

Local Workforce Development Board (LWDB) Meeting Minutes
January 27, 2021

1. Welcome and Introductions

The LWDB assembled via Zoom. Gabe Schlickau, LWDB Chair, called the meeting to order and welcomed attendees.

2. Public Comment

No new public comment requests were received.

3. 2020-2022 Workforce Alliance Strategic Plan Implementation and Updated Committees Structure

A summary of the actions now underway to implement the 2020-2022 Strategic Plan was provided. The Workforce Alliance (WA) adopted its 2020-2022 Strategic Plan in October. Action steps are now being identified to implement tactics designed to produce outcomes for the goals identified by the Board during the planning process. The goals along with the vision and mission statement for the Workforce Alliance was provided to board members. The goals that emerged from the planning sessions will guide operations for the Workforce Alliance over the next two years. As part of the process to implement the strategic plan, the current committee structure and membership of committees was reviewed; outcomes from that review include eliminating the Community Impact Committee, changing the Youth Employment Task Force to become a standing Board Committee (Youth Employment Committee), creating a Communications and Outreach Task Force that has been directed to submit a report with recommendations to the WA by the April 28 Board meeting and reviewing the membership on all of the LWDB committees and making new appointments. An outline for implementing the strategic plan that identifies a lead for each of the goals, lists the initial steps in plan implementation and updates the membership for the committees was presented for review. The Program Operations and Performance Committee will be the lead for the goal to *“Meet or exceed the negotiated performance of WIOA Title I programs to maximize community impact”*, the new Youth Employment Committee will be the lead for the goal to *“Enhance youth employment opportunities by expanding partnerships with businesses, schools and other community organizations”*, the new Outreach and Communications Task Force will be the primary lead for the goal to *“Increase the awareness of workforce programs and services throughout South Central Kansas”*, the Executive Committee will take the lead on the goal to *“Expand the community impact of the Workforce Alliance through higher levels of board member participation”*, CEO Keith Lawing will be the primary lead for the goal to *“Continue to increase non-WIOA funding”* and a coalition with the Greater Wichita Partnership and the Wichita Area Outlook Team are being looked at to address the goal of *“Proactively approach the employment and skills training challenges and opportunities of the future with energy and planning today.”* Committee and task force assignments are still being finalized and board members were encouraged to contact Keith if interested in serving on a committee or have someone within their organizations that would like to serve on a committee or task force. Schlickau expressed his appreciation to those that participated in the strategic planning process and to those that have agreed to serve on a committee or task force.

Report was received and filed.

4. Regional Economic Impact Update

A summary of current economic conditions, the impact on employment in the region and how the Workforce Alliance has responded was provided. The State of Kansas is currently reporting a decrease in unemployment; however, staff have analyzed the data and are not seeing a gain in the number of persons who are employed and there has been a drop in total number of labor force and the total number of unemployed remain the same. The workforce centers continue to schedule monthly virtual job fairs

with good participation from employers and job seekers. Enrollments in the Trade Adjustment Assistance program and the WIOA Dislocated Worker programs continue and numbers were reported to the committee along with an outline of funding that the WA has pursued; a number of grant awards have been received totaling over \$13 million over the last year, which will make a tremendous impact in helping individuals and aiding in the economic recovery in the region. The WA recently received a \$9.9 million One Workforce grant awarded by the U.S. Department of Labor through H1-B Visa funding that will assist employers and workers in the Advanced Manufacturing and Technology sectors and the career pathways that support those sectors. The grant will be rolled out over the next few months and begin serving customers in April. Any employer in the ten-county region can receive assistance through the grant and provides for classroom training, on-the-job training for new hires and incumbent worker training to upskill existing workers. It also allows for funding graduate level programs in the those sectors. The grant will serve 900 individuals over the next four years. The WA will work with employers, industry groups, community partnerships and educational institutions to determine where funds will be directed.

The WA also received CARES Act funding from the State of Kansas and Sedgwick County primarily to assist with business disruption to COVID-19 and the costs incurred in changing operations to a virtual model and funding to assist businesses facing layoffs if not able to skill individuals or had an increase in demand due to the pandemic and needed to hire and train additional workers.

Report was received and filed.

5. **Get Trained. Get Paid. Campaign**

Jaimie Garnett and Meghan Carver with the Greater Wichita Partnership (GWP) presented some of the results and outcomes from the strategic community outreach and awareness campaign, “Get Trained. Get Paid” (GTGP) to promote employment and training services, upskilling and re-skilling, to laid off workers led by the GWP in partnership with the Workforce Alliance. Late November and early December. The GWP employed many advertising tactics including paid ads, marketing collaborations with education institutions and other media to advertise the programs available and connect interested parties with workforce center staff. Impact and results include over 10 million ad impressions, which resulted in over 10,000 visits to GTGP website with 19,000 pageviews. Over half of those expressed interest in local jobs primarily in the manufacturing and aviation fields or training primarily in the technology and health care fields. Increased awareness of employment services, demonstrated community support of residents, challenged perception of lack of open jobs, strengthened impact through collective marketing, maximized campaign funds to enhance impact and developed foundational assets with community partners, which provides for a faster response time to address a possible similar economic situation in the future. The WA modified some operations to address those customers directed to the center through the campaign and some data was shared with board members 149 call, 41 appointments for one on one job search, 161 attended an orientation session and of those, 40 people were referred into the Trade Adjustment Assistance (TAA) program and 92 into the WIOA Dislocated Worker (DW) program. To date, TAA are processing 23 people for enrollment with 11 people active in training and in the DW program, 62 are being processed for enrollment with 36 being active in training. More are being assessed for eligibility for enrollment, so the number of people actively in training will increase and be updated as the spring semester gets started. Individuals are enrolled in a number of training programs with the majority being in aerospace, manufacturing and health care with a number of different training providers. The campaign resulted in a significant impact on getting laid off workers into training programs.

Report was received and filed.

6. **Consent Agenda**

Approval of Meeting Minutes from October 28, 2020, Program Year 2020 Budget Update, Workforce Alliance Operations Report, One-Stop Operator Report, Workforce Innovation and Opportunity Act (WIOA) Youth Contracts – Allied Health Training Center and On-the-Job (OJT) Contracts for JR

Custom Metals and Crossland Construction were distributed for review and approval.

The budget is on track and the next budget update will show a significant increase as funds from the new One Workforce grant are added. Currently, staff feels that there are no areas of concern and customers are able to be assisted as needed.

Cowley College will be providing workforce center services to the Cowley County area. A staff member has been hired and is being trained by workforce center staff to begin providing services soon. Workforce Center staff are still assisting customers virtually at this time, plans are being reviewed to re-open the center for in-person services in February or March.

The WA will have a virtual in-service training day on February 15. Sessions planned for staff include diversity training, conflict resolution, mental health issues resulting from the pandemic, and a presentation from workforce staff in Spokane, Washington on their integrated service model.

Dr. Sheree Utash (Tony Naylor) moved to approve the recommendations as presented in the consent agenda. Motion Adopted.

7. **Additional Topics/Announcements**

A. The Jobs FORE Youth Golf Tournament Task Force will meet this afternoon to schedule the tournament for 2021. Meritrust Credit Union has agreed to be the title sponsor again this year. A Save the Date will be distributed soon.

Adjourn (11:18)

Present LWDB Members

- Jennifer Anderson
- Rod Blackburn
- John Clark
- Ebony Clemons-Ajibolade
- Dan Decker
- Kerri Falletti
- Michele Gifford
- Laura Hands
- Jennifer Hughes
- Kathy Jewett
- Russell Kennedy
- Dr. Kim Krull
- Jeff Longwell
- B.J. Moore
- Alex Munoz
- Tony Naylor
- Matt Peterson
- Gary Plummer
- Luis Rodriguez
- Ashley Scheideman
- Gabe Schlickau
- Suzanne Scott
- Sally Stang
- Dr. Sheree Utash

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
- Meghan Carver, Greater Wichita Partnership
- Jaimie Garnett, Greater Wichita Partnership