

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
June 15, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) met via Zoom on Tuesday, June 15, 2021 at 11:30 am EDT.

Dean Schamore, Chair, called the meeting to order after it was determined that a quorum was present.

ACTION ITEMS

Minutes – Board Meeting – March 16, 2021

After review of the March 16, 2021 LTWDB minutes, Julie Brown made a motion to approve the minutes as presented, Myra Covault seconded; motion carried.

Funding Committee Report and Recommendations

Patricia Krausman presented the following information on behalf of the funding committee:

Outreach Contract Extension – Ms. Krausman stated the committee reviewed the request to extend the outreach contract with Heartland Communications Consultants. Ms. Krausman stated the committee’s recommendation was to extend the contract, based on funds being available, for the upcoming 2022 fiscal year. Dr. Juston Pate made a motion to approve the recommendation as presented, Jim Rachlin seconded; motion carried.

Direct Services Contract Extension – Ms. Krausman stated the committee reviewed the request to extend the Lake Cumberland direct services provider contract. Ms. Krausman stated the committee’s recommendation was to extend the contract, based on funds being available, for the upcoming 2022 fiscal year. Julie Brown made a motion to approve the recommendation as presented, Anna Larson seconded; motion carried.

WIOA Local Grant Subrecipient Operations Budget 2021-2022 – Ms. Krausman stated the committee reviewed the WIOA local grant subrecipient 2021-2022 operations budget and recommended that it be approved. Jim Rachlin made a motion to approve the committee’s recommendation as presented, Trish Niles seconded; motion carried.

WEED/Funding Committee Report and Recommendation

Jim Rachlin presented the following information on behalf of the WEED and Funding committees:

One Stop Operator Provider Selection – Mr. Rachlin stated three proposals were received and the committees held two joint meetings to review the proposals and select a provider for consideration by the LTWDB. Mr. Rachlin indicated the committee was interested in changing providers and, after holding interviews with the two new bidders, unanimously agreed that Hightower Workforce Initiatives and Strumpf Associates was the recommended choice. Mr. Rachlin stated the committees' recommendation was to award the One Stop Operator cost reimbursement contract to Hightower Workforce Initiatives and Strumpf Associates beginning July 1, 2021. Daniel Carney made a motion to approve the committee's recommendation as presented, Lance Blanford seconded; motion carried.

Executive Committee Action on Local and Regional Plans – April 21, 2021

Patricia Krausman made a motion to accept the Executive Committee's April 21, 2021 approval of the local and regional plans on behalf of the LTWDB. Jim Rachlin seconded; motion carried.

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC)

Jessica Ward, with HCC, provided an overview of January through May 2021 advertising activities. Ms. Ward indicated the five in-demand careers campaign continued to be promoted through a variety of social media platforms. Ms. Ward then reviewed the usage metrics and demographics for the various social media outlets. Ms. Ward stated six different video ads were being run including one for jobseekers and five for each of the in-demand career fields. Additional activities included a Facebook like campaign and promoting employer services on LinkedIn. Ms. Ward also shared information about communications for the reopening of the Career Center. A copy of the Powerpoint presentation will be provided to LTWDB members with live links to videos and articles.

Strategy Matters

The Strategy Matters team of Liz O'Connor, Josh Moulton and Khadiyjah Jordan, provided an overview of the strategic planning project. Ms. O'Connor indicated some of the major questions to be answered by the process were "Where are we now? What are the challenges and opportunities to getting the latent workforce back to work? What new challenges may be coming? Ms. O'Connor stated that after completing research and analysis the team will work with the LTWDB and the Workforce Crisis Taskforce (WCTF) to set goals. The annual Workforce Summit will be held in August and will be

a community engagement process to help determine the strategic objectives. Ms. O'Connor also provided a snapshot of the preliminary labor market research findings. Sherry Johnson encouraged LTWDB members to participate in the strategic planning process. Joe Ashley, with Orbis Corporation, shared some of the innovative approaches they have taken to attract and retain employees. This led to a additional discussion about the workforce issues facing employers and the sharing of solutions.

Workforce Update

Jennifer Carman, Career Development Office (CDO) Regional Program Manager, provided an update on CDO and Unemployment Insurance (UI) activities. Ms. Carman stated they were continuing with appointment only services for UI assistance and staying fully booked. Ms. Carman indicated most of those coming in were on the extension or Pandemic UI. LTWDB members also expressed concerns about the work search requirement being enforced. Ms. Carman stated if they were aware of anyone who refused a job offer to contact her. The LTWDB continued a healthy discussion on the current workforce issues.

Sherry Johnson stated she was hopeful the LTWDB would be able to meet in person for the September meeting and would consider a hybrid option if that's what members preferred.

Ms. Johnson also shared that a check was received from the Labor Cabinet for the UI assistance that was provided by WIOA staff during the beginning of the pandemic. She indicated WIOA fiscal staff was working with the auditor and other State staff to ensure the money was recorded properly on the books.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

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

LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
ATTENDANCE SHEET
June 15, 2021

MEMBERS PRESENT:

Joe Ashley
Lance Blandford
Julie Brown
Daniel Carney
Jennifer Carman
Myra Covault
Michael Embry
Patricia Krausman
Jennifer Lampton
Anna Larson
Mark Nelson
Trish Niles
Dr. Juston Pate
Jim Rachlin
Dean Schamore
Davette Swiney

MEMBERS ABSENT

Stan Carton
Chris Cottrell
Joe Fowler*
Greg Gribbins*
Scott Lusk*
Tom Renfrow
Ken Ritchie

STAFF

Angela Crenshaw
Carter Dyson
Jackie Masterson
Sherry L. Johnson
Jim Skees

GUESTS

Khadijah Jordan
Josh Moulton
Liz O'Connor
Jessica Ward

*Denotes excused
absence