



## KWIB Joint Employer Engagement and Education Attainment Committee Meeting Minutes September 20, 2023, 9:30am EDT

**Visit the following link to view the recorded meeting:**  
[https://kwib.ky.gov/PublishingImages/EA%20EE\\_%2009202023.mp4](https://kwib.ky.gov/PublishingImages/EA%20EE_%2009202023.mp4)

**Members present:** Beth Davisson, CHAIR, Karla Tipton, Kim Humphrey, Beth Engle, Stephanie Collins, Tom Thompson, Kevin Butt, Dallas Kratzer, Elizabeth Daniels (KET), LaKisha Miller, Lisa Banner, Patsy Jackson, Regina Phillips, Sara Tracy, Johnny Pittman, Tricia Davis, Tami / Cate Kennedy, Myra Wilson, Justin Browning, Harper Michaels, Tami Hatfield (GE), Emily Sayers (KCTCS), Caleb George (KCTCS), Karen McFadyen (10:05)

**Others present:** Alisher Burikhanov, Kim Grasberger, Debbie Dennison, Elishah Taylor

**9:30 AM WELCOME**

**Beth Davisson, Sr. VP of the Kentucky Chamber Foundation and Committee Chair**, called the Joint Employer Engagement / Education attainment committees meeting to order and walked through the agenda.

Beth provided an overview of the last meeting that included splitting the joint committee into two committees – Education Attainment and Employer Engagement. She concluded that the splitting of the committees would begin in 2024. She also shared that the Chamber would be welcoming Governor Beshear and candidate Daniel Cameron to Louisville later in the day and that she would need to excuse herself early. She shared that **Alisher Burikhanov, Executive Director, KWIB** would continue the committee meeting in her absence and thanked him for his flexibility.

Beth asked **Beth Engle, Manager, Career and Technical Education Department** within the Kentucky Department of Education to share the CTE Certification committee recommendations on recently reviewed applications. Beth shared that the four (4) recently received applications were NOT recommended for further consideration and cited reasoning as follows:

Program Area/ Program	Career Pathway / Program of Study	2023-2024 Industry Certification Name / Industry Certification Stacked Credentials	Date Received	Recommended addition to Valid Industry Certification List? Yes/No	BEAT Recommendations
Agriculture	Animal Science Systems	National Collegiate Livestock Coaches' Association (NCLCA) Principles of Livestock Selection and Evaluation Certificate	7/19/2023	No	Program consultant denied request brought forth by a postsecondary institution. To be considered, industry certifications must be recommended by business and industry representatives.

Business & Marketing	Management & Entrepreneurship	Express Employment Professionals Career Preparedness Certification	7/11/2023	No	The Business & Marketing BEAT team expressed concern on the validity of the request. Not enough information provided to evaluate the skill set, requested for more details on exam and competencies assessed.
Business & Marketing	Management & Entrepreneurship	Express Employment Professionals Business Office Technology Certification	7/11/2023	No	The Business & Marketing BEAT team expressed concern on the validity of the request. Not enough information provided to evaluate the skill set, requested for more details on exam and competencies assessed.
Family & Consumer Sciences	Culinary & Food Services	AMSA Culinary Meat Selection & Cookery Certification	7/11/2023	No	The Family and Consumer Science BEAT team expressed that although this certification would certainly enhance a program, it is not comprehensive enough as an end of program assessment.

Beth asked the committee for any discussion. There were clarifying questions around the process but no one recommended to overwrite the recommendations. As there was no recommendation to overwrite, the BEAT recommendations stand and these four (4) will not be moved forward to the KWIB for consideration. For more information on the application process and a link to the KDE current certifications, please visit the KWIB site / CTE Certification process [here](#).

**Beth** asked **Karla Tipton, Branch Manager, Data and Investment Branch**, Division Technical Schools and Federal Programs, Career and Technical Education Department, to share **Perkins Leadership fund timeline** and share process expectations. Karla began by sharing that their department is currently in the review stage of their State Plan and invited interested parties to their October 10, 17 and 24 virtual (or in-person) meetings. For more information, please reach out to [karla.tipton@education.ky.gov](mailto:karla.tipton@education.ky.gov). Karla also shared that she has asked the Perkins Leadership sub-committee to review the applications for Perkins Leadership funds and respond with any requested changes by October 16. She will be sending the request for applications to eligible applicants in mid-October. Once applications are received in mid-December, Karla and her team will review for compliance. She anticipates **convening the sub-committee for interviews with successful applicants in late February, early March**, prior to the KWIB quarterly board meeting, tentatively scheduled for March 7, 2024. Recommendations will be lifted to the full KWIB for review and approval prior to a vote to be held during the board meeting. Additional information about the purpose of the sub-committee and overall review of the Perkins Leadership funds can be found in the post-meeting packet [here](#) under September 20, 2023 Education Attainment and Employer Engagement Committee meeting.

Beth thanked Karla for the information and asked **Alisher Burikhanov** to continue with agenda items. Alisher shared that committee membership and structure are currently being reviewed by the KWIB Chair and Committee Chairs. A recruitment flyer was shared in the pre-read packet and he encouraged committee members to share with individuals who may wish to participate in the strategy, goals and objectives within the [Strategic Plan](#).

## **2024 State Plan**

Alisher shared an overview of what the initiatives in creating the 2024 State Plan and the discussions on-going in the state, around the future of workforce in Kentucky. He shared an overview of meetings that have already occurred (S. Central, Northern Kentucky, West Kentucky area, and several virtual discussions with various members who couldn't attend in-person events). He also shared upcoming dates with virtual and in-person facilitated discussions in the Cumberlands, Green River, TENCO, EKCEP, Bluegrass and KentuckianaWorks. The culmination of information from each area's meeting will be lifted to the KWIB at the November 2 meeting where the members will have an opportunity to review and comment on key themes lifted for the State Plan, that will be due in Spring of 2024.

He asked committee membership for their **perspectives on the current and future of workforce** and opened the floor for discussion around best practices, lessons learned, new innovation and challenges and obstacles.

Discussions were had around the *importance of employer involvement* in the system. Earn and Learn models only work if employers are engaged. Emphasis continues from the Department of Labor (DOL) in states utilizing earn and learn, and Registered Apprenticeship models. Examples of success were shared within the healthcare sector utilizing earn and learn models as a way to remove barriers that exist for some populations.

Discussions were had around *hiring opportunities* as they exist today and as they *might look in the future* (examples included job fairs, vs virtual hiring opportunities among others). Are job fairs still of relevance and are they productive? What does matchmaking talent pool to job opportunities look like in the future as we try to meet job-seekers where they are? There is currently a challenge in *finding the right talent for needed work-based learning* opportunities.

Employers are asking for consistent data and annual reviews of that data to track the success of programs. Employers want to see *tangible benefits* of training and upskilling new hires and existing employees. Additional questions were raised in how we show value on programs in terms of "*return on investment*" (ROI) that resonates with employers / business owners? What are best practices in providing *information directly to the executive leadership teams within businesses /employers* as opposed to sharing and it not passing contacts within the Human Resources (HR) department? How can we show value and catch the attention of small and medium-sized businesses that do not have staff .

Discussions were lifted around *re-alignment of resources* within employers to accommodate training, upskilling to equip the talent pools that are accessible. Unemployment Insurance dollars directly affect WIOA dollars received and should the state pursue policy change? What does that look like?

*Barriers* of childcare, transportation were lifted for discussion. *Outreach* to employers seems to be unproductive engaging them in this system. One employer lifted that they only participate in job fairs to keep their name relevant in the region. A better way of *connecting the product (workforce) to the consumer (employer) is needed*. Kentucky Education Television (KET) provides online programming and training for primary state sectors.

Alisher thanked the committee for their time and input and invited them to share additional perspectives post meeting as they deem necessary.

## **10:50am ET Adjournment**