

Local Workforce Development Board (LWDB) Meeting Minutes
April 28, 2021

1. Welcome and Introductions

The LWDB assembled via Zoom. Gabe Schlickau, LWDB Chair, called the meeting to order and welcomed attendees. Keith Lawing introduced Josh Diemart with the Sheet Metal Workers who has replaced Jeff Townsend on the Board.

2. Public Comment

No new public comment requests were received.

3. Workforce Innovation and Opportunity Act (WIOA) Regional and Local Plans

The Workforce Innovation and Opportunity Act (WIOA) requires each Local Area to have an approved Regional Plan and Local Plan. These plans must be reviewed and updated every four years. The State of Kansas has divided the state into two planning regions. Local Area IV is part of planning region II that includes Local Areas I and V. A summary of highlights from the plans were presented to Board.

LA IV worked with LAI and V on the Regional Plan and determined elements that the areas can work together on across the region: formalizing the convening of industry leaders, businesses, education and economic development on a regular basis, coordinating outreach efforts, retaining talent by focusing on work-based learning opportunities including registered apprenticeship, expanding youth employment opportunities and implementing rural workforce development strategies across the region. The Local Areas also identified some shared in-demand industries/sectors across the region: advanced manufacturing, advanced materials, aerospace, agriculture data service & information technology, healthcare, oil & gas and transportation & logistics. The plan formalizes many collaborative efforts that have taken place over the years between these local areas.

The Local Plan includes the goals, strategies and service delivery in the area and how the Workforce Alliance (WA) will operate over the next four years. Over the last few years, the One Stop Advisory Council (OSAC) program has been working on some program strategies for workforce center partners. These strategies include: enhanced customer referrals, improved communication, better customer access to information, collaborative case management and co-enrollments, outreach and cross-training. Partner Memorandum of Understandings (MOUs) and Infrastructure Cost Share Agreements have been updated and are incorporated into the Local Plan. Other components of the plan include labor market information, skills gap analysis, goals that are in line with the WA's strategic plan, information regarding the integration of additional partners, co-enrollment, program policies, oversight and monitoring.

The Regional Plan and Local Plan were presented and approved for release for public comment at the LWDB Executive Committee and Chief Elected Officials Board (CEOB) meetings held on March 30, 2021. The plans were posted for public comment on the Workforce Centers website, provided to workforce center staff and board members, issued in a press release, published as notices in the Kansas Register and local papers in counties within the Local Area and posted and highlighted on the Workforce Centers website. Only one formal comment has been received to date and will be included as an attachment to the Local Plan. The Regional and Local Plans are due to the Kansas Department of Commerce on May 1, 2021 for implementation beginning July 1, 2021.

Jennifer Hughes (Tony Naylor) moved to approve the WIOA Regional and Local Plans as presented with the addition of any public comments that are received by the April 29, 2021 deadline. Motion adopted.

4. Workforce Alliance Outreach and Communications Task Force – Draft Communications Plan

As part of the Workforce Alliance 2020-2022 Strategic Plan, a task force was formed to address the goal to “*Increase the awareness of workforce programs and services throughout South Central Kansas.*” The task force has met on several occasions and reviewed current outreach and communication activities and outcomes. The task force recognized the need for a concrete strategy with which to develop a

communications plan. A proposed strategy was presented to board members that contains some action steps that will become a plan; however, before the task force begins to develop a plan, they expressed an interest in obtaining some agreement and consensus on a strategy from board members and in having a discussion about some of the key tactics that would be included in the plan before moving forward. The task force will develop a final plan to present to the LWDB at its next meeting in July for formal approval so implementation can then begin. The strategy is built on three strong messaging pillars that the WA operates under: JOBS, HIRE and TRAIN. The strategy also includes identifying target audience, guiding principles and tactics and actions. The list of tactics and actions includes several things currently underway and others that will be addressed with existing staff resources.

A demo for a proposed quarterly video report was shown to board members for review and feedback. The videos would be shared with community partners in an effort to provide an interactive way to provide information about workforce current events, services, programs and employment data. Among the suggestions received from board members on the video were to eliminate acronyms, provide more detailed information in addition to the simple infographics, include an updated look, emphasize storytelling to make information more personal and inspiring and simplify messaging to increase viewership.

An annual report on the state of workforce was proposed to board members. The WA would produce the report and then present it at an event that the WA would host or at an already existing annual regional event such as the Economic Outlook Conference. Board members were asked for their opinions and ideas. Many were in favor of the report and thought that all key partners should be contacted to present to multiple audiences at different events not just limit it to one event. Some of the task force members were present and provided some insight to the work done so far and appreciated the board member feedback.

Tony Naylor (Dr. Kim Krull) moved to adopt the proposed communication strategy and direct staff to prepare a communication plan to implement the strategy. Motion adopted.

5. Workforce Center Security Issues

Staff are reviewing options to enhance security at the Wichita Workforce Center. For many years, the Center has contracted with a security company to provide an unarmed guard to manage difficult customers and protect staff and equipment. Currently, the cost averages \$3,500 a month and is shared amongst all of the WA co-located partners. Security concerns have grown over the years as more and more work place shootings and violence are occurring. Center leadership has been concerned given the current unemployment insurance situation where individuals are not receiving the services as expected possibly resulting in an increased threat of violence at the Center. As the Center begins to re-open for in-person services, the plan is to have an off-duty armed City of Wichita police officer onsite starting May 3rd running through May 13th from the hours of 10 to 3 as a pilot; the current guard would also be on duty during this time. The cost for the armed officer is \$40 an hour and is payable to the officers directly that provide the service. If the WA were to change to armed security services permanently and no longer employ the unarmed guard, the cost would be approximately \$8,000 a month an increase of \$4,500 that would have to be shared amongst the Center's co-located partners. Board members were asked to provide opinions or concerns. Pat Jonas asked if active shooter training has been provided to staff. Center staff have received active shooter training on multiple occasions. Rod Blackburn asked if staff thought customers might be deterred from obtaining services if an armed guard is present and staff feel that is unknown at this time. Dr. Krull asked if the Center has security cameras and staff responded that the WA maintains cameras inside the building and the landlord has cameras outside. Dr. Krull also suggested that a history of internal and external instances of issues/crimes in the area be prepared for partners to document the need for armed security. If it is decided to hire armed security, it will be a part of the Program Year 2021 budget that begins July 1, 2021 and the Kansas Department of Commerce is the partner that would pay the highest share.

Staff will obtain additional information such as other security options and crime statistics as well as results from the pilot trial period to present to the LWDB Executive Committee for action and inform all LWDB members on the outcome.

6. Consent Agenda

Approval of meeting minutes from January 27, 2021, Program Year 2020 Budget Update, Jobs FORE Youth Golf Tournament update, Youth Employment Project Update (YEP), Employment / Workforce Economic Impact update, WA operations report, one-stop operator report, CEOB update and an On-the-Job (OJT) contract for Novacoast were presented to board members for review and/or approval.

The LWDB Finance Committee will meet in May to review the Program Year 2021 budget. For the first time in five years, the WA will receive an increase in WIOA funding.

The 2021 Jobs FORE Youth Golf Tournament is scheduled for September 30, 2021. An update on sponsors and actions to date was provided. The tournament supports the WA's Youth Employment Project (YEP) and the Wichita area's Helping Youth Prepare for Employment (HYPE) program. YEP is in a rebuilding phase since it was affected by the pandemic.

Kathy Jewett (Robyn Heinz) moved to approve the recommendations as presented in the consent agenda. Motion Adopted.

7. Additional Topics/Announcements

The next meeting of the LWDB is scheduled for Wednesday, July 28, 2021. Staff are planning to offer an in-person option for attendees. A virtual option will continue to be offered. Meeting attendees were asked to provide any comment or feedback about attending the meeting in person to Keith Lawing.

Adjourn (11:15)

Present LWDB Members

- Jennifer Anderson
- Rod Blackburn
- John Clark
- Dan Decker
- Josh Diemart
- Kerri Falletti
- Laura Hands
- Robyn Heinz
- Jennifer Hughes
- Kathy Jewett
- Pat Jonas
- Russell Kennedy
- Dr. Kim Krull
- Jeff Longwell
- Melissa Musgrave
- Tony Naylor
- Matt Peterson
- Ashley Scheideman
- Gabe Schlickau
- Suzanne Scott
- Sally Stang

Guests & Staff

- Amanda Duncan
- Denise Houston
- Keith Lawing
- Shirley Lindhorst
- George Marko
- Chad Pettera
- Laura Rainwater
- Jamey Regier
- Greg Butler, Cowley College
- Tisha Cannizzo, Eckerd Connects
- Matt Fields, Eckerd Connects
- Jennie Heersche, Cowley College
- Commissioner Jim Howell, CEOB/Sedgwick County
- Debbie Kennedy, Wichita Children's Home (Youth Committee)
- Council Member Jill Kuehny, CEOB/City of Caldwell (Outreach and Communication Task Force)
- Kelly Snedden (Outreach & Communications Task Force)
- Council Member Greg Thompson, CEOB/City of Winfield
- Mayor Brandon Whipple, City of Wichita
- Amy Williams, LWDB Executive Committee