

**Local Workforce Development Board (LWDB) Meeting Minutes**  
October 28, 2020

**1. Welcome and Introductions**

The LWDB assembled via Zoom. Melissa Musgrave, LWDB Vice Chair, called the meeting to order and welcomed attendees. Keith Lawing introduced new LWDB member Ashley Scheideman, the new Executive Director for FlagshipKansas.Tech, replacing Lisa Roberts-Proffitt on the LWDB.

**2. Public Comment**

No new public comment requests were received.

**3. 2020 – 2022 Workforce Alliance (WA) Strategic Plan**

The Odenthal Group has provided strategic planning services to the Workforce Alliance for the development of the 2020-2022 strategic plan. At its meeting on October 14<sup>th</sup>, the LWDB Executive Committee approved the strategic plan for adoption by the full board. Stan Odenthal presented a final draft of the 2020-2022 Workforce Alliance (WA) strategic plan for adoption. The final report and its attachments, virtual stakeholder sessions report with slides and discussions as well as board and staff survey information were emailed to LWDB members, Chief Elected Officials Board (CEOB) and stakeholders on October 6, 2020. 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 WA 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. Tactics 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, which will be completed and updated by staff, committees and board members throughout the life of the plan. The plan is a framework and will be used to make decisions about processes and remind the organization about what the focus should be. Musgrave explained to the Board that she and Chair Schlickau are working with staff on a set of actions to implement the plan, which will include a review of committee structure and membership. They are looking at appointing a strategic communications task force to report plan to board and appoint a Youth employment Committee develop and further in youth employment initiatives. Board members should contact Keith Lawing if interested in serving on a committee or task force.

*Kathy Jewett (Suzanne Scott) moved to adopt the 2020-2022 Workforce Alliance Strategic Plan. Motion adopted.*

**4. Community Outreach and Awareness**

One focus of the strategic plan is the need for increased public awareness and outreach about the Workforce Alliance (WA) and the employment and training services that are available. WA staff have a number of ongoing communication strategies underway that rely on social media and also leverage free media coverage whenever possible.

The Workforce Alliance has developed a partnership with KWCH for reporting employment and workforce issues. Last month KWCH launched [Building You](#), which is an ongoing series that includes a daily job highlighted at the 4:00 pm newscast that is also featured on the KWCH website with a link on how to access the job postings and other available jobs through the Workforce Center and Kansasworks.com. These jobs are full-time positions that are either on a career pathway or pay at least \$15.00 an hour and the focus is on those jobs that relate to the industry clusters or sectors aligned with the Greater Wichita Partnership and Regional Growth Plan. Every Wednesday KWCH runs a feature

story about jobs and the economy. The WA is helping to provide ideas and content for these features and KWCH interviews job seekers, employers and staff for each story. Links to the feature stories and a list of the daily jobs that have appeared on Building You was provided to Board members. Board members were encouraged to provide staff with workforce success stories and/or upcoming job openings that they would like featured on the KWCH series.

The most current Digital Media Outcomes report was shared with the Board; the report summarizes traffic and overall interaction by social media platform and WA website. There has been a direct increase in social media and website activity as the WA highlights the KWCH job of the day on FaceBook and Twitter, which drives traffic back to website.

The WA is collaborating with the Greater Wichita Partnership (GWP) on an upcoming media campaign to highlight the Trade Adjustment Assistance (TAA) and Dislocated Worker (DW) programs to assist laid-off workers in the region. Jaimie Garrett, Meghan Carver and Anne Marie Coughlin with the GWP provided a presentation to the Board members. The goal of the campaign is to retain laid off workers in the region that have been recently laid off with workforce resources and assistance such as funding for retraining and/or finding employment particularly, but not limited to the aerospace and related industries. Extensive research and data review have been conducted to design a strategic communications and outreach plan to target these affected workers. Employment needs are Upskill to grow technology industry, upskill/reskill into areas of aviation growth, meet healthcare needs and fill the large number of entry level positions. Need to seek out training and communicate availability of training funds, programs to reskill or upskill and make job seekers aware of open jobs. The primary message for the campaign is “Laid off? Find Your Next Move”. A microsite has been created, *GetTrainedGetPaid.com*, to direct interested workers to the WA for training and employment resources. The campaign will launch November 9<sup>th</sup> and target individuals that can begin training in January. This campaign is part of larger initiative to retain talent and looking toward the future workforce not just recovery but success in the future. The WA will be following up with regional education providers to coordinate this effort. Sally Stang, City of Wichita would like to try and connect applicants that are applying for Cares Act funds for emergency rent and mortgage assistance with this information. GWP will be contacting to Stang to coordinate this effort. A community toolkit is being developed for education providers, businesses and organizations in the region to use to assist in spreading the word throughout the ten county region. Luis Rodriguez and Ashley Scheideman, FlagshipKansas see an opportunity to assist and support the GWP mission of upskilling workers into the tech industry.

*Report was received and filed.*

##### **5. Report on Workforce Alliance Operations/Workforce and Economic Impact Update**

The WA has been tracking the impact on Workforce Center operations and services and on the regional economy of the significant dual events of the halt in production of the Boeing 737 Max and the Coronavirus pandemic. The report is updated regularly with numbers from unemployment filings and layoff notices received from employers. The WA continues to monitor the unemployment data. Sedgwick County has the highest number of unemployment claimants in the state. Beginning to see some recovery in employment from the peaks that occurred at the end of spring and early summer region tracking nearly 60,000 Sedgwick County still leading the state in unemployment with a rate of 8.5% and The WA is continuing to track the number of people in its training programs and anticipate that the number of people in training will accelerate due to the upcoming outreach efforts of the GWP.

The Workforce Center continues to serve customers on a mostly virtual basis. Some in-person services are being provided such as TAA group enrollments, Imagine Academy and` pre-employment assessments Through this mostly virtual services model, the Center saw more customers in August of this year than in the same time last year. The WA is successfully using technology to revamp its service delivery model. The WA considers its services to essential and every effort will be made to provide a high level of service even with COVID cases in the region continuing to climb. Virtual job fairs have been going well and will continue through the end of March and possibly beyond. Staff are

seeing more job seekers and employers with each event as they have become more comfortable with the format.

*Report was received and filed.*

6. **Helping Youth Prepare for Employment (HYPE) / Youth Employment Project (YEP)**

A report on outcomes from HYPE/YEP for 2020 was presented. HYPE is a community collaboration with the WA, City of Wichita, YMCA and USD 259. This year's plans changed significantly due to COVID 19; however, some successful outcomes were collectively achieved making for a positive impact for a number of youth in the community. The WA expanded its Camp HYPE model to serve high school students in a series of week-long camplike settings that targeted the employment interests of the youth that participated. Funding for those camps were provided by Bank of America, Spirit Aerosystems, Textron Aviation, International Brotherhood of Electrical Workers and Ascension Via Christi. A few Job fairs were held and there were some job placements although fewer employers were hiring youth this year due to the pandemic. A Youth Employment Committee is being formed to address the youth employment goal of the strategic plan. Interested board members were asked to contact Keith Lawing. A comparison of program outcomes from last year versus this year were reviewed. Despite the cancellation of some of the originally planned events due to COVID, the program still managed to impact 3,000 youth and increased the number of workshop participants that earned credentials through the badging system. Staff feel that these workshops have helped prepare participants for the time when it becomes possible for employers to hire them in the future. Additionally, the WA was able to establish some valuable relationships with some employers such as the Wichita Wind Surge.

*Report was received and filed.*

7. **Consent Agenda and Committee Reports**

Meeting Minutes from July 22, 2020, Program Year 2020 Budget update, LWDB Executive Committee meeting summaries, One-Stop Operator report and U.S. Department of Labor and Regier, Carr and Monroe, LLP (RCM) monitoring reports and the LWDB/Workforce Center 2021 calendar were distributed for review.

Monitoring of WIOA programs was performed by the U.S. Department of Labor (USDOL); there were some findings, which were not significant and staff shared the WA's response to USDOL with the Board; any corrective action measures will be implemented. This information was shared with the Executive Committee at its meeting on October 14, 2020. The WA contracts with RCM to monitor programs and the current report can be found on the WA website.

*Dr. Sheree Utash (Kathy Jewett) moved to approve the recommendations as presented in the consent agenda. Motion Adopted.*

8. **Additional Topics/Announcements**

A. The annual Jobs FORE Youth Golf Tournament that raises funds for the WA's Youth Employment Project is tentatively planned for late April next year.

B. Retired Butler Community College president and former LWDB member, Jackie Vietti's son recently passed away unexpectedly. The James Vietti Forensics Fund has been established with Partners In Education to honor his life. The fund ensures that forensics students in need of assistance will have the support they need to travel to regional, state and national competitions. A link and an address were provided to board members to use in the event they wish to contribute to the fund.

**Adjourn (11:14)**

Guests & Staff

- Amanda Duncan
- Denise Houston
- Keith Lawing
- Shirley Lindhorst
- George Marko
- Chad Pettera
- Laura Rainwater
- Tisha Cannizzo, Eckerd Connects
- Council Member Greg Thompson, CEOB/City of Winfield
- Stan Odenthal, The Odenthal Group
- Meghan Carver, Greater Wichita Partnership
- Anne Marie Coughlin, Greater Wichita Partnership
- Jaimie Garnett, Greater Wichita Partnership
- Andrew Nave, Greater Wichita Partnership

Present LWDB Members

- Jennifer Anderson
- Rod Blackburn
- Dan Decker
- Kerri Falletti
- Laura Hands
- Robyn Heinz
- Kathy Jewett
- Russell Kennedy
- Jessica Kilpatric
- Dr. Kim Krull
- Jeff Longwell
- Melissa Musgrave
- Tony Naylor
- Luis Rodriguez
- Ashley Scheideman
- Suzanne Scott
- Sally Stang
- Jeff Townsend
- Dr. Sheree Utash