

**LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
EXECUTIVE COMMITTEE MINUTES**

November 20, 2019

PRESENT:

Dean Schamore-Chair
Lance Blandford
Stan Carton
Myra Covault
Trish Niles
Jim Rachlin

STAFF:

Angela Crenshaw
Carter Dyson
Jim Skees

GUEST:

Jessica Ward

ABSENT:

Christopher Cottrell

The Lincoln Trail Workforce Development Board Executive Committee met on Wednesday, November 20, 2019 at 11:30 am EDT, at the Kentucky Career Center-Lincoln Trail in Elizabethtown. Members present were Lance Blandford, Stan Carton, Myra Covault, Trish Niles, Jim Rachlin, and Dean Schamore, Chair. The meeting was called to order at 11:50 a.m. EDST.

The May 16th, Committee meeting Minutes were reviewed. A motion was made by Myra Covault with a second by Jim Rachlin to accept the minutes as presented. The motion passed unanimously.

Chair Dean Schamore moved the meeting to set the December 17th Full Board Meeting Agenda. It is as follows:

- Strategy Matters Mid-Year Report via Video Conferencing
- WIOA Director's Update of the Education Cabinet's Transition
- Heartland Communications Report
- ECTC - Coding Academy
- ECTC - Mobile Unit Tour

Stan Carton updated the Committee on the Disabilities Committee's ADA Compliance. He said that the Committee did not have a quorum at its last meeting and he was bringing the outstanding issues of the Building Compliance, which was included in the meeting packet for the Committee's recommendation. After a discussion of a few items that were out of compliance, Myra Covault suggested we put something in writing to the Judges of the need to correct these issues due to the risks of lawsuits not only to the partners in the Center but to the Counties as well. Lance Blandford asked if the statute of limitation would be applicable in these situations. Chair Schamore moved to table this item until he had an opportunity to

talk with Judge Turner this afternoon at the Lincoln Trail Area Development District's meeting.

Jim Skees reported on the committee membership and his reaching out to members who were not currently assigned to a Committee.

The meeting then moved to the Local Plan Reapproval. Jim, stated in Sherry's absence, that the Board had approved the Local Plan in a prior meeting. Since then, the State has requested a modification to the Plan. Jim reminded the Committee that the Plan was included in the meeting packet. After discussions ended, Dean Schamore, Chair made a motion to pass the updated Plan and Stan Carton seconded. The motion passed unanimously.

Jim Rachlin updated the Executive Committee on the progress of the Workforce Crisis Task Force. He referenced the 1st qtr report issued by our partner Strategy Matters and noted some SM staffing changes with Brittney reassigned, Josh re-engaging, and Liz/Katie being windows for the activity. Mr. Rachlin called attention to Strategy Matters' essentially having 6 months remaining on its contract. He also stated the need to define how we want to manage the strategic plan implementation after June considering the value of renewing the contract vs. transitioning the activities. A lot of really good actions are in place due to the task force, but some others such as childcare and policy objectives haven't gotten much traction. So, for the activities that are done, we go forward organically, without task force resources. And consider the new approach, either another Committee or a revamped task force to re-energize the rest of the strategic plan implementation. He proposed and the groups agreed the WEED committee will make recommendations as part of the January meeting and Exec committee can review the recommendations in our February session.

Lance Blandford stated that the three-subcommittee formed from the Workforce Task Force was beneficial in Bardstown. And the goal of the Bardstown's Chamber is to use this model in other areas. Mr. Rachlin concur with Mr. Blandford in the success of this local model and the potential to duplicate in other counties. Mr. Blandford also described the model as consisting of the following - Local issues fit into 3 categories:

- Workforce Issues – The school system is handling workforce issues.
(Work base learning – Oversight by the local Chamber)
- Apprenticeship - A Summit is being planned.
- Expungement - Hardin Memorial is currently piloting a program.

Jessica Ward, Heartland Communication, then reported on the outreach strategy for the remainder of the year. They are as follows:

Three – Part Approach

- Most In-Demand Occupation – 5 Videos
- Jobseekers – Animated Video that highlights the different services at the Career Centers
- Employers

Heartland will be taking a new approach by having 15 seconds In-Stream Ads on Facebook. It will continue with its normal Facebook ads, a lite campaign to boost Facebook Page audience, Heavy Digital Marketing that include In-Stream Ads, In-Stream Ads on the Indeed, Glassdoor, etc. service ads on Youtube. This will also include Linked-In. A report of the metrics will be given regularly as well. After Jessica's report, Dean Schamore asked if this strategy targeted specific areas . Jessica said the radius would be extended for bigger counties. Jim Rachlin asked if this work was done in house or if they contracted that portion. Jessica stated that Heartland has its own web developers in house.

Being that there were no unfinished or new business, a motion was made by Stan Carton to adjourn with the second by Jim Rachlin. The motion passed unanimously. The meeting concluded at 12:45 pm.