

**MINUTES OF THE  
LINCOLN TRAIL WORKFORCE DEVELOPMENT  
BOARD**

**Executive Committee  
November 17, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) Executive Committee met via Zoom on Wednesday, November 17, 2021 at 11:30 am EST.

**MEMBERS PRESENT**

Lance Blanford  
Stan Carton  
Chris Cottrell  
Myra Covault  
Jim Rachlin  
Dean Schamore

**GUESTS**

Stephanie Wetzel

**MEMBERS ABSENT**

Trish Niles

**STAFF**

Angela Crenshaw  
Sherry L. Johnson  
Jackie Masterson  
Jim Skees

*\*Denotes excused absence*

Chairman Dean Schamore called the meeting to order after determining quorum requirements had been met.

**ACTION ITEMS**

**Consideration of Minutes – August 18, 2021 & September 28, 2021**

After review of the August 18, 2020 Executive Committee minutes and the September 28, 2021 Executive Committee Special Called Meeting, Chris Cottrell made a motion to approve both sets of minutes as presented, Stan Carton seconded; motion carried.

**Set Agenda for December 21, 2021 Board Meeting**

Committee members discussed the agenda for the December 21, 2021 LTWDB meeting and agreed on the following items:

- Strategic plan update by Strategy Matters
- One Stop Operator update
- Heartland Communications Consultants (HCC) update

- Release of Request for Proposal (RFP) for outreach and direct services provider contracts
- Update on pilot with Addiction Recovery Care (ARC)
- Merger of Education and Workforce Development (EWDC) and Labor Cabinets
- Update on Build Back Better grant
- Discussion on Ford/SK plant

## **DISCUSSION/UPDATE ITEMS**

### **Heartland Communications Consultants**

Stephanie Wetzel provided an update on current outreach services. Ms. Ward stated the five in-demand careers campaign was going well on all social media platforms, with the exception of Instagram. The campaign was scheduled to run through December 2021. Ms. Wetzel provided data and demographics on the various social media platforms. Due to poor performance, Instagram was canceled and funds were redirected to other social media platforms that were performing well. Ms. Wetzel indicated the Work Matters column and Heartland video and podcasts were still being run and they were continuing to promote the opening of the Career Center.

### **Workforce Update**

Sherry Johnson provided an update on the Ford announcement and stated she, along with other partners, would be meeting with company representatives tomorrow at ECTC and would provide an update. Ms. Johnson also shared that she arranged a meeting with Workforce Directors in the surrounding areas to discuss a plan to help meet Ford's workforce needs. Ms. Johnson stated that more information was needed about skill sets which would be important in developing career pathways in the secondary school system. Ms. Johnson indicated she also had an opportunity to discuss the Ford announcement with Secretary Link of the Labor Cabinet. Ms. Johnson emphasized the importance of the career centers moving away from the focus on unemployment insurance and more toward employment, reemployment and employer services.

Ms. Johnson informed the committee that the EWDC and Labor Cabinets were in the process of merging and current Labor Secretary Jamie Link would be serving as the Secretary. Although the two Cabinets would begin acting as one immediately, it would come before the General Assembly for final approval in January.

Ms. Johnson stated the EWDC recently revised and updated State policies and, as a result, the Local Grant Subrecipient was no longer required to be procured and could now be designated by the Local Elected Officials (LEO's). Ms. Johnson indicated they would be reaching out to the LEO's regarding this.

Ms. Johnson shared that RFP's for the Outreach and Direct Services Providers would be released after the first of the year

Ms. Johnson provided information on a pilot project that would involve fifteen ARC residents being placed in an apprenticeship in Production Technician with Toyotomi in Springfield. The project included partnerships with ECTC, Lebanon/Marion County Career Center, Community Action and the local Workforce Development Area and would begin in January 2022.

Ms. Johnson provided an update on the Build Back Better grant, indicating that a total of 529 applications had been received nationally with 16 from Kentucky. Ms. Johnson did not know when the awards would be announced. Ms. Johnson stated that Bluegrass Workforce Development Area and KentuckianaWorks had both reached out regarding partnering on the Good Jobs Challenge Grant and would keep the LTWDB updated as discussions took place.

Ms. Johnson provided information regarding a recent announcement of a partnership between ECTC and Family Scholar House regarding wraparound services for single parent students.

Ms. Johnson stated that recent adult and youth allocations had almost doubled from last year going from 1.4 million to 2.6 million. Ms. Johnson stated 80% of the funds had to be obligated by June 30, 2022 and asked the LTWDB to send her any ideas for training.

Ms. Johnson indicated the President just signed an infrastructure bill that would impact the workforce system and included several funding opportunities.

### **UNFINISHED BUSINESS**

None

### **NEW BUSINESS**

None

### **ADJOURNMENT**

With no further business to discuss the meeting was adjourned.