

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
Executive Committee
May 18, 2022**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, May 18, 2022 at 11:30 am EDT.

MEMBERS PRESENT

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

MEMBERS ABSENT

GUESTS

Katie Stewart Dorfman
Andy Hightower
Khadijah Jordan
Stephanie Wetzel

STAFF

Angela Crenshaw
Sherry Johnson
Jim Skees

**Denotes excused absence*

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

ACTION ITEMS

Consideration of Minutes – February 16, 2022

After review of the February 16, 2022 Executive Committee minutes, Jim Rachlin made a motion to approve the minutes as presented, Lance Blanford seconded; motion carried.

Set Agenda for June 21, 2022 Board Meeting

The committee agreed on the following agenda items for the June 21, 2022 meeting

- One Stop Center Certification Recommendations
- One Stop Memorandum of Understanding (MOU) and Infrastructure Funding Agreement (IFA)
- Nominating Committee Report – officers and membership renewals/vacancies

- Funding Committee Recommendations – budget for new fiscal year
- Acceptance and Support for Local Elected Officials Recommendation for designation of LTADD as the Local Grant Subrecipient/Administrative Entity for the LTWDB.
- Blue Oval/SK Update
- Heartland Communications Consultants (HCC) update
- Strategy Matters Update
- One Stop Operator Update – HWI/Strumpf and Associates
- Direct Services Provider Update – Career Team

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC)

Stephanie Wetzel provided an update on current outreach activities. Ms. Wetzel stated the five in-demand careers campaign was scheduled to run until the end of June and had resulted in over ten-thousand visits to the Kentucky Career Center-Lincoln Trail (KCC-LT) website as well as over one million digital impressions, to date. A variety of other demographic and performance data from the various social media platforms was also shared. Ms. Wetzel indicated the Teleworks campaign and electrical apprenticeship opportunities also received a lot of interest. A landing page was created for the nursing assistant extern program, being offered in partnership with Baptist Health Hardin, Elizabethtown Community and Technical College (ECTC) and the LTWDB.

Strategy Matters Update

Katie Stewart Dorfman and Khadiyjah Jordan, with the Strategy Matters team, provided an update on implementation of the strategic plan. They shared information about three pieces of State legislation, passed and pending, focused on housing, childcare and job applicant criminal history that the LTWDB may be interested in exploring for advocacy purposes. Sherry Johnson stated although the Board was not allowed to lobby they could identify issues and educate the public and employers on items that could present a barrier to employment. After much discussion about what activities were allowable regarding advocacy, the Board decided to take additional time to think about and discuss how they should proceed. The Strategy Matters team agreed to follow-up at a later date.

One Stop Operator Update

Andy Hightower provided an overview of goals and objectives, to date, for the KCC-LT. This included the Annual High School Graduates Initiative involving presentations at thirteen of the fifteen high schools in the region; the implementation of a customer comment card for jobseekers and employers; the creation of an operating procedures manual for all Career Center staff; and the development and negotiation of an MOU, to name a few. Mr. Hightower also indicated they were working on a data dashboard as well as bringing partners together to create a strategy to address Blue Oval/SK's workforce needs. Jim Rachlin commended the KCC-LT site in Lebanon for their

success in customer satisfaction survey responses but expressed concern for the low response rates at the comprehensive center in Elizabethtown. Mr. Hightower indicated they were working with the other sites to increase the responses.

Workforce Update

Sherry Johnson shared that the new Direct Services Provider, Career Team, was in the process of interviewing for a Director position. Ms. Johnson was scheduled to meet with Career Team staff in the next week and a press release would go out in the near future.

Ms. Johnson shared that the Ford Human Resources team was in KY last week and held meetings with public and private universities, school superintendents and a Q & A session for local leaders. The team also met with Dr. Juston Pate, ECTC, regarding the training facility. There have been some hurdles with the site but a design would hopefully be announced in July or August. Ms. Johnson also indicated Ford had their first face to face meeting with SK staff and the joint venture agreement was closer to being completed.

UNFINISHED BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

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