforce Center Service Delivery in Sumner and Cowley County were presented to the Committee for review and/or approval. The proposed additions to the ETP list were reviewed by the LWDB Program Operations and Performance (POP) Committee at its meeting on September 3, 2020 and agreed to forward the list the LWDB Executive Committee for formal review and approval. Staff presented results of a new labor market tool from EMSI database to support approval of the youth contract with Heartland Welding. Staff will include more reports from this database in the future as supporting documentation for actions and to assist staff and board members in making workforce decisions. A possible workshop for board members on the new tool may be scheduled.

An update was provided to the Committee in regard to the delivery of workforce center services in Sumner and Cowley counties. The Executive Committee appointed a Cowley/Sumner County service delivery task force to review and analyze workforce center services in Cowley and Sumner County. A Request for Information (RFI) was released to determine options for service delivery models and partnerships for employment and training services. A response was received from Cowley Community College. The WA expanded its partnership with the Sumner County EDC to not only share space in Wellington, but to train their staff to help deliver job seeker services. Cowley Community College submitted a revised response to the RFI that included a partnership with Cowley First. The WA requested guidance from the Kansas Department of Commerce to enter into a pilot project with the College based on the proposal. It was determined that the WA must do a formal procurement and staff are in the process of developing a Request for Proposal (RFP). The goal is to have a partner/vendor identified in enough time to initiate an agreement that could begin January 1, 2021. The time frame for the project would be 18 months, and run through June 30, 2022. This item was reviewed by the LWDB POP Committee at its meeting on September 3, 2020 and the members present agreed to forward to the LWDB Executive Committee for review for formal support to release the RFP and recommend the Cowley/Sumner County Task Force be assigned to review proposals.

Jeff Longwell (Rod Blackburn) moved to approve the Consent Agenda as presented with the exception of Item D., On-the-Job Training Contact with Rusty Eck Ford, and vote on that item in a separate motion. Motion adopted. Kathy Jewett (Melissa Musgrave) moved to approve the On-the-Job Training Contact with Rusty Eck Ford. Jeff Longwell, Rusty Eck Ford, abstained from the vote. Motion Adopted.

6. **Other Discussion/Announcements**

- A. Meeting notifications are currently being sent to board and committee members via email only with members then having to schedule the meetings on their own calendars. Members were asked for feedback on meeting notifications and the possibility of receiving Outlook meeting invitations in addition to the meeting notifications. Calendar meeting invitations for committee meetings would only be sent to members of a committee and not the full board. Invitations would be sent to all board members for the full board meetings. Members were positive about receiving calendar invitations in addition to the official email notifications.
- B. The WA recently completed a virtual monitoring visit from the U.S. Department of Labor. There will be some findings of a technical nature resulting from the monitoring, but no programmatic issues. A report will be received within next the 30 days and it will be shared with the Executive Committee.
- C. Chair Gabe Schlickau has accepted a position with CoBank and has left Meritrust Credit Union.
- D. Jennifer Hughes has accepted the position as human resources manager with Youngers and Sons Manufacturing in Viola.

7. **Adjournment**

The meeting was adjourned at 1:01 PM.

LWDB Executive Committee Members

Rod Blackburn
Jennifer Hughes
Kathy Jewett
Pat Jonas
Jeff Longwell
Melissa Musgrave, Vice Chair
Tony Naylor
Gabe Schlickau, Chair

Staff/Guests

Keith Lawing
Tisha Cannizzo, Eckerd Connects
Amanda Duncan
Denise Houston
Keith Lawing
Kristina Langrehr, LWDB
Shirley Lindhorst
George Marko
Alex Munoz, LWDB
Matt Peterson, LWDB
Chad Pettera
Laura Rainwater
Sally Stang, LWDB
Jeff Townsend, LWDB
Amy Williams, LWDB Community Impact Committee
Stan Odenthal, The Odenthal Group