

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
Executive Committee
February 19, 2020**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met on Wednesday, February 19, 2020 at 11:30 am EST, at the Kentucky Career Center-Lincoln Trail in Elizabethtown.

MEMBERS PRESENT

Lance Blanford (phone)
Stan Carton
Chris Cottrell
Myra Covault
Trish Niles
Jim Rachlin

MEMBERS ABSENT

Dean Schamore*

GUESTS

Jessica Ward

STAFF

Angela Crenshaw
Carter Dyson
Sherry Johnson
Jackie Masterson

**Denotes excused absence*

In the absence of Chair Dean Schamore, Trish Niles, Vice-Chair, called the meeting to order after determining quorum requirements had been met.

ACTION ITEMS

Consideration of Minutes – November 20, 2019

After review of the November 20, 2019 Executive Committee minutes, Myra Covault made a motion to approve the minutes as presented, Jim Rachlin seconded; motion carried.

Set Agenda for March Board Meeting

Committee members discussed the agenda for the March Board meeting and agreed on the following items:

- Update from Heartland Communications Consultants (HCC)
- Update from Strategy Matters
- Updated on Local Grant Subrecipient procurement process
- Update on Wagner-Peyser and Reemployment Services and Eligibility Assessment (RESEA) program

- Update on Hardin Memorial Health's expungement pilot
- Update on Workforce Crisis Taskforce's childcare meeting

Strategic Plan Post June 30, 2020 – What's Next?

Sherry Johnson indicated she met with Jim Rachlin, Chair of the Workforce, Education and Economic Development (WEED) committee, to discuss the future of the strategic plan once the Strategy Matters contract ends on June 30, 2020. Ms. Johnson stated the WEED committee recently met and it was the consensus of the group that it was time to update the strategic plan and possibly re-procure for services. Ms. Johnson indicated that, due to recent developments that would be shared later in the meeting, there may not be enough time to update the plan prior to June 30, 2020 but the LTWDB could begin to have discussions about the bid request. The committee agreed this should be discussed at the March LTWDB meeting.

DISCUSSION ITEMS

Local Grant Subrecipient Procurement Process

Sherry Johnson explained that the local grant subrecipient was Board staff contracted through the Lincoln Trail Area Development District with the Local Elected Officials. The staff is responsible for providing programmatic assistance to and financial reporting on behalf of the LTWDB. The contract is scheduled to end on June 30, 2020. Ms. Johnson indicated Judge Tommy Turner, Chief Local Elected Official, would be working with HCC to develop the Request for Proposal (RFP). The process is scheduled to begin March 15, 2020.

Wagner-Peyser Staffing Flexibility

Sherry Johnson informed the committee that the Department of Labor (DOL) issued a directive on February 5, 2020 that certain workforce programs under DOL no longer had to be managed by State merit staff, which included the Wagner Peyser and RESEA programs. Local Boards were asked by the State to assume the responsibility of the two programs. Ms. Johnson stated that the Unemployment Insurance services were also being brought back in to the local Career Centers. Deputy Secretary Josh Benton held a conference call with the local Workforce Directors last week and asked them to provide the number of staff needed to operate the two programs as well as any concerns on current State policies that placed undue restrictions on local Boards. Ms. Johnson shared a handout she submitted to Deputy Secretary Benton which included policies of concern and recommended changes. Ms. Johnson stated that one of the main concerns was the State requirement to procure the local grant subrecipient and direct service provider which the law does not require. Ms. Johnson indicated that State policy states the Board must hire staff whereas the law states the Board may. Ms. Johnson emphasized the only thing that was required by law to be procured was the One Stop Operator. Ms. Johnson also asked the State to reevaluate policies on co-enrollment and priority of service of WIOA and Wagner-Peyser participants. She stated there was not enough information to determine if this was beneficial or not and more discussion was needed. The law does not require it. Ms. Johnson indicated that adding the two programs would be an opportunity

to integrate services and rebuild the system. Ms. Johnson stated that State responses would need to be received by March 14, 2020 in order to be able to implement programs by July 1, 2020. After some discussion, Jim Rachlin suggested creating a chart or graph to explain the local grant subrecipient relationship to the LTWDB.

Outreach Campaign Update for December and January

Jessica Ward provided an update on outreach activities for December 2019 through January 2020. Ms. Ward stated that a digital campaign kicked off in December and included a three-pronged approach promoting jobseeker and employer services at the Career Centers and highlighting a job in each of the five in-demand career fields. Ms. Ward provided data on impressions, engagement, video views and clicks for the in-demand career video youtube ads, career services google display ads and Facebook jobseeker and employer ads. The data for the employer video LinkedIn ad was also shared. Ms. Ward indicated the data is showing great results, to date.

UNFINISHED BUSINESS

None

NEW BUSINESS

Jim Rachlin discussed the structure for the Workforce Summit in June and indicated it would include a recap of the Workforce Crisis Taskforce (WCTF) activities, recognize accomplishments and identify a strategy for action, moving forward. Mr. Rachlin stated it would also include a panel discussion with representatives from Bardstown-Nelson County Chamber of Commerce to learn how they are integrating the WCTF structure and how it might be replicated in other communities. Mr. Rachlin indicated they would like to identify an individual who would be able to lead the effort in each county, prior to the Summit. Mr. Rachlin indicated there was still some planning to occur.

ADJOURNMENT

With no further business to discuss, Stan Carton made a motion to adjourn. Jim Rachlin seconded; motion carried.