

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
December 21, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) met via Zoom on Tuesday, December 21, 2021 at 11:30 am ET.

Myra Covault, Second Vice-Chair and in the absence of Chairman Dean Schamore, called the meeting to order after it was determined that a quorum was present.

ACTION ITEMS

Minutes – Board Meeting – June 15, 2021 & September 21, 2021

After review of the June 15, 2021 and September 21, 2021 LTWDB minutes, Trish Niles made a motion to approve both sets of minutes as presented, Chris Cottrell seconded; motion carried.

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC) – Outreach Update

Stephanie Wetzel began by introducing Ted McCourt stating that he would be responsible for all social media activities. Ms. Wetzel then provided an update on the five in-demand careers campaign, which continued to be promoted through Facebook, YouTube, Google, Snapchat and LinkedIn. Ms. Wetzel indicated the Instagram campaign was put on hold in November due to weak performance and funds were redistributed to Google and YouTube, which were performing well. Ms. Wetzel reviewed the usage metrics, demographics and cost per clicks for the various social media outlets. A general jobseeker campaign, promoting Kentucky Career Center-Lincoln Trail (KCC-LT) services, was currently running and information about job fairs and job openings continued to be posted on the various social media outlets. Ms. Wetzel indicated a career services flyer was recently created to provide information to employers and jobseekers. In addition, a messaging campaign was also created to inform the public that KCC-LT was open for in-person services.

Strategy Matters – Strategic Plan Update

The Strategy Matters team of Josh Moulton, Khadijah Jordan and Katie Stewart, provided an update on the strategic planning initiative. The team discussed areas of strategic intervention and resulting goals and the hope of carrying the work forward in the three established subcommittees of the Workforce Crisis Taskforce (WCTF). The

team also discussed providing support to the WCTF committees in the areas of participation, facilitation of learning and knowledge management. Next steps included planning a retreat for committee leadership, reaching out to current and former committee co-chairs, coordinating check-in calls and working with HCC on the Annual Workforce Summit.

HWI, Inc. – One Stop Operator Update

Andy Hightower and Lori Strumpf provided an update on One Stop Operator activities. A data collection initiative was implemented in December and included electronic jobseeker and employer customer satisfaction surveys as well as a variety of partner data elements on business and Career Center services. Ms. Strumpf indicated data would be presented at the next LTWDB meeting. Mr. Hightower informed the LTWDB that Center Management and Business Solutions Teams had been established and were meeting monthly. Efforts were also being made to expand services and develop new partnerships as well as offer workshops in financial empowerment. Carter Dyson, One Stop Director, would be leading a high school graduation initiative to provide information about KCC-LT services to graduating seniors and was in the process of reaching out to all of the high schools in the region.

Ford/SK Innovations Update

Dr. Juston Pate provided information on his recent visit with the Ford/SK team in Michigan. Dr. Pate indicated the project was still very new and many pieces to be put in place before moving forward but great progress was being made. Dr. Pate stated the goal was to have more detailed information by February and he would share with the LTWDB when received.

General Workforce Update

Jennifer Carman, Career Development Office (CDO) Regional Program Manager, provided an update on CDO activities. Ms. Carman indicated staff was assisting with the tornado disaster unemployment insurance but still trying to shift more toward jobseeker and employer services. Ms. Carman hoped to hire a couple of new staff soon.

Sherry Johnson shared the following Workforce information:

Request for Proposals (RFP's) for a Direct Services Provider (DSP) and outreach services would be released next week.

Ms. Johnson requested the LTWDB's input regarding a transition period for youth work experience activities if a new DSP was chosen. This would result in an earlier contract start date and would require the LTWDB to meet prior to the June meeting date. All members agreed to move the LTWDB meeting to April.

Information was provided regarding the merger of the Labor and Education and Workforce Development Cabinets. Final approval would be considered by the General Assembly in January. Ms. Johnson met with the Secretary of the Labor Cabinet in November and indicated it should be a good working relationship.

The application submitted on behalf of the LTWDB for the Build Back Better Grant was not funded. The State applied for the Good Jobs Challenge Grant with a focus on healthcare and manufacturing and included the Lincoln Trail and KentuckianaWorks regions.

A pilot, in partnership with ECTC, WIOA and Addiction Recovery Care (ARC) in Springfield, would be providing OJT opportunities for twelve individuals in recovery. Participants would begin in January and placed in manufacturing positions with Toyotomi Amercia Corporation.

Other initiatives taking place included the availability of one-hundred vouchers through the KY Teleworks program to provide work from home positions for individuals in the Lincoln Trail region, electrical apprenticeship opportunities and a pilot program, in partnership with Baptist Health Hardin and ECTC, to offer training opportunities to help the hospital meet a need for certified nursing assistants.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

With no further business to discuss, the meeting was adjourned.

LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
ATTENDANCE SHEET
December 21, 2021

MEMBERS PRESENT:

Joe Ashley
Jennifer Carman
Daniel Carney
Stan Carton
Chris Cottrell
Myra Covault
Joe Fowler
Patricia Krausman
Jennifer Lampton
Anna Larson
Trish Niles
Dr. Juston Pate
Jim Rachlin
Dean Schamore
Davette Swiney

MEMBERS ABSENT

Lance Blanford
Julie Brown
Michael Embry
Scott Lusk
Mark Nelson
Tom Renfrow
Ken Ritchie

STAFF

Angela Crenshaw
Sherry L. Johnson
Jackie Masterson
Jim Skees

GUESTS

Andy Hightower
Khadijah Jordan
Ted McCoart
Josh Moulton
Katie Stewart
Lori Strumpf
Stephanie Wetzel

*Denotes excused
absence