



Chief Elected Officials Board

Wichita Workforce Center
2021 N. Amidon Suite 1100 (Jabara Room)
Wichita, Ks, 67203
May 23, 2018
2:30 - 3:30p.m.

If you are unable to attend in person a conference line will be available:

Wichita Call in #: 316-771-6790

Outside of Wichita #: 855-353-1808

1. **Welcome and Introductions:** Mayor Jeff Longwell (2:30pm)
 2. **Approval of Minutes from Chief Elected Official Meeting from October 25, 2017:** Mayor Jeff Longwell (pp. 2-5) (2:35pm)
Recommended action: approve the minutes from the October 25, 2017, Chief Elected Officials Board Meeting.
 3. **PY 2018 Local Area IV WIOA Budget Update:** Keith Lawing (pp.6-10) (2:40pm)
Staff will present an overview of the PY 2018 Local Area IV WIOA Budget
Recommended action: approve PY 2018 Local Area IV WIOA Budget.
 4. **Local Workforce Development Board Nominations and Appointments:** Marla Canfield (pp.11-13)(2:50pm)
CEOB will hear nomination for the LWDB and make appointments.
Recommended Action: make appointments to the Local Workforce Development Board.
 5. **Youth Employment Project (YEP) 2018 Update:** Katie Givens (3:00pm) (pp.14-15)
Staff will provide a detailed report of outcomes to date for the 2018 Youth Employment Project.
Recommended Action: receive and file.
 6. **Workforce Alliance Strategic Planning for 2018-2020:** Keith Lawing (3:10pm) (pp.16-22)
Summary of strategic goals for 2018 through 2020 provided by staff.
Recommended Action: receive and file
 7. **Other Business** (3:20pm)
 8. **Adjourn:** Keith Lawing (3:30pm)
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Chief Elected Officials Board
October 25, 2017
Wichita Workforce Center Air Capital Room
2:00 - 3:30p.m.

1. Welcome and Introductions

Mayor Jeff Longwell called the meeting to order and welcomed the CEOB and introductions were done.

2. Approval of Minutes from Chief Elected Official Meeting from June 7, 2017

Approval of Minutes from the June 7, 2017 Chief Elected Officials Board Meeting.

Mayor Vigil, Sedgwick (Commissioner Wilt, Cowley County) moved to approve the minutes from the June 7, 2017, Chief Elected Officials Board Meeting. Motion adopted.

3. PY 2017 Local Area IV WIOA Budget Update

Chad Pettera presented an overview of the PY 2017 Local Area IV WIOA Budget. The PY17 budget with expenditures through the end of the September were presented. These budgets include a breakdown between WIOA (LWDB budget) and non-WIOA Funding (WA Inc.) and combined totals.

The PY16 budget allocates 47% on direct client spending including classroom training, work experience, on-the-job training and supportive services. Through September 30, 2017, direct client spending by percentage is 22% and 25% with an overall organization at 23%.

Workforce Alliance is looking for opportunities to enhance funding to the Youth Employment Project.

4. Certification of the One-Stop Workforce Centers

Katie Givens presented an overview of the certification of the One-Stop Workforce Centers. Part of the role of the CEOB is to approve the certification of the One-Stop Workforce Centers in the region. WIOA requires at least one comprehensive (full service) center in each local workforce region. Affiliate or satellite centers may also provide access to workforce system services. To conduct the review process, a Certification Taskforce was established by the Local Workforce Development Board (LWDB). The task force conducted an objective and comprehensive review of the Workforce Centers in the local area. As a group, the taskforce shall determine if a Center has sufficiently met the certification criteria. Commissioner Unruh represented the CEOB on the Certification Review taskforce. The other members include:

- John Weber, LWDB Member
- Rod Blackburn, LWDB Member
- Jennifer Anderson, LWDB Member representing Cowley Community College and Adult Education
- Dave Alfaro, LWDB Member representing Butler County
- Stacy Davis, Sumner County Economic Development Commission

On Wednesday, September 6, 2017, Keith Lawing, Katie Givens, Erica Ramos and Tisha Cannizzo met with the One Stop Certification Taskforce to review the Wichita Workforce Center. Givens proceeded to give the Taskforce members a detailed tour of the Wichita Workforce Center, pointing out the many areas where staff are integrated and working together, from different agencies and organizations. Cannizzo completed interviews with nine randomly chosen staff of the Workforce Center and presented the Taskforce members with a report of the results of those interviews, making notes where more training is needed. From there, Givens went over the Certification Review Form, providing comment where the Center is excelling and where work is needed. Givens prepared the Certification Review Form, which was sent to all Taskforce Members for approval.

The Local Area IV Workforce Centers consists of the Wichita Workforce Center as well as Centers in Butler, Cowley and Sumner Counties. The Wichita Center will receive a comprehensive review, while the smaller offices will be less intensive. Cannizzo is preparing a revised Certification Review Form to be used for those offices. Rod Blackburn will review the Butler County Office, Jennifer Anderson will review the Cowley County Office and Stacy Davis will review the Sumner County Office.

Certification reviews were presented to the Executive Committee and full LWDB and each supported the recommended action. Once approved by the CEOB the KS. Department of Commerce will grant final state approval.

Approved certification of the One-Stop Workforce Centers.

5. Local Workforce Development Board Nominations and Appointments

Keith Lawing presented nominations for the LWDB. The CEOB appoints members to the Local Workforce Development Board (LWDB). At the June 7, 2017, CEOB meeting the board appointed the nominations to the LWDB. Brian Black, Spirit AeroSystems, has a new assignment outside of the region and will not be able to serve on the board. In his place, Suzanne Scott, Spirit AeroSystems, was nominated to fill the open appointment to representing Business/Private Sector / Advanced Manufacturing. Michele Gifford, Textron Aviation is replacing Stephanie Harder to represent Business/Private Sector/Aerospace. New Members Matt Peterson, is nominated for Cargill to represent Business/Private Sector and Laura Hands, nominated from Koch Industries to represent Business/Private Sector.

Approved appointments to the Local Workforce Development Board.

6. Youth Employment Project (YEP) 2017 Report

Keith Lawing provided a detailed report of outcomes for the 2017 Youth Employment Project. The Youth Employment Project (YEP) is an opportunity to assist young adults in finding a first job or work experience opportunity. Services through YEP include assistance in resume creation, job search, preparing for interviews as well as education on soft skills, customer service and financial literacy. YEP is a collaboration of community partners including the Workforce Alliance of South Central Kansas, the City of Wichita, the Greater Wichita YMCA and 6 school These partners all have well established youth employment programs and are working together to achieve

significant community impact. Additionally 83 employers engaged with YEP by hiring young adults.

The 2017 YEP Program served 1,420 young adults (unduplicated) from the following agencies:

- Workforce Alliance, 1,222 participants
 - A breakdown of participant demographics is included on pages 3-9
 - City of Wichita, 110 participants
- Greater Wichita YMCA, 59 applicants for the program, of which 76 percent came from low income families. 43 students graduated from the Job Prep Program and eligible for summer jobs.

7. Workforce Alliance Strategic Planning for 2018-2020

Keith Lawing presented an update on the Workforce Alliance Strategic Planning for 2018-2020. A taskforce was appointed to review bids and to give a recommendation on a preferred vendor. The RFP closed on August 23, 2017 and a total of four proposals were received. Based on the recommendation of the task force, an agreement with Wichita State University, Public Policy and Management Center for Strategic Planning Service has been approved. Staff are currently working with Wichita State University to begin the Strategic Planning process for 2018-2020.

The LWDB, Partners and stakeholders are invited to participate in a series of 90 minute meetings focused on a specific topic. CEOB members are encouraged to participate in the sessions as well. Information will be gathered from these sessions and areas of consensus will be identified to assist in creating strategic priorities for the WA. At the conclusion of the planning sessions, a draft strategic plan will be presented to the Local Workforce Development Board (LWDB) and its committees for review and approval. The goal is to have the 2018-2020 WA strategic plan adopted by January 24, 2018.

Below are the dates and topics for the 2018-2020 planning sessions:

Wednesday, November 15, 2017 at 11:30 a.m. to 1:00 p.m.

Topic: Youth Employment Strategies

- WIOA Work Experience Requirements
- Increasing Community Impact

Thursday, November 30, 2017 at 11:30 a.m. to 1:00 p.m.

Topic: How Can the Workforce Alliance Better Leverage Resources and Align Services with Workforce Center Partners?

- Access for Job Seekers
- Employer Services

Tuesday, December 5, 2017 at 7:30 a.m. to 9:00 a.m.

Topic: Skills Training and Work-Based Learning Models

- Applied Learning
- Role of Registered Apprenticeship

Thursday, December 14, 2017 at 7:30 a.m. to 9:00 a.m. (Special Guest: Dr. John Tomblin, WSU)

Topic: Employment and Training Needs for Today and Tomorrow

- Jobs of the Future?
- Skills Needs/Gaps

8. Other Business

Transportation meetings have been completed in Sedgwick/Butler, Reno/Harvey, Sumner/Cowley/Kingman/Harper. The focus of the meetings is to determine strengths/challenges/opportunities for the region regarding the movement of people and goods.

SCAC had a meeting in City of Sedgwick with 20 in attendance. Sen. Carolyn McGinn updated the group on passenger rail service. There was a meeting of the MIPRC in Wichita with 9 states in attendance. Strong support for expanding passenger rail into Texas and Oklahoma.

Commissioner Howell is part of the Circles of Derby. He assessed KansasWorks after one of the meetings. He has some concerns information is being shared with educational providers as he has received several inquiries of his interested in education.

The CEOB will hold a video/conference call soon to approve infrastructure costs.

9. Adjourned at 2:59 pm.

CEOB Attendance:

Mayor Jeff Longwell, Wichita	Council Member Pete Meitzner, Wichita
Mayor Lynn Vigil, Sedgwick	Commissioner Jim Howell, Sedgwick County
Commissioner Wayne Wilt, Cowley County	

Staff:

Keith Lawing	Katie Givens
Chad Pettera	Tisha Cannizzo
Marla Canfield	

Recommended action: approve the minutes from the October 25, 2017, Chief Elected Officials Board Meeting.

Item

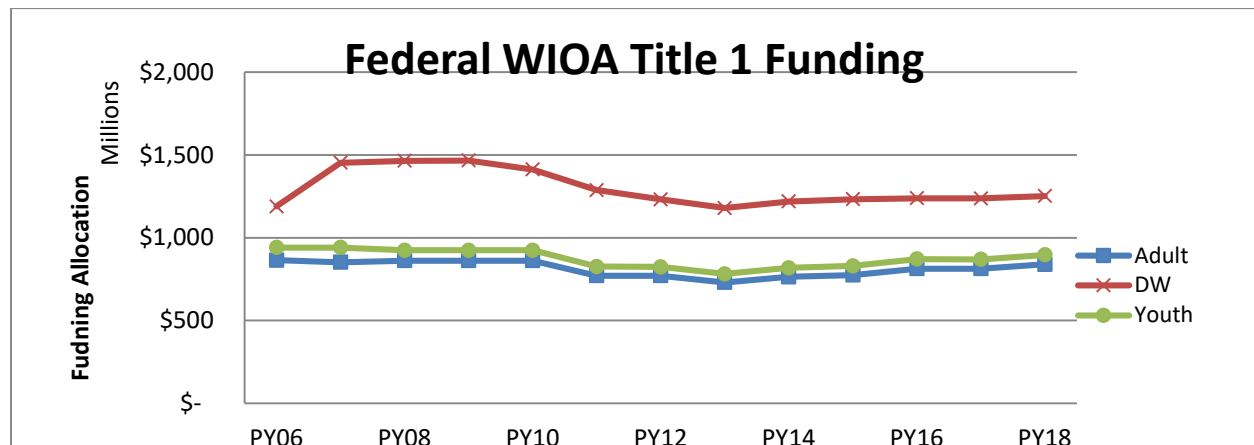
PY18 Budget Presentation

Background

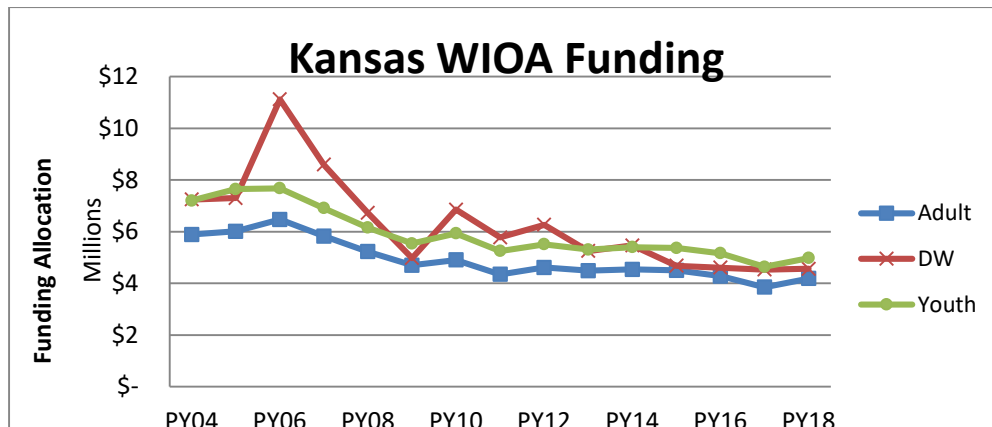
WIOA estimated allocations for PY18 are now known for the Kansas Local Workforce Development Areas. Staff has estimated carry over funds and new or continued funding for other programs and prepared a proposed budget.

WIOA Analysis

Funding for the WIOA programs at the federal level will have an \$80-million-dollar increase for PY18. Funding for the individual programs for Adult is \$8.39 billion, Dislocated Worker \$1.251 billion, and Youth \$8.96 billion.

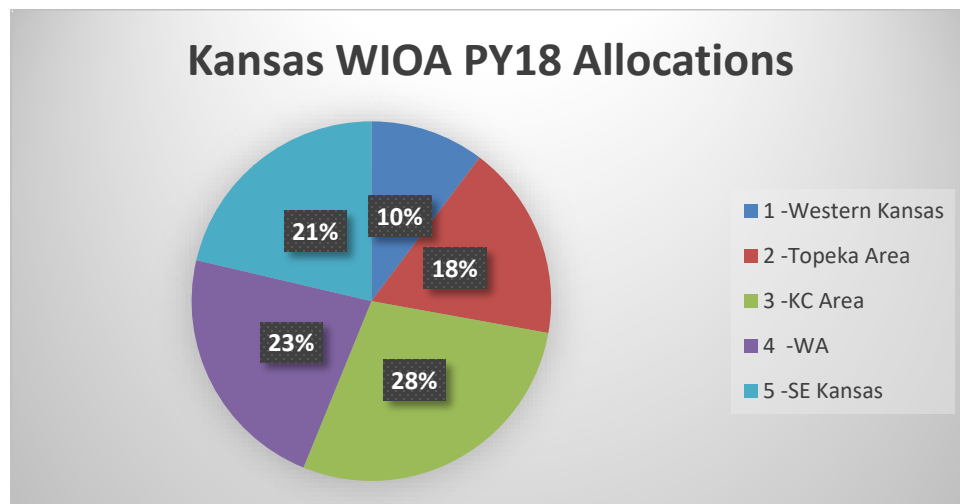


WIOA funding for the State of Kansas for Adult, Dislocated Worker and Youth is increasing across all funding streams based on the WIOA allocation formula. Adult is increasing from \$3.8 to \$4.184 million. Dislocated Worker is increasing slightly to \$4.56 million. Youth funding is increasing from \$4.6 to \$4.9 million. The Kansas funding doesn't include the additional \$80 million congress added to the omnibus bill passed in March. The additional allocations to states should be known soon.

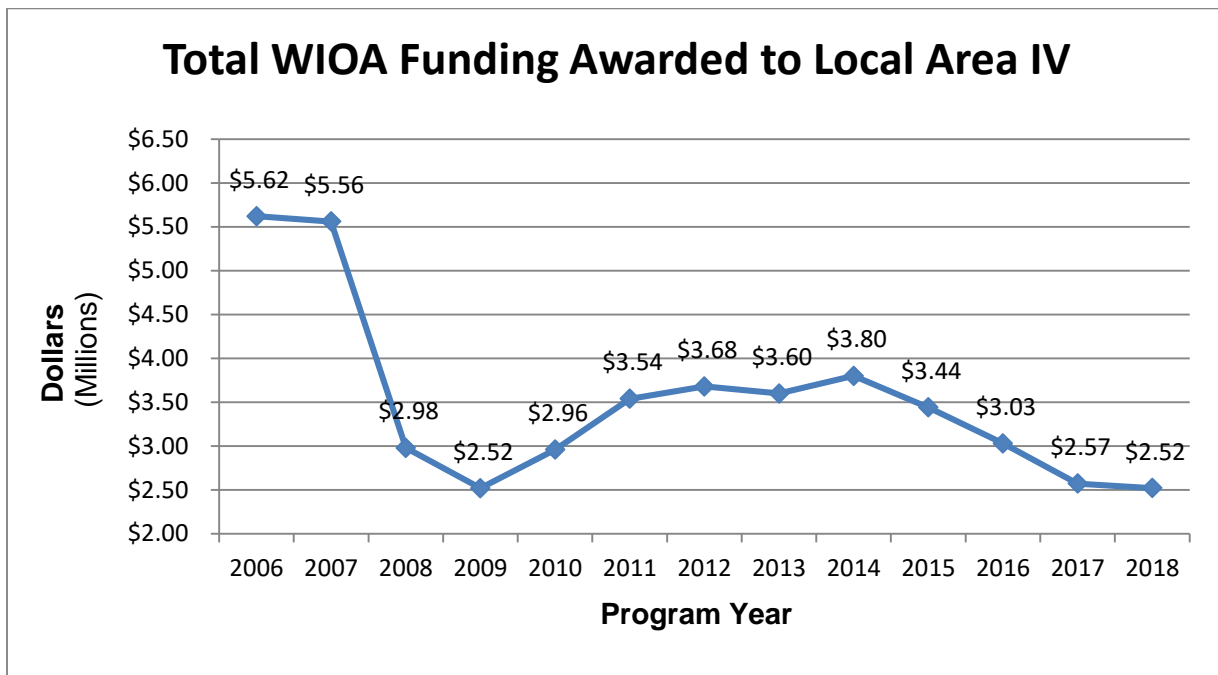
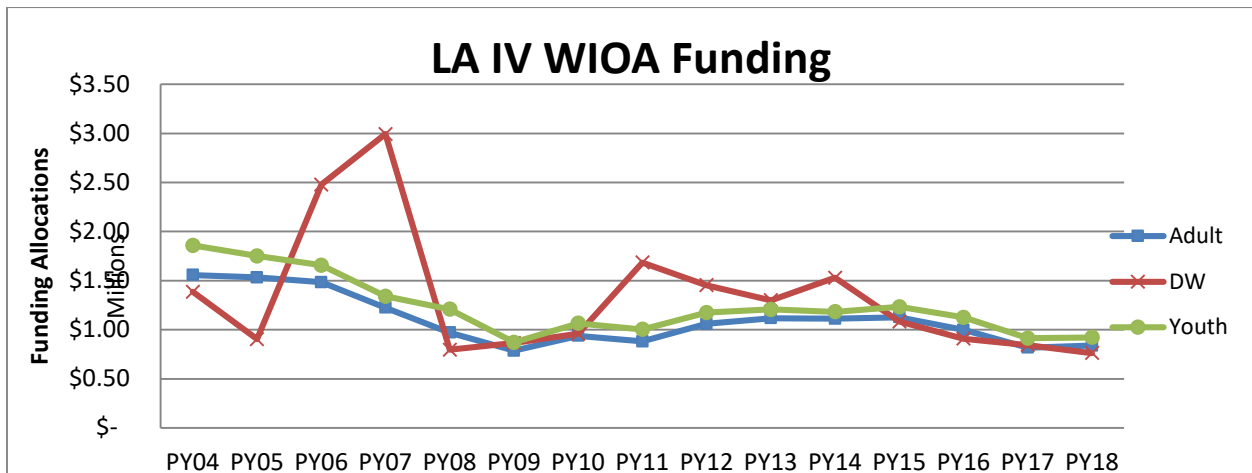


WIOA funding across the state varies. LA I and IV are taking cuts while LA III and V are seeing a significant increase.

PY18 WIOA Allocations by Local Area and Program					
Local Area	Adult	Dislocated Worker	Youth	Total	Change from Previous Year
1 -Western Kansas	\$ 348,800.00	\$ 398,840.00	\$ 404,336.00	\$ 1,151,976.00	\$ (24,606.00)
2 -Topeka Area	\$ 581,321.00	\$ 508,085.00	\$ 880,463.00	\$ 1,969,869.00	\$ 72,757.00
3 -KC Area	\$ 991,269.00	\$ 1,117,723.00	\$ 1,067,009.00	\$ 3,176,001.00	\$ 470,456.00
4 -WA	\$ 838,771.00	\$ 761,087.00	\$ 921,736.00	\$ 2,521,594.00	\$ (40,827.00)
5 -SE Kansas	\$ 796,639.00	\$ 635,166.00	\$ 960,471.00	\$ 2,392,276.00	\$ 162,550.00
Total	\$ 3,556,800.00	\$ 3,420,901.00	\$ 4,234,015.00	\$ 11,211,716.00	\$ 640,330.00



Local Area IV funding is decreasing in Adult and DW and increasing slightly in Youth for PY 18. In total for PY18 LAIV is receiving \$2.521 million, which the lowest WIOA allocation over the past 15 years. Staff is estimating that with the additional \$80 million in the omnibus bill should equate to a slight increase for LAIV over the PY17 WIOA allocation. The budget projects the WIOA allocation to be approximately 55% of the revenue for PY18.



The draft WIOA budget follows, which given our adequate carry over, is relatively the same from last year. Staff is projecting to transfer approximately \$100,000 from the Adult to Dislocated Worker program to maintain the current case load allocation. The budget does provide 37.8% of the WIOA funding for direct client training and supportive services.

Community Impact Funds Analysis

Staff is estimating revenue for PY18 of Community Impact Funds (NON-WIOA) of \$2,978,796, or 45% of the revenue. This is down slightly from PY17 which had \$3,816,028 or 49% of the

revenue. The largest of the funding is from KAMP, KHPOP, and the Apprenticeship grants. WA has 9 different funding streams supporting the Community Impact revenue in total and continues to apply and search for new funding opportunities.

Total Budget

The PY18 Budget is decreasing \$442,419 for next year between all funds. The largest cuts are in wages and Fringe (-\$144,844) and direct client training and services (-\$210,144). Grants awarded is also reduced, but staff has pending or known upcoming grant announcements that could reduce this cut.

The allocation of the budget for operations/overhead is 53% and 47% for direct client services.

The Finance Committee reviewed the budget on May 2, 2018 and recommended the budget to the LWDB Executive Committee. The LWDB Executive Committee approved the PY18 budget on May 9, 2018 and recommended approval of the PY 2018 Local Area IV WIOA Budget by the CEOB.

Recommended action: approve PY 2018 Local Area IV WIOA Budget

**Proposed Workforce Alliance PY18 Budget
July 2018 - June 2019**

Planned Revenues

Revenue Stream	PY17 Carry		PY18		Total PY18 Funding	% of Budget
	Over		Allocation	Transfer (up to 100%)*		
Adult	\$ 550,000	\$	754,894	\$ (100,000)	\$ 1,204,894	16.52%
Dislocated Worker	\$ 20,000	\$	684,978	\$ 100,000	\$ 804,978	11.04%
RRAA/Set A Side*	\$ -	\$	-		\$ -	0.00%
Youth	\$ -	\$	829,562		\$ 829,562	11.38%
Admin	\$ 50,000	\$	252,170		\$ 302,170	4.14%
Senior	\$ -	\$	833,000		\$ 833,000	11.42%
Rapid Response*	\$ -	\$	50,000		\$ 50,000	0.69%
KHPOP	\$ 288,365	\$	520,799		\$ 809,164	11.10%
KAMP	\$ -	\$	1,701,934		\$ 1,701,934	23.34%
REAP	\$ -	\$	172,870		\$ 172,870	2.37%
PACES	\$ -	\$	54,850		\$ 54,850	0.75%
YEP	\$ -	\$	88,550		\$ 88,550	1.21%
VR Pre-ETS	\$ -	\$	52,750		\$ 52,750	0.72%
Apprentice	\$ -	\$	197,350		\$ 197,350	2.71%
United Way	\$ -	\$	67,150		\$ 67,150	0.92%
WIF	\$ -	\$	114,943		\$ 114,943	1.58%
General	\$ -	\$	7,600		\$ 7,600	0.10%
	\$ 908,365		\$ 6,383,400	\$ -	\$ 7,291,765	100.00%

Planned Expenditures

Category	PY18	PY17	PY17	PY17 % of	Budget
	Proposed	Budget	Exp. Thru March	Expenditures	Difference PY17/PY18
Wages	\$ 2,033,537	\$ 2,152,119	\$ 1,837,383	85%	\$ (118,582)
Fringe	\$ 666,445	\$ 676,233	\$ 504,823	75%	\$ (9,788)
Facilities	\$ 363,163	\$ 379,637	\$ 318,522	84%	\$ (16,474)
Contract/Pro Fees	\$ 419,147	\$ 395,499	\$ 285,022	72%	\$ 23,648
Supplies/Equipment	\$ 83,668	\$ 84,728	\$ 107,019	126%	\$ (1,060)
Outreach/Meetings/Cap Build	\$ 89,426	\$ 115,935	\$ 85,477	74%	\$ (26,509)
Travel/Conference	\$ 77,553	\$ 86,063	\$ 53,802	63%	\$ (8,510)
Grants Awarded	\$ 132,125	\$ 207,125	\$ 46,125	22%	\$ (75,000)
Staff Development	\$ 14,399	\$ 14,399	\$ 4,570	32%	\$ 0
Misc	\$ -	\$ -	\$ 34,900		\$ -
Youth Work Experience	\$ 276,152	\$ 215,000	\$ 108,963	51%	\$ 61,152
Adult WX/Incumbent	\$ 897,000	\$ 823,350	\$ 359,575	44%	\$ 73,650
OJT	\$ 460,339	\$ 544,548	\$ 28,838	5%	\$ (84,209)
Incentives	\$ 34,000	\$ 32,164	\$ 4,125	13%	\$ 1,836
Education & Training	\$ 1,398,823	\$ 1,650,344	\$ 717,813	43%	\$ (251,521)
Supportive Services	\$ 345,986	\$ 357,039	\$ 85,000	24%	\$ (11,053)
	\$ 7,291,764	\$ 7,734,183	\$ 4,581,957	59%	\$ (442,419)

Operations/Overhead	\$ 3,879,464	53%	\$ 4,111,738	\$ 3,277,643	72%
Direct Client	\$ 3,412,301	47%	\$ 3,622,445	\$ 1,304,314	28%

Item:

CEOB appointment of the Local Workforce Development Board (LWDB)

Background:

The CEOB appoints members to the Local Workforce Development Board (LWDB).

The LWDB will be comprised of the following:

- 51% Representatives of Business who are owners of businesses, chief executive or operating officers of businesses, and other business executives or employers with optimum policymaking or hiring authority, and represent businesses, including small business or organizations representing businesses with employment opportunities that provide that, at a minimum, include: high-quality, work-relevant training and development in high demand industry sectors or occupations in the local area.
 - Selected representatives will come from high demand sectors in the regions
 - Advanced Manufacturing
 - Health Care
 - Information Technology
 - Construction
 - BREG Sector Strategy
- 20% Labor Representatives from local labor federations in local areas where employees are represented by labor organizations. Additionally, will include a representative from a joint labor-management apprenticeship program in the local area who shall be a labor organization representative or training director.
- At least one representative from each of the following partners:
 - Adult Education (WIOA Title II)
 - Higher Education
 - Wagner Peyser (WIOA Title III)
 - Vocational Rehabilitation (WIOA Title IV)
 - Economic Development
- Additional members can be appointed as appropriate/needed by the CEOB and can include:
 - Community Based Organizations
 - Philanthropic Organizations
 - Governmental Organizations representing Transportation or Housing

Governance Structure

Governance structure in accordance with State Policy 5-01-00, Establishment of Local Workforce Development Boards.

Current LWBD members (those with terms expiring in 2018):

<u>PRIVATE SECTOR</u>	
Kathy Jewett, XLT Ovens, (Immediate Past Chair)	2018
Ronald Ratzlaff, Larksfield Place	2018
Gabe Schlickau, Meritrust Credit Union (Chair)	2018
<u>PARTNERS</u>	
Jennifer Anderson, Cowley College - Adult Education Program	2018
<u>LABOR</u>	
B.J. Moore, SPEEA	2018
Tony Naylor, IBEW, Local Union #271 (POP Co-Chair)	2018

John Clark, Plumbers and Pipefitters is replacing Mike Magennis represent Labor.

<u>LABOR</u>	
John Clark , Plumbers and Pipefitters	2019

Current Members:

Local Workforce Development Board Members (LWDB) 5/10/18	Exp.
Local Area IV	
<u>PRIVATE SECTOR</u>	
Rod Blackburn, Blackburn Properties, LLC	2019
Ebony Clemons, Westar	2020
Robert Giesen, B&B Electric Motor Co.	2020
Michele Gifford, Textron	2020
Laura Hands, Koch	2020
Robyn Heinz, Vornado Air (POP Co-chair)	2019
Jennifer Hughes, High Touch, Inc. (Vice Chair, Finance Chair)	2019
Kathy Jewett, XLT Ovens, (Immediate Past Chair)	2018
Patrick Jonas, Center Industries/CPRF	2019
Gay Kimble, Susan B. Allen Memorial Hospital	2020
Matt Peterson, Cargill	2020

Gary Plummer, Wichita Regional Chamber	2020
Ronald Ratzlaff, Larksfield Place	2018
Suzanne Scott, Spirit AeroSystems	2020
Gabe Schlickau, Meritrust Credit Union (Chair)	2018
John Weber, Management Consultant	2020
<u>PARTNERS</u>	
Dave Alfaro, Butler County Economic Development	2020
Jennifer Anderson, Cowley College - Adult Education Program	2018
Michael Donnelly, KS Dept. of Children and Families, KRS	2020
Kerri Falletti, Cowley First, Economic Development	2020
Erica Ramos, KS. Dept. of Commerce, Wagner Peyser	2019
Dr. Kimberly Krull, Butler Community College, Higher Education	2020
Sheree Utash, Wichita Area Technical College	2020
<u>LABOR</u>	
Sean Anderson, Sheet MetalWorkers Local Union 29	2020
Dan Hink, Painters District Council #3	2019
John Clark , Plumbers and Pipefitters	2019
B.J. Moore, SPEEA	2018
Tony Naylor, IBEW, Local Union #271 (POP Co-Chair)	2018
Mark Roby, Ironworkers Local Union 24	2019

Recommended action: make appointments to the Local Workforce Development Board.

Item:

Youth Employment Project (YEP) 2018 Update

Background:

The Youth Employment Project (YEP) is an opportunity to assist young adults in finding a first job or work experience opportunity. Services through YEP include assistance in resume creation, job search, preparing for interviews as well as education on soft skills, customer service and financial literacy. YEP is a collaboration of community partners including the Workforce Alliance of South Central Kansas, the City of Wichita, the Greater Wichita YMCA and school districts throughout the service area. These partners all have well established youth employment programs and are working together to achieve significant community impact.

Analysis:

Youth Employment Program 2018 Update		
Measure	2017 Actual	2018 Goal and YTD Actual
Total Young Adults Served	1,420 individuals	Goal: 1,500 individuals YTD Actual: 1,178 individuals
Workshop Participation	727 individuals	Goal: 800 individuals YTD Actual: 263 individuals as of 5/7
Badges Awarded	1,214 badges	Goal: 1,500 badges YTD Actual: 990 badges as of 5/7
ESC Certificates Earned	401 certificates	Goal: 500 certificates YTD Actual: 138 certificates as of 5/7
Total Employment	423 individuals employed	Goal: 1,000 individuals employed YTD Actual: 39 individuals employed as of 5/7 242 jobs have been committed based on employer estimates as of 5/7
Participating Employers	83 employers	Goal: 150 employers hiring through YEP YTD Actual: 19 employers have already hired in 2018; 86 total have committed to participate as of 5/7
Job Fairs	3 events	Goal: 7 events total will be held in 2018 Augusta, Wichita May, Wichita June, Manufacturing, Derby, Harper, El Dorado YTD: 4 events held as of 5/7 Augusta, Manufacturing, Harper and Derby
Job Fair attendance by young adults	230 individuals	YTD: 270 individuals as of 5/7 Augusta: 31 individuals Manufacturing: 117 individuals Harper: 71 individuals Derby: 50 individuals

Employers at Job Fair	30 employers	Goal: 100 employers YTD Actual: 49 employers total as of 5/7 Augusta: 6 employers Manufacturing: 3 employers Harper: 20 employers Derby: 20 employers
Outreach Sessions with High Schools or Community Groups	20 sessions	47 sessions as of 5/7/2018
School Engaged	13 high schools in 6 school districts	20 high schools in 11 school districts
Counties Engaged	4 Counties	5 Counties

Recommended Action: receive and file.

May 23, 2018

Submitted by: Keith Lawing

Item

Strategic Planning for 2018-2020

Background

Over the last 10 years, Workforce Alliance (WA) established the practice of creating two year strategic plans to direct the actions and guide the investment of resources. The current strategic plan was approved in June of 2015 and runs through 2017. To guide and facilitate the development of the strategic plan, a consultant is procured. The WA released a request for proposals (RFP) for strategic planning facilitation this summer and to assist in evaluating bids, the Executive Committee Chair appointed a taskforce to review and rank the proposals.

Analysis

Wichita State University, Public Policy and Management Center for Strategic Planning Service provided the services of facilitation. The LWDB, Partners and stakeholders were invited to participate in a series of 90 minute meetings focused on a specific topic. CEOB members were encouraged to participate in the sessions as well. Information was gathered from these sessions and areas of consensus were identified to assist in creating strategic priorities for the WA. At the conclusion of the planning sessions, a strategic plan was presented to the Local Workforce Development Board (LWDB) and its committees for review and approval.

Link to full report: <http://workforce-ks.com/wp-content/uploads/2018/05/Workforce-Alliance-Strategic-Plan-2018-2020.pdf>.

Summary of goals and proposed tactics is attached.

Recommended Action: receive and file.

1. Introduction



The Workforce Alliance (WA) Local Workforce Development Board for Kansas Local Area IV (LWDB) engaged the Public Policy and Management Center (PPMC) at Wichita State University to assist the research, planning and visioning process to create a comprehensive strategic plan.

The strategic plan resulted from an inclusive planning process, allowing for the creation of a vision for the organization and goals and strategies to accomplish that vision. The LWDB engaged several key partners to address the needs and expectation of all stakeholders.

The purpose of the plan is to create a road map for the LWDB to guide future policy, programming, and financial priorities and decisions. The plan helps guide the LWDB financial decisions, resource allocation (human, capital, infrastructure) and project priorities. At the direction of the leadership representing the stakeholder organizations, the PPMC met with staff and community members to develop the plan.

2. Methodology



The PPMC reviewed historical data and met with staff and Board leadership to review and provide analysis of the 2015-17 strategic plan. In addition, the PPMC conducted independent research of critical topics of future impact to the organization and compiled an influencing factors report.

Strategic planning goals were identified through independent stakeholder interviews, four facilitated focus groups with key stakeholders and one facilitated focus group with LWDB staff.

The strategic plan includes goals, strategies, influencing factors and notes from focus groups and interviews.

3. Goals



GOAL 1

Expand Youth employment opportunities to help develop the workforce of the future

Tactics

- a. Provide leadership and coordination to a community collaborative “coalition of the willing”
- b. Analyze and map barriers to education attainment and employment for youth, especially “at-risk” youth
 - Utilize partners to create solutions to barriers
- c. Focus on “first job” and summer job placement themes
- d. Connect work experience to academic/career interest of youth
- e. Emphasize importance of “soft skills” through pre-employment workshops
 - Identify volunteer opportunities for youth that will support development of “soft-skills”
- f. Engage business community in the region
- g. Create marketing/outreach campaigns targeting both youth and employers
- h. Collect data on outcomes to identify community impact and share with partners and stakeholders

GOAL 2

Strengthen relationships with WIOA partners, community organizations and educational/training institutions to leverage resources and align services through the one-stop workforce centers (American Job Centers)

Tactics

- a. Expand use of technology to build partnerships, centralize data/information, and improve efficiencies
 - Determine how technology can increase service to rural communities in the region
- b. Identify profiles of job seekers and create a map of the “customer” experience at the Workforce Center to help determine areas of improvement in services and outcomes
 - Convene focus groups or round-table discussions with workforce center partners, job seekers and employer customers
- c. Work with one-stop partners, other community organizations, business groups, employers and the media to increase awareness of employment and training services in South Central Kansas.
 - (Note: Kansas Department of Commerce leading an effort with the local workforce boards to “re-brand” the workforce centers and public employments system in Kansas.)
- d. Develop metrics, goals and benchmarks to evaluate performance of employment and training “system” and impact on community. (ROI)
- e. Review job-seeker workshops, increase focus on job-readiness and “soft-skills”
 - Increased recognition to help job-seekers understand value of “soft-skills”
 - Promote “soft-skills” workshops to employers

GOAL 3

Create and implement a more effective and comprehensive communication plan to increase public awareness about employment and training services, and skills needed for current and future careers in South Central Kansas

Tactics

- a. Target key industry sectors and identify growing and in-demand skilled jobs in the region.
 - Manufacturing
 - Healthcare
 - Information Technology
 - Skilled trades, construction
- b. Use labor market information to identify skill gaps and target training
- c. Convene employers and researchers to forecast future workforce trends impacting job growth and types of jobs in South Central Kansas
- d. Provide a regular forum for education and training providers (K-12 and Post-Secondary) to learn of employment trends and directly engage business and industry leaders in the region
- e. Create opportunities to celebrate outcomes and successes of partners, job seekers and employers that benefit from Workforce Center services
 - Annual report on workforce issues in South Central Kansas
 - Creation of Board awards or public recognition for partners, employers, staff

GOAL 4

Generate revenue to increase community impact of WIOA and Workforce Centers in South Central Kansas

Tactics

- a. Increase membership on Community Impact Committee
- b. Identify grant opportunities and pursue funding to align with WIOA programs and resources
 - Federal, state and local governments
 - Philanthropic and community based organizations
 - Business and Industry
 - Area Banks (Community Reinvestment Act)
- c. Create “fee-for-service” plan to utilize in-house subject matter experts that could generate revenue from employers, community based organizations and other workforce boards
- d. Continue to hold annual Jobs FORE Youth Golf Tournament