

MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD

Executive Committee
February 16, 2022

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, February 16, 2022 at 11:30 am ET.

MEMBERS PRESENT

Lance Blanford
Chris Cottrell
Myra Covault
Trish Niles
Jim Rachlin

MEMBERS ABSENT

Stan Carton*

GUESTS

Katie Stewart Dorfman
Andy Hightower
Lori Strumpf
Stephanie Wetzel

STAFF

Angela Crenshaw
Sherry Johnson
Jim Skees

**Denotes excused absence*

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

ACTION ITEMS

Consideration of Minutes – November 17, 2021

After review of the November 17, 2021 Executive Committee minutes, Myra Covault made a motion to approve the minutes as presented, Chris Cottrell seconded; motion carried.

Funding Committee Recommendation – Inventory Disposal

Chris Cottrell provided an update on the disposal of equipment, listed by attachment in the meeting packet. Myra Covault made a motion to approve the disposal of the equipment, Jim Rachlin seconded; motion carried.

Set Agenda for March 15, 2022 Board Meeting

Sherry Johnson stated there was discussion at the December LTWDB meeting to push the March meeting date back to allow adequate time for the direct services and outreach proposals to be reviewed and considered by the full Board. The committee unanimously agreed to move the meeting to March 29, 2022.

The committee agreed on the following agenda items for the March 29, 2022 meeting

- Establish a nominating committee to fill vacant Chair position due to Dean Schamore's resignation as well as for Officers positions beginning July 1, 2022.
- Update on Ford Blue Oval/SK
- Heartland Communications Consultants (HCC) update
- One Stop Operator update
- Strategy Matters strategic plan update
- Recommendations to increase Individual Training Account from \$4,000 per year to \$5,000 to \$6,000 per year due to tuition increases at ECTC, the primary provider.
- Recommendation to increase wage amount requirement for OJT's based on wages around the region.

Jim Rachlin made a motion to accept the agenda recommendations, Myra Covault seconded; motion carried.

Draft Recommendation to Fill Officer Vacancy

Sherry Johnson informed the committee of the Chair vacancy due to Dean Schamore's recent resignation after taking a position with USDA's Farm Service Agency. Ms. Johnson indicated it was the committee's choice to move current Officers up one seat or to fill the Chair position. The action taken would be effective through June 30, 2022 at which time the current slate would be re-elected or elected for new terms. Ms. Johnson stated terms were two years and Officers were allowed to serve three two-year terms, per the bylaws. Ms. Johnson indicated the action needed to occur at the next LTWDB meeting but Trish Niles, as First Vice-Chair, would serve in the interim by default. After some discussion, a motion was made by Chris Cottrell to recommend the following slate of Officers through June 30, 2022: Chair - Trish Niles, First Vice-Chair – Myra Covault, Second Vice-Chair – Lance Blanford, Secretary/Treasurer – Jim Rachlin, Lance Blanford seconded; motion carried.

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants

Stephanie Wetzel provided an update on current outreach services. Ms. Wetzel stated the five in-demand careers campaign continued to run on several social media platforms and provided a summary of activity through the end of 2021. Ms. Wetzel indicated there

was an increase in website traffic over the course of the campaign. A variety of demographic and performance data on the various social media platforms was also shared. Ms. Wetzel indicated Instagram was put on hold due to poor performance and funds were redirected to other social media platforms that were performing well. Kentucky Career Center-Lincoln Trail (KCC-LT) general jobseeker services were also being promoted through a video campaign. Ms. Wetzel indicated the Work Matters column and Heartland video and podcasts were still being published. HCC also worked with the One Stop Operator to create collateral materials for the High School Graduates Initiative and the Business Solutions Team. A flyer was also created for the KY Teleworks program and Sherry Johnson provided additional information on the initiative.

One Stop Operator Update

Lori Strumpf indicated they were currently working on the One Stop certification process for the Kentucky Career Center-Lincoln Trail (KCC-LT) sites. Ms. Strumpf also shared that a strategic goal had been set for the Business Solutions Team (BST) to reach out to economic development, chambers of commerce and other business associations in the region over the next couple of months. As part of this effort, Noah Villanueva, BST lead, had begun making presentations to various business groups about the KCC-LT. Ms. Strumpf stated activities at the KCC-LT in Elizabethtown would be expanded to include in-person workshops such as financial empowerment and employability skills. Workshops would be held every Friday beginning in March. Ms. Strumpf informed the committee that a customer satisfaction data collection system was in place and they would receive reports at quarterly LTWDB meetings. An update was also provided on the High School Graduate initiative with a focus of visiting all of the high schools in the region to provide graduating seniors with information about KCC-LT services. Additional activities included exploring virtual job fair platforms and an electronic sign-in system, which would require partners to share in the cost and would be discussed at the upcoming Memorandum of Understanding (MOU) meeting.

Workforce Update

Sherry Johnson provided information about a partnership with Baptist Health Hardin (BHH) and Elizabethtown Community and Technical College (ECTC) to provide an Apprenticeship program for certified nursing assistants in an acute setting. An outreach strategy was being developed by ECTC, HCC and BHH to roll out the program in the next couple of months. Ms. Johnson stated it was a unique opportunity to help local employers meet their specific workforce needs.

Ms. Johnson shared she recently participated in meetings with local Educators, State Workforce Officials and representatives from Ford. Ms. Johnson indicated the Ford team was getting closer to finalizing position descriptions and hoped to receive more information in the next couple of months. Local work would involve developing curriculum, career pathways and implementing an outreach campaign. Ms. Johnson stated that a session was scheduled tomorrow in Elizabethtown for prospective

subcontractors and suppliers. In addition, the Finance and Administration Cabinet issued an RFP for an architect to develop the training facility that would be located on the Glendale campus. Ms. Johnson stated she was appointed to the State governance team and State core team for the Blue Oval project and would keep everyone updated.

Sherry Johnson indicated a recent strategic planning discussion with taskforce leadership identified a need to encourage the LTWDB to take ownership in the strategic plan as well as become more involved in the process. Katie Stewart Dorfman, with Strategy Matters, provided additional information regarding the discussion. Ms. Dorfman indicated one of the main concerns was a need to restructure some of the areas of the taskforce, which had made progress in work-based learning opportunities and changing the way the taskforce and LTWDB think about engaging with businesses. She stated there was interest in spending more time on additional areas such as childcare, housing and transportation. Ms. Dorfman also shared that an important point of discussion was how to implement the policy piece of the taskforce's efforts, which the team felt aligned more with the role of the LTWDB. There was much discussion about the policy piece and Ms. Johnson and Ms. Strumpf emphasized that the LTWDB could not lobby. Ms. Johnson indicated the LTWDB could issue position papers on issues and possible solutions but their main role was to convene and broker discussion. There was discussion about putting together a one page document of recommendations to share at the March LTWDB meeting. Ms. Dorfman agreed to put the document together along with a few options of how the taskforce's work might align and connect with that of the LTWDB. Ms. Dorfman suggested the group do a deep dive into what systems and structures were currently working and how to build on them, during the next check-in call.

Lance Blanford shared information on House Bill 499 which proposes to include childcare benefits as part of an employee's benefits package.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

With no further business to discuss Myra Covault made a motion to adjourn, Lance Blanford seconded; motion carried.