

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
Executive Committee
February 15, 2023**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, February 15, 2023 at 11:30 am ET.

MEMBERS PRESENT

Lance Blanford
Julie Brown
Stan Carton
Chris Cottrell
Myra Covault
Trish Niles
Jim Rachlin

MEMBERS ABSENT

STAFF

Leslie Ashlock
Sherry Johnson
Jackie Masterson
Jim Skees

GUESTS

Robert Boone
Andy Hightower
Stephanie Wetzel

**Denotes excused absence*

Trish Niles, Chair, called the meeting to order after determining quorum requirements had been met.

ACTION ITEMS

Consideration of Minutes – November 16, 2022

After review of the November 16, 2022 Executive Committee minutes, Myra Covault made a motion to approve the minutes as presented, Jim Rachlin seconded; motion carried.

Funding Committee – Inventory Disposal

Sherry Johnson presented the information on behalf of committee chair, Chris Cottrell, due to his absence at the start of the meeting. Ms. Johnson shared the funding committee's recommendation to dispose of and remove from inventory, two seventeen-inch flat panels and one twenty-seven inch I Mac, due to their age and having reached their usefulness and life expectancy. Stan Carton made a motion to accept the funding

committee's recommendation regarding inventory disposal, Myra Covault seconded; motion carried.

WEED Committee – Recommendation

Jim Rachlin indicated, as a result of the WEED committee's last meeting, they came up with a few recommendations for the LTWDB's consideration. One item was for the LTWDB to work through Heartland Communications Consultants (HCC) to communicate the changes that have occurred with the Unemployment Insurance (UI) program impacting jobseekers and employers.

Mr. Rachlin stated the committee was interested in increasing the Elizabethtown Career Center's participation in the customer comment surveys. Andy Hightower, One-Stop Operator (OSO), explained the efforts currently being made with partner agencies to increase jobseeker and employer survey participation. Robert Boone, with Career Team, also indicated they were making an effort to ensure surveys were completed by customers and had seen an increase recently. Sherry Johnson added she would also be discussing the topic with Career Development Office leadership this week and recommended including the item on the LTWDB's March agenda.

In addition, the committee requested clarification regarding collaboration between the business services/business solutions representatives of the OSO and WIOA direct services provider, Career Team. Ms. Johnson agreed to reach out to the providers and ask them to put something together for the March meeting.

Set Agenda for March Board Meeting

The committee agreed on the following agenda items for the March 2023 Board meeting:

- Jobseeker and Employer customer comment card discussion and coordination between business services partners.
- Contractor updates
- Minutes consideration
- The Executive Director and Deputy Director of the Kentucky Workforce Innovation Board will be in attendance and may like an opportunity to speak.
- Update on Blue Oval/SK activities and recruitment efforts.
- Update on replacement of Workforce Director

DISCUSSION/UPDATE ITEMS

Blue Oval Update

Sherry Johnson informed the committee that the Bluegrass Army Depot in Richmond, KY would be laying off 1800 highly skilled employees over the next few years with the

first group starting in September 2023. Ms. Johnson arranged a meeting in Richmond in late January between the Bluegrass Workforce area and Blue Oval/SK human resources staff to discuss how they could coordinate regarding recruitment efforts. Ms. Johnson indicated the Bluegrass Workforce Area would be hosting sessions every Friday for Bluegrass Army Depot employees to talk to Career Center staff, employers, etc. and Blue Oval would be attending on a regular basis, as well. A job fair was being planned in late Spring in Richmond and information about other statewide job fairs was being put together by Ms. Johnson to share with Blue Oval/SK.

Heartland Communications Consultants Update

Stephanie Wetzel introduced Bri Janes who will be serving as an Account Manager and assisting with social media and videos.

Ms. Wetzel shared the “Let’s Talk Tuesday” virtual job fairs were currently being promoted on various social media outlets and the ads had been performing very well. Ms. Wetzel indicated each job fair was focused on a specific industry in one of the high priority sectors. A general job fair was also being offered as part of the series. The in-demand careers campaign continued to focus on five specific industries in the high priority sectors. Ms. Wetzel also reviewed the various analytics of the outreach activities and stated that website traffic was up sixty-four percent last year and the Facebook page was on track to hit five-thousand followers this year.

HWI/Strumpf Update

Andy Hightower provided an update on the virtual job fair activities and referred committee members to handouts included in the meeting packet. The job fairs were being held every two weeks in specific sectors. Mr. Hightower also shared feedback from employer surveys which were mostly positive but also included concerns about low numbers of jobseekers and not a full understanding of how to navigate the process.

Mr. Hightower indicated the quarterly customer survey results continued to be very positive, overall. Requests to have UI services present at all Kentucky Career Center-Lincoln Trail (KCC-LT) locations was still a common theme in the surveys. The OSO continued to work with partners to increase responses from KCC-LT in Elizabethtown.

Mr. Hightower stated the Career Development Office (CDO) recently designated staff to provide Wagner Peyser services separate from UI services, which would allow more of an emphasis on employer and jobseeker services. Discussions were occurring about what this would look like in the flow of the KCC-LT system along with the new UI changes.

Mr. Hightower shared information on the changes in the State’s Labor Exchange system, which recently transitioned from Focus to LinkedIn. Mr. Hightower indicated the new system did not have a reporting function like Focus and was in conversation with partners on how to use the current system to get data on the regional job market, previously provided by Focus.

Career Team Update

Robert Boone stated there had been fifty new WIOA participant enrollments since July 1, 2022. He indicated youth enrollments were slow but there was a plan in place to increase participation. In addition, they had identified fifteen youth in Bardstown who would be evaluated for eligibility next week. Mr. Boone stated they had seen a forty-six percent increase in enrollments over last month and they were connecting with a variety of organizations in the region, such as Goodwill, to provide wraparound services to serve more youth.

Workforce Director Search

Sherry Johnson welcomed Leslie Ashlock, who was recently hired as a Workforce Specialist.

Ms. Johnson indicated the Workforce Director position was advertised on February 8th in the county papers, LinkedIn and the Lincoln Trail Area Development District (LTADD) website. The posting closes on February 22nd and resumes were coming in. Ms. Johnson stated she would reach out to the designated committee of LTWDB members to schedule a time to conduct interviews. Ms. Johnson also shared that she had agreed to stay until May 31, 2023.

UNFINISHED BUSINESS

None

NEW BUSINESS

Jim Rachlin mentioned there had not yet been a discussion about hosting a Workforce Summit this year. Mr. Rachlin stated since Strategy Matters was no longer involved and Ms. Johnson would be transitioning, it may be something that needed to be discussed soon. Stephanie Wetzel indicated HCC would be willing to help coordinate the event. Ms. Johnson suggested considering hosting a summit in the Fall, to give the new Workforce Director time to get acclimated. Everyone agreed this would be a good idea. There was also discussion about the status of the Workforce Crisis Taskforce (WCTF). Mr. Rachlin indicated the WEED committee recently discussed the WCTF and one committee was still fairly active. Mr. Rachlin stated the WEED committee would discuss further and provide a recommendation to the LTWDB on how to proceed.

ADJOURNMENT

With no further business to discuss Chris Cottrell made a motion to adjourn, Julie Brown seconded; motion carried.

