

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

1. Welcome, Introductions and Changing of the Guard

The LWDB assembled at the Wichita Workforce Center and via Zoom. Gabe Schlickau, LWDB Chair, called the meeting to order and asked for self-introductions. As Schlickau's term as LWDB Chair ended on June 30th, Vice Chair Melissa Musgrave is in line to become the new LWDB Chair.

Kathy Jewett (Jeff Longwell) moved to approve Melissa Musgrave as LWDB Chair. Motion adopted.

2. Public Comment

Musgrave asked staff if any requests for public comment were received; no public comment requests were received.

3. Recognition of Bank of America (BOA) Student Leaders

The Workforce Alliance (WA) is participating in the BOA Student Leaders program for the third year and student interns Aditya Joshi and Vi Pepperstone who have been interning with the WA for eight weeks were invited to make presentations to the Board about their experiences. Pepperstone's presentation discussed the results of interviewing over 30 Workforce Center staff and learning that a common problem experienced by staff is that customers do not understand what the Workforce Alliance does nor do they understand the process that is required when they visit the Workforce Center for assistance. Visual media was presented as a possible way to address these concerns. Joshi's presentation addressed increasing the number of older customers visiting the Workforce Center for assistance and why that is important because hiring a more experienced employee improves an organization's productivity and improves the experience of the younger employees that work alongside them. After researching communication strategies to attract older job seekers to use the Workforce Center to obtain employment, it was determined that the WA is currently using these strategies and that currently the pandemic is the main reason that this population may not be seeking services.

Report was received and filed.

4. Workforce Alliance (WA) 2021-2022 Communication Plan

As part of the WA 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 developed goals and strategic pillars to guide the creation of the plan. The draft communication plan was prepared for the Board's review and adoption. There are a number of current activities that will be maintained and expanded and a few new initiatives to be implemented. The plan was reviewed and some of the highlights include implementing the strategic pillars of JOBS, HIRE, TRAIN, creation of a quarterly video newsletter, production of an annual "State of the Workforce" report, continuing to enhance the use of social media tools and nurturing and expanding the Building You local news series with KWCH. The plan will continue to be revisited and improved so that it can remain effective. It is recommended that the plan be in effect from August 1, 2021 through July 31, 2022, and that a detailed review be initiated no later than April 2022, with an updated communication plan to be presented to the Board in July of 2022. Part of the plan includes being more deliberate in messaging and working with community influencers, partners, employers and board members and asking them to help amplify WA messaging as well as to cross promote others events and programs on social media. Staff have developed a robust calendar of where and when material will be posted to the website, social media and email and will be working strategically with other organizations to help them promote their interests. The first quarterly JOB HIRE TRAIN report will be sent to LWDB members after the meeting, which includes some video success stories. Staff will be contacting board members to see how they work with the workforce system, how they hire individuals and what training they require to qualify for their jobs and then share those stories with job seekers by creating and sharing in-house videos that will be relatable to jobseekers. Board members are encouraged to provide staff with any suggestions they think would be useful in improving

these strategies and approaches. A digital media report showing the analytics of current social media efforts that the WA is currently employing was provided to board members.

Matt Peterson (Ebony Clemons-Ajibolade) moved to approve the 2021-2022 Communication Plan and for staff to provide regular updates to the Board on outcomes of tactics and strategies. Motion adopted.

5. **Funding Update and Project Report**

The Workforce Alliance (WA) Local Area IV (LAIV) operates on a July 1 to June 30 annual financial cycle and the Program Year 21 (PY21) budget went into effect this month. The Finance Committee, Executive Committee and Chief Elected Officials Board (CEOB) reviewed and approved the budget.

Funding for Workforce Innovation and Opportunity Act (WIOA) Title I programs at the federal level will have an \$28-million-dollar increase for PY21. WIOA funding across Kansas is increasing in all Local Areas except LAIII (Kansas City Area); the total Kansas WIOA allocation is increasing about 16.5% with Adult and Youth programs increasing and Dislocated Worker taking a slight cut.

The WA received its first increase in WIOA funding in seven years with the most significant impact being in funding for the Adult and Youth programs. In total for PY21, LAIV is receiving \$3.128 million, which is \$1.1 million more than last year. Overall, the PY21 budget for the WA is decreasing from \$10.5 million to \$9.8 million due to the expiration of a number of grants. Those expiring grants include two Dislocated Worker grants, Skills 180, and Kansas Health Professional Employment Project (KHPOP). The budget allocates 50% of funds to direct client services which include work experience, training and supportive services. A review of additional revenue sources, which total \$6,204,760 for PY21 was provided. Some key projects providing additional revenue include the \$9.9 million One Workforce grant that supports education and skills training for 900 unemployed or underemployed individuals to enter middle and high skilled jobs in Information Technology or Advanced Manufacturing; the \$2.1 million Retain Phase II, a return to work grant in Butler County for individuals who are ill or injured; the \$135,000 Digital Divide grant from the National Fund for Workforce Solutions to assist individuals impacted by COVID-19 with digital access and digital literacy skills training and the Registered Apprenticeship (RA) State Expansion Grant, which provides up to \$600 in training funds per apprentice to employer sponsors for RA related technical instruction costs. The State of Kansas was recently awarded \$4.5 million in additional RA funds and it is anticipated the WA will partner on the new grant implementation.

Matt Peterson asked if the Kansas Advance Manufacturing Program (KAMP) grant that ends at the end of the year was a concern to staff. The KAMP grant does not fund a staff position and many of the industries served by the KAMP grant can be served by the One Workforce grant. Staff will continue to pursue additional funding opportunities for any funding stream that may be ending.

Report was received and filed.

6. **Kansas Promise Scholarship**

Dr. Kim Krull, Butler Community College President, presented information on the State of Kansas' Kansas Promise Scholarship initiative to increase access to post-secondary education programs that could impact the skills training funds managed by the Workforce Alliance. Governor Laura Kelly passed the scholarship act to allow Kansas resident, high school graduates the opportunity to enroll in community college and technical college programs and receive funds for qualifying expenses not covered by other financial aid. Dr. Krull outlined some of the eligibility and requirements to qualify for the program. More information can be found on the Kansas Board of Regents website. Lawing suggested that staff and other partners and institutions contact Butler for more information on how the program is being marketed so that they can all align their marketing appropriately through their own channels.

Report was received and filed.

7. **Consent Agenda**

Approval of meeting minutes from April 28, 2021, Workforce Innovation and Opportunity Act (WIOA) Career Services Agreement, additions to the Eligible Training Provider (ETP) list (Cowley College, MedCerts and WeCare Online), Jobs FORE Youth Golf Tournament / Youth Employment Project (YEP)

update, Workforce Alliance Operations/One-Stop Operator report and Chief Elected Officials Board (CEOB) update were provided to board members for review and/or approval.

In 2007, the Workforce Alliance as allowed in the Workforce Investment Act provided career services instead of contracting this function out. Under WIOA, which was adopted in 2014, LWDB staff can only provide career services if adequate controls and separation of duties are implemented and approved by the CEOB, Local Workforce Board and the Governor (State). WA staff has worked with the Kansas Department of Commerce to develop an agreement that provides for separation of duties, addresses potential conflicts of interest, creates adequate internal controls, establishes firewalls and still supports an integrated service delivery model for Local Area IV. The agreement also repeats the CEOB and LWDB roles and responsibilities that are in existing agreements required in WIOA, but reinforces the conditions needed in the delivery of career services.

The annual Jobs FORE Youth Golf Tournament is scheduled for September 30th and is currently behind in fundraising goals compared to previous years. Board members were encouraged to become a sponsor or participate in the tournament. Reports from this summer's Camp HYPE through the Helping Youth Prepare for Employment (HYPE) network will be emailed to board members after the meeting.

Traffic to the Workforce Center has increased due to unemployment benefit job search requirements and in-person job fairs.

Dr. Sheree Utash (Kathy Jewett) moved to approve the recommendations as presented in the consent agenda. Kami Moore, Cowley College abstained from the vote. Motion adopted.

8. Additional Topics/Announcements

- The Kansas Department of Commerce and the Kansas Board of Regents will be hosting the annual Workforce Innovation Conference on October 4th and 5th at the Wichita Hyatt. LWDB members are encouraged to attend and the WA will pay the event registration fee. A link to the event website will be sent and additional information provided as it becomes available.
- Board members were asked to provide feedback to staff on hosting both in-person and virtual meetings in a hybrid meeting format for full board and committee meetings.

Adjourn (11:25)

Present LWDB Members

- Ebony Clemons-Ajibolade
- Laura Hands, via Zoom
- Robyn Heinz
- Kathy Jewett
- Pat Jonas, via Zoom
- Russell Kennedy
- Dr. Kim Krull, via Zoom
- Jeff Longwell, via Zoom
- Kami Moore, via Zoom
- Alex Munoz
- Melissa Musgrave via Zoom
- Matt Peterson via Zoom
- Erica Ramos
- Luis Rodriguez
- Ashley Scheideman
- Gabe Schlickau
- Suzanne Scott
- Sally Stang, via Zoom
- Jeff Townsend, via Zoom
- Dr. Sheree Utash, via Zoom

Guests & Staff

- Amanda Duncan
- Denise Houston, via Zoom
- Keith Lawing
- Shirley Lindhorst
- Mary Mann
- George Marko
- Chad Pettera
- Laura Rainwater, via Zoom
- Jamey Regier
- Matt Roberts
- Justin Albert (LWDB Program Operations & Performance Committee), via Zoom
- Tisha Cannizzo, Eckerd Connects
- Matt Fields, Eckerd Connects, via Zoom
- Rocky Genz, Bank of America, via Zoom
- Jennie Heersche, Cowley College, via Zoom
- Aditya Joshi, Intern
- Maria Oyler, DCF, via Zoom
- Vi Pepperstone, Intern
- Kelly Snedden (Outreach & Communications Task Force)