

MINUTES OF THE LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD March 19, 2024

The Lincoln Trail Workforce Development Board (LTWDB) held a hybrid meeting on Tuesday, March 19, 2024 at 9:00 am ET.

Jim Rachlin, Second Vice-Chair, presided over the meeting in Trish Niles' absence. Mr. Rachlin called the meeting to order once it was determined a quorum was present.

Mr. Rachlin welcomed Jake Brown, Electric Vehicle Workforce Coordinator for Lincoln Trail and South Central Workforce Areas, and Josh Zaczek, Workforce Participation Lead for South Central Workforce Development Board.

ACTION ITEMS

Minutes – December 19, 2023 LTWDB Meeting Minutes

After review of the December 19, 2023 minutes, Joe Ashley made a motion to approve the minutes as presented, Christa Shouse seconded; motion carried.

Consideration to dissolve Workforce, Education and Economic Development (WEED) Committee

Jim Rachlin indicated the WEED committee met on January 16, 2024 and, after much discussion, was recommended dissolution of the committee and a transition to a taskforce approach focused on special initiatives, as needed.

Chris Cottrell made a motion to accept the recommendation as presented to dissolve the WEED Committee and transition to a taskforce approach focused on special initiatives, as needed, Jerry Dubree seconded; motion carried.

DISCUSSION/UPDATE ITEMS

Committee Updates

Funding Committee – Chris Cottrell reported the funding committee met on January 18, 2024 and reviewed the audited Fiscal Year 23 fourth quarter financial statements. Mr. Cottrell stated the Lincoln Trail Area Development District (LTADD) and the WIOA program both received a clean audit from the State Auditor's office. Mr. Cottrell indicated the adult funding stream was overobligated, resulting in adult Individual Training Accounts (ITA's) being placed on hold to limit adult spending. The disposal of two obsolete items was also approved.

Individuals with Disabilities Committee – Stan Carton reported the committee met on January 31, 2024. The One Stop Manager provided an update on Kentucky Career Center-Lincoln Trail (KCC-LT) operations. There were no new updates regarding resolution of the outstanding ADA items at the affiliate sites. Training needs and resources for KCC-LT partners were also discussed.

Workforce, Education, Economic Development Committee – Jim Rachlin provided an update from the committee’s meeting on January 16, 2024, which included the status of the new training facility in Glendale for Blue Oval/SK, which is scheduled to open in May.

Youth Committee – Julie Brown reported the committee met on January 16, 2024 and heard updates from Heartland Communications Consultants and Career Team. Youth budget obligations and expenditures were reviewed and a Youth Incentives policy was approved to present to the LTWDB.

Outreach - Heartland Communications Consultants (HCC)

Stephanie Apple provided an update on outreach efforts for the last quarter.

HCC continued to promote online job fairs with paid ads and flyers to drive jobseeker participation. A paid campaign targeting jobseekers and youth on social media channels wrapped up in December. This included a video series highlighting in-demand occupations and opportunities available in the region. Ms. Apple indicated metrics showed good results on return on investment.

Ms. Apple shared demographics and other data regarding the various social media platforms, which indicated all eight counties were being reached. Instagram followers continued to grow, which was an important platform to reach youth audiences. Ms. Apple shared a sample of new videos created to promote and raise awareness of the in-demand career paths in the region.

Direct Services Provider - Career Team

Kristin Howard, Executive Director for Career Team, provided an overview of year-to-date activities and enrollments for Adults, Dislocated Workers and Youth.

The use of CareerEDGE continued to expand in the region, resulting in a one-hundred seventy-eight percent increase in usage from a year ago.

Career Team partnered with ECTC and YRCI to provide remote On the Job Training (OJT) opportunities for a total of eight out of school youth and dislocated worker participants. The training will result in a human resource assistant certification.

Three pilot projects were implemented using the Transfer Virtual Reality (VR) technology, including a partnership with Addiction Recovery Care called Project Destiny. Individuals got to experience career exploration through VR as well as CareerEDGE and Career Team staff provided wraparound services. Participants will be enrolled in WIOA for additional assistance.

One Stop System Operator - Hightower/Strumpf

Andy Hightower and Lori Strumpf provided an update on One Stop Operator activities, which included the following:

- Continued to collect customer satisfaction data from both jobseekers and employers and shared some of the overall results and participation numbers. Unemployment Insurance was still one of the main reasons people were coming into the KCC-LT locations. Overall satisfaction for both groups remained high.

- Working to expand access to KCC-LT services, which included the recent certification of Fort Knox as an access point.
- Focused on establishing consistent messaging among all of the KCC-LT partners when talking about KCC-LT services. A presentation for jobseeker and business services was created for all partners to use.
- Starting to work with KCC-LT partners to renegotiate the Memorandum of Understanding and Infrastructure Funding Agreement for the period beginning July 1, 2024.
- Continued to provide professional development training for all partners. “Using Labor Market Information as a Career Coach” was the training provided to KCC-LT staff in December 2023.
- Created a new approach to serving businesses, which included developing formal business plans.
- Andy Hightower shared systemwide customer traffic data for the KCC-LT locations.

Lincoln Trail Workforce Update

Beth Roberts provided an update on workforce activities, which included the following highlights:

- Recognized the One Stop Operator and Direct Services Provider for all of their efforts and activities over the last quarter.
- Additional youth funds received, provided the ability to purchase VR headsets and offered over 300 VR simulations for career exploration and skills training.
- Working with Heartland Communications Consultants to target outreach services.
- As part of a pilot project, 130 students at Bardstown Schools were able to experience career exploration with the VR headsets.
- Getting ready to launch a new initiative called Project Opportunity, which would provide quality co-op and work experience opportunities for high school students as well as WIOA eligible out of school youth.
- Everybody Counts is a youth initiative targeting graduating high school seniors transitioning into training and/or employment. The project will target Breckinridge, Grayson, Larue and Meade County schools. The Business Solutions Team will also be involved regarding the employer engagement piece.
- The Putting Kentuckians First initiative continued to do well in Marion and Washington counties. Hardin County launched the program on March 1st and was expected to gain traction over the next few months. Weekly targeted orientation classes were being held at Adult Education in Hardin County.
- The Revolving Loan Fund was recently added to the Workforce Department. The program had sixteen active loans and additional funds were available for future loans.
- The Rapid Response Team met with Michael Mabrey, with Akebono, in March for preliminary discussions regarding Rapid Response services for the employees impacted by the closure in December 2025.
- The childcare impact study was nearing completion and results would be shared on March 25th by the funding partners. This would be an area where a workgroup/ taskforce approach, would be an option. The workgroup would develop strategies based on the data. Funding was still being secured for the regional housing study.
- Budget planning numbers were received from the Education and Labor Cabinet for fiscal planning for Program Year 2024. LTWDB staff have met with all strategic partners for a preliminary discussion on next year’s budget and services. A budget would be ready for consideration at the June LTWDB meeting.

- The Education and Labor Cabinet held a digital equity summit in February. The State has a digital equity plan and it will be tied in with workforce.
- Advocacy continued for the twenty-six million dollar youth funding request from the local Workforce Directors to the State Legislature. The funding would not be as restrictive as WIOA and would provide additional services to youth. Lincoln Trail requested two-hundred thousand dollars over a two-year period.

PROGRAM

Workforce Data for the Lincoln Trail Region

Jake Brown and Josh Zaczek provided an overview of data metrics for the Lincoln Trail Region. The presentation included a detailed look at workforce participation, diversity and language, education and pathways and credentials earned, to name a few, and how these variables affect workforce development in the region.

UNFINISHED BUSINESS

None

NEW BUSINESS

Nominating Committee

Jim Rachlin informed the board that a nominating committee would need to be appointed to fill expiring board member terms as well as recommend a slate of Officers to begin serving July 1, 2024.

Mr. Rachlin indicated eight members of the board had terms that would expire on June 30, 2024 but may serve another term, if they choose. In addition, Trish Niles was currently serving as both a business and workforce representative but, based on Kentucky Workforce Innovation Board policy, members cannot serve in dual roles. Based on this policy, a workforce representative would need to be added to the board. This addition would put the business representation below the required fifty-one percent, therefore another business representative would need to be added to maintain the fifty-one percent business requirement.

The following members agreed to serve on the nominating committee: Joe Ashley, Lance Blanford and Stan Carton. Board staff agreed to reach out to a couple of other members, including Christa Shouse, to complete the committee.

ADJOURNMENT

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

**LINCOLN TRAIL WORKFORCE DEVELOPMENT BOARD
ATTENDANCE SHEET
March 19, 2024**

MEMBERS PRESENT

Joe Ashley
Lance Blanford
Julie Brown
Stan Carton
Monica Collins
Chris Cottrell
Jerry Dubree
Mike Embry
Patricia Krausman
Jennifer Lampton

MEMBERS ABSENT

Alan Biddle*
Daniel Carney
Scott Lusk
Mark Nelson
Trish Niles*
Jennifer Nolan*
Dr. Juston Pate*
Tom Renfrow
Davette Swiney*

STAFF

Angela Crenshaw
Anthony Hellmueller
Jackie Masterson
Beth Roberts

GUESTS

Stephanie Apple
Jake Brown
Jennifer Carman
Andy Hightower

Jim Rachlin
Chris Reed
Christa Shouse
Sarah Smith

Kristin Howard
Lori Strumpf
Josh Zaczek