

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
March 29, 2022**

The Lincoln Trail Workforce Development Board (LTWDB) met via Zoom on Tuesday, March 29, 2022 at 11:30 am ET.

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

Ms. Niles welcomed new board members Sarah Smith and Alan Biddle.

ACTION ITEMS

Minutes – Board Meeting – December 21, 2021

After review of the December 21, 2021 minutes, Chris Cottrell made a motion to approve the minutes as presented, Myra Covault seconded; motion carried.

Executive Committee Recommendations for Filling Officer Vacancy Through June 30, 2022

Chris Cottrell reported the committee met on February 16, 2022 and agreed on the following recommendation to fill the officer vacancy created by Dean Schamore's resignation: All current officers will move up one position and Jim Rachlin to be selected as the new Secretary/Treasurer. The recommended slate of officers is as follows: Chair – Trish Niles, 1st Vice-Chair – Myra Covault, 2nd Vice-Chair – Lance Blanford, Secretary/Treasurer – Jim Rachlin. Joe Fowler made a motion to accept the Executive Committee's recommendation to fill the officer vacancy through June 30, 2022, Julie Brown seconded; motion carried.

Appoint Nominating Committee For Terms Beginning July 1, 2022

Trish Niles suggested the following members be appointed to the nominating committee: Sara Smith, Chris Cottrell, Jennifer Lampton, Joe Ashley and Myra Covault. Chris Cottrell made a motion to accept the Chair's recommendation, Joe Fowler seconded; motion carries.

Consideration of Direct Services Provider Proposal

Jim Rachlin reported one proposal was submitted for the direct services provider by a company called Career Team. The review committee heard a presentation from Career Team as well as participated in a Q & A session. Mr. Rachlin shared that the committee was very impressed with Career Team, who is also a nationwide provider of services and has worked with other regions in Kentucky. Mr. Rachlin indicated the committee's recommendation was to award the direct services provider contract to Career Team, pending negotiations and finalization of terms. Myra Covault made a motion to accept the recommendation to award the direct services provider contract to Career Team, Chris Cottrell seconded; motion carried.

Consideration of Outreach Proposal

Jim Rachlin reported two proposals were submitted for outreach services, current provider Heartland Communications Consultants (HCC) and Wiser Strategies. Mr. Rachlin confirmed with Jackie Masterson that Stephanie Wetzel, with HCC, was asked not to enter the meeting until after the outreach proposal item was considered. Mr. Rachlin indicated both organizations provided a presentation to the review committee as well as participated in a Q & A session. Mr. Rachlin stated the committee agreed that HCC was more value added and the recommendation was to award the outreach contract to HCC. Chris Cottrell made a motion to accept the recommendation to award the outreach contract to HCC, Stan Carton seconded; motion carried.

Consideration of Policy Changes OJT (On-the-Job Training) Wages and ITA (Individual Training Account) Amount

Jackie Masterson indicated current training wages associated with an OJT agreement must meet or exceed an hourly rate of \$12.00 for employers with 51 or more employees and \$11.00 for employees with 50 or less. These wages do not reflect the current entry level wages for the five targeted sectors. Due to current labor shortages in the Lincoln Trail region as well as statewide and nationwide, employers have raised starting wages. Ms. Masterson stated a random check of twelve employers in the Lincoln Trail region showed starting wages of \$14.00 to \$17.55 an hour. Based on this information, staff is recommending that the wage for employers with 51 or more employees be raised to \$16.00 an hour and \$15.00 an hour for employers with 50 or less employees. Myra Covault made a motion to accept the recommendation as presented, Joe Fowler seconded; motion carried. Stan Carton abstained from the vote due to his position on the Nelson County Training Consortium and a perceived conflict of interest.

Jackie Masterson stated the current ITA amount of \$4,000 per year has remained the same since 2010. Due to rising training costs, it was recommended that the current ITA amount be increased to \$6,000 per year. The ITA would include training-related costs such as tuition, fees and books not to exceed \$6,000 per year. Tom Renfrow made a motion to accept the recommendation and increase the ITA amount to \$6,000 per year,

Myra Covault seconded; motion carried. Megan Stith, with Elizabethtown Community and Technical College, abstained from the vote due to conflict of interest.

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC) – Outreach Update

Stephanie Wetzel provided an overview of outreach activities that have occurred since the last LTWDB meeting in December. This included a focus on five new in-demand careers which were being promoted on Facebook, YouTube, Google and Snapchat. Ms. Wetzel indicated they saw an increase in inquiries and website traffic. Ms. Wetzel reviewed the usage metrics, demographics and cost per clicks for the various social media outlets. A Facebook video campaign was also being run to promote career services and in-demand jobs to jobseekers. Ms. Wetzel stated they were keeping an eye on the Snapchat ads due to lower than expected performance. Overall, results from the various media outlets were looking good.

Strategy Matters – Strategic Plan Update

The Strategy Matters team of Liz O'Connor, Khadijah Jordan and Katie Stewart, provided an update on the strategic plan implementation. The team provided an overview of the original implementation plan, update on tasks to date and next steps. Some of the items covered included committee and taskforce participation, measuring and tracking success, creating a knowledge platform through a google site so information could be easily shared among the committees and taskforce. An annual summit will also be held in late Spring or early Summer to keep the community engaged and informed. The team also covered revised focus areas within some of the committees and discussed the role of the taskforce to identify issues that the LTWDB may be able to educate legislators about as it relates to policy development.

HWI, Inc. – One Stop Operator Update

Andy Hightower and Lori Strumpf provided an update on One Stop Operator activities, highlighting system process improvements, operations and business solutions. They shared that a center management team, a business solutions team and a Memorandum of Understanding (MOU) partners' team had all been implemented. The customer comment card system, which included both jobseekers and employers, was launched on December 1st and a summary and sample of the weekly report was included in the meeting packet. A quarterly report will be presented at the next meeting. Ms. Strumpf indicated a simple data collection system was implemented and being used by partner agencies. Information was shared on a variety of data elements collected from December through January regarding services at the four career centers. Ms. Strumpf and Mr. Hightower were leading the negotiation efforts of the partner MOU to be completed and submitted to the State by June 24, 2022. In addition, a series of jobseeker and financial wellness workshops were being launched in April.

The high school graduate initiative was underway to provide information about Kentucky Career Center-Lincoln Trail services to graduating seniors in all of the schools in the region. Other initiatives occurring included Lunch and Learn sessions for staff information sharing and community resources as well as a survey for all staff to identify professional development topics of interest. Applications for the one stop certification process were also recently submitted to the LTWDB. Ms. Strumpf and Mr. Hightower also indicated the Business Solutions Team lead was currently working to meet with all of the Chamber and Economic Development contacts in the region to promote business services. They were also working to get a virtual job fair platform in place.

Ford/SK Innovations Update

Jackie Masterson provided an update on behalf of Sherry Johnson. Ford staff was continuing to work on refining skill sets and job descriptions. Representatives will be in KY in April and will visit school systems to see what career pathways are available and what needs to be developed. Ms. Masterson indicated the main priority right now was the need for 4,500 construction workers this time next year. Megan Stith indicated they were still working on the final details for the training facility and would share additional information when it becomes available.

General Workforce Update

Jackie Masterson provided information on the Teleworks project. The program, operated by the Eastern Kentucky Concentrated Employment Program (EKCEP), provides remote working opportunities with major companies. EKCEP received a State grant which allowed them to expand the program throughout the State and offer vouchers to other local workforce areas. Lincoln Trail received 100 vouchers which were being promoted to military spouses as well as the general public.

Myra Covault provided an update on the Baptist Health Hardin project which focuses on filling certified nursing assistant positions. Ms. Covault indicated they were making progress and the marketing team was working on the message to promote it with a target start date of April.

Angela Nance shared information on preliminary allocations for WIOA. Ms. Nance stated the projected allocation for the upcoming fiscal year was over 2,739,000.00. Ms. Nance also provided the allocation amounts by funding stream.

Jackie Masterson provided an update on the workforce-related bills currently being considered during the legislative session and indicated more information would be forthcoming in the next couple of weeks.

Ms. Masterson shared that procurement for the Local Grant Subrecipient (LGS) was no longer required and the Chief Local Elected Official (CLEO), in conjunction with the local board, could designate an LGS and administrative entity. The Area Development District was currently the LGS for the Local Elected Officials (LEO) and they would be

meeting in the next couple of weeks to discuss. Ms. Masterson asked the LTWDB if it was okay for the LEO's to consult with the LTWDB Executive committee to make this designation. The LTWDB agreed, by a show of hands, that this would be okay.

Ms. Masterson indicated Sherry Johnson made a request for \$15,000 for Statewide Reserve funds to pay for a virtual job fair platform. This would have to be procured and would cover the costs for one year after which one stop partners would hopefully contribute to cover the costs.

Ms. Masterson stated that plans were to hold the June LTWDB meeting in person if the COVID numbers were holding steady. Unfortunately, lunch would not be provided due to a State monitoring report last year citing a high average cost per meal. Ms. Masterson expressed Sherry Johnson's sincere apology and hope that the State would issue a policy that would allow us to resume providing lunch in the future.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

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

LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
ATTENDANCE SHEET
March 29, 2022

MEMBERS PRESENT:

Joe Ashley
Alan Biddle
Lance Blanford
Julie Brown
Jennifer Carman
Stan Carton
Chris Cottrell
Myra Covault
Michael Embry
Joe Fowler
Patricia Krausman
Jennifer Lampton
Mark Nelson
Trish Niles
Jim Rachlin
Tom Renfrow
Sarah Smith
Megan Stith
Davette Swiney

MEMBERS ABSENT

Daniel Carney
Scott Lusk
Dr. Juston Pate*

STAFF

Angela Crenshaw
Sherry L. Johnson
Jackie Masterson

GUESTS

Andy Hightower
Khadijah Jordan
Liz O'Connor
Katie Stewart
Lori Strumpf
Stephanie Wetzel

*Denotes excused
absence