

**MINUTES OF THE
LINCOLN TRAIL WORKFORCE DEVELOPMENT
BOARD
September 21, 2021**

The Lincoln Trail Workforce Development Board (LTWDB) met via Zoom on Tuesday, September 21, 2021 at 11:30 am EDT.

Myra Covault, Second Vice-Chair and standing in for Chairman Dean Schamore, confirmed that a quorum was not present, therefore the meeting was informational only.

DISCUSSION/UPDATE ITEMS

Heartland Communications Consultants (HCC)

Stephanie Wetzel, with HCC, provided an overview of outreach activities occurring August 2021 through December 2021. Ms. Wetzel stated the five in-demand careers campaign continued to promote five new careers through a variety of social media platforms. Ms. Wetzel indicated outreach for Career Center services was going well and they were seeing an increase in inquiries and website traffic. Ms. Wetzel shared current advertising graphics and videos being used to promote the five careers as well as services at the Kentucky Career Center-Lincoln Trail (KCC-LT). The monthly Work Matters columns and Kentucky's Heartland videos and podcasts were still being run, as well.

Hightower Workforce Initiatives, Inc. – One Stop Operator Update

Andy Hightower and Lori Strumpf thanked the LTWDB for their selection as the One Stop Operator for the Lincoln Trail region and provided an overview of activities to date. Mr. Hightower indicated they had established a center management team and hired Carter Dyson as the One Stop Manager. A Business Solutions team had also been established and Dr. Noah Villanueva would be serving as the team lead. Mr. Hightower stated they had begun the process of creating procedures for the system and would be developing a service delivery model to attract jobseekers and employers. They had also begun to identify and establish metrics and would be reporting to the LTWDB at quarterly meetings. Lori Strumpf shared that they were data driven and the LTWDB would be receiving a quarterly customer feedback report for jobseekers and employers and a dashboard of other metrics for the centers.

Strategy Matters

The Strategy Matters team of Liz O'Connor, Josh Moulton and Khadiyjah Jordan, provided an overview of the final strategic plan including overarching goals,

subcommittee goals and an implementation strategy. Ms. O'Connor indicated they would be happy to have a discussion on the implementation piece once an implementation partner was selected. Dr. Pate stated that he would like to see more specific and targeted leading and lagging indicators on goal three. Ms. O'Connor agreed and said they were starting points for discussion. Josh Moulton stated there was more detail in the written plan and would make edits or modifications, as requested.

General Workforce Update

Jennifer Carman, Career Development Office (CDO) Regional Program Manager, provided an update on CDO and Unemployment Insurance (UI) activities. Ms. Carman stated that all UI extensions had ended but CDO staff continued to provide in-person assistance with UI issues by appointment only. Ms. Carman stated customers and employers indicated they thought the KCC-LT was closed and emphasized the need to spread the word they were now open. Ms. Carman also indicated more job fairs were beginning to pop up.

Sherry Johnson invited Anna Larson to introduce new Skills U staff Oliver White. Ms. Larson shared that Mr. White was a Partnership Coordinator for the Lincoln Trail region. Ms. Larson also stated the Governor declared next week Adult Education and Literacy week and would be coming to Elizabethtown.

Sherry Johnson stated the June 2021 minutes would be considered at the December LTWDB meeting. Ms. Johnson also stated that the Executive committee had approved minimal changes to the local plan at the August meeting and that plan had been submitted to the State.

Ms. Johnson shared information regarding a grant opportunity through the Economic Development Administration called the Good Jobs Challenge. Ms. Johnson indicated Phase 1 was a technical assistance grant for up to five hundred thousand dollars and was due in October. Ms. Johnson stated a group of LTWDB and Workforce Crisis Taskforce members met yesterday to put together some ideas that revolved around skills academies in healthcare and transportation and logistics with wraparound services like childcare and transportation. The strategic plan would also be used as a stepping stone for the grant application. Ms. Johnson asked the LTWDB their thoughts on pursuing the grant and the consensus was to move forward and bring it before the Executive committee for consideration with an invitation to all LTWDB members. Ms. Johnson stated she would send out the project synopsis for review.

LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
ATTENDANCE SHEET
September 21, 2021

MEMBERS PRESENT:

Joe Ashley
Lance Blandford
Stan Carton
Jennifer Carman
Chris Cottrell
Myra Covault
Patricia Krausman
Jennifer Lampton
Anna Larson
Mark Nelson
Dr. Juston Pate
Jim Rachlin
Davette Swiney

MEMBERS ABSENT

Julie Brown
Daniel Carney*
Michael Embry
Joe Fowler*
Greg Gribbins
Scott Lusk
Trish Niles*
Tom Renfrow
Ken Ritchie
Dean Schamore*

STAFF

Carter Dyson
Jackie Masterson
Sherry L. Johnson

GUESTS

Andy Hightower
Khadijah Jordan
Josh Moulton
Liz O'Connor
Lori Strumpf
Stephanie Wetzel
Oliver White

*Denotes excused
absence