



KENTUCKY WORKFORCE INVESTMENT BOARD

Board Meeting 8-18-11

Agenda

1:00 PM **Welcome** – Ed Holmes, KWIB Chair

ACTION:

1:05 PM **Minutes of May KWIB Meeting**

Annual Report – Authorization of Executive Committee to Approve

STRATEGIC PLAN IMPLEMENTATION:

1:10 PM **One Stop Certification Framework** – Lara Needham, Champion
Rick Maher, Maher & Maher

1:30 PM **Accountability/Oversight**

1:45 PM **Milestone Awards** – Ed Holmes

REPORTS:

1:55 PM **Local WIB Chair Orientation Outline** – Ed Holmes/Tom West

2:10 PM **Transforming Education in Kentucky Committee/
Perkins Act Funding** – Dale Winkler

2:30 PM **Local Area Presentation** – Barbara Stewart & Nancy Spivey,
Northern Kentucky

OTHER BUSINESS

2:50 PM **Work Ready Communities Review Panel Appointed**

NGA Conference

NCRC Scholarships from ACT

ADJOURN

3:00 PM

EDUCATION & WORKFORCE DEVELOPMENT CABINET
Office of the Secretary

502.564.0372
VOICE

Capital Plaza Tower, 3rd Floor
500 Mero Street
Frankfort, KY 40601
www.kwib.ky.gov

502.564.5959
FAX

KWIB Meeting Minutes

May 19th, 2011

Kentucky Higher Education Assistance Authority Building
Frankfort, Kentucky

Members Present

Kenneth Allen, Jeff Bischoff, Commissioner Beth Brinly, Rep. Larry Clark, Joe Grieshop, Debra Hampton, Hugh Haydon, Secretary Larry Hayes, Senator Jimmy Higdon, Sandra Higgins-Stinson, Ed Holmes, Kimberly Huston, Robert King (Janet Hoover), Herb Kruse, Secretary Mary Lassiter, Roger Marcum, Heidi Margulis, Michael McCall (Donna Davis), Senator Vernie McGaha, Secretary Joseph Meyer, Dr. Lara Needham, Col. Mark Needham, Kelly Nuckols, Scott Pierce, Dr. Judith Rhoads, Daryl Smith, Secretary Marcheta Sparrow (Lindy Casebier), Tom Volta, Tom Zawacki

Staff Present

Wanda Beasley, Ebony Whiteside, Tom West

CALL TO ORDER

Ed Holmes, Chair, called the meeting to order at 1:04 p.m.

ACTIONS

Judge Phillip Shepherd swore in three new Board members: Jeff Bischoff, Scott Pierce, and Tom Volta.

A motion was made by Kenneth Allen and seconded by Hugh Haydon to amend the agenda by adding a report from the Cabinet about the federal funding of workforce programs. Motion approved.

A motion was made by Dr. Judith Rhoads and seconded by Commissioner Beth Brinly to approve the February 24, 2011 KWIB Meeting Minutes. Motion approved.

STRATEGIC PLAN IMPLIMENTATION

Commissioner Brinly, Project Champion for High Performing Workforce Investment Boards introduced Larry Fitch of CSW. Mr. Fitch presented an update on the High Performing WIBs project. Representative Larry Clark asked if there was going to be training for local board members and suggested that a statewide training program be implemented to help execute the mission. Ed Holmes said that at this time there is not a training plan but it is being discussed. Tom West reported that other states have developed some orientation and training programs and staff is investigating them. Dr. Judith Rhoads asked about the

strongest statewide trends. Mr. Fitch informed that is that boards are trying very hard and committed.

Project Champion Dr. Laura Needham provided an update on the One Stop Certification project. Tom Volta wanted to know what the process was going to be after the certification to ensure that the standards were maintained. Tommy Wheatly, Project Manager, informed the Board that this was going to be addressed in their next meeting. Commissioner Brinly mentioned that benchmarking was included in the certification process.

Heidi Margulis, Champion of the Branding and Identity initiative, introduced a presentation by Landor representatives Elizabeth Heist and Jeff Nabors. Daryl Smith asked how the brand would affect the local boards. Heidi Margulis replied that the goal is to achieve as much consistency as possible to ensure that the system is “simple” everywhere. She also stated that included in the architecture is the opportunity for local areas to identify them selves.

In the absence of Project Champion Crystal Gibson, Tom West and Jason Slone introduced Thinking Media representative Justin Saylor who provided an overview of the Work Ready Communities Project. Secretary Mary Lassiter asked several questions; the length of certification, if the data would be posted, how many communities are expected to be certified, and if the certification period would allow you to apply at any time. Mr. Saylor liked the suggestion of having the data available online. He also informed that the certification period was 2 years and that the expectation was for a little more that 10% achievement in the beginning. Tom Volta requested that the best practice information be provided once the certification is obtained. Tom West stated that best practices would be included. Dr. Rhoads asked what graduation rates were going to be used; Tom West answered that the most recent rates would be used; Roger Marcum stated that the “year prior” is used for reporting. It was suggested by Secretary Larry Hayes that the criteria keep raising in order to ensure the standards keep rising as well; Dr. Rhoads was in agreement and suggested different levels of certification. Representative Clark recommended adding representation from the Labor Cabinet and Kentucky Chamber of Commerce to the Review Panel.

Daryl Smith made a motion to adopt the Work Ready project on condition that the Board comments be addressed by the Steering Committee. It was seconded by Representative Clark. Motion Approved.

REPORTS

Hugh Haydon presented the Sector Strategies Report to the Board for approval and to authorize releasing the report to the public. Representative Clark made the motion with a second by Jeff Bischoff. Motion carried.

Commissioner Beth Brinly reported on the impacts of federal budget cuts and the continuing resolution on the funding for the Kentucky workforce system.

Tom West updated the Board on his attendance of the ACT National Workforce Conference, where he served as a panelist along with Georgia and Oklahoma representatives to discuss the Work Ready Communities project. All feedback was positive with Kentucky already being a forerunner for a national model.

Michael Gritton of KentuckianaWorks made a presentation about Louisville's Construction Pipeline initiative, which has been supported with statewide reserve funds for three years.

ADJOURN

With no further business, the meeting adjourned at 3:00 p.m. Representative Clark made the motion and Hugh Haydon seconded.

DRAFT

KWIB Project Implementation

Status

Project Name	Percent Complete ¹	Project Manager(s)	Project Champions
System Transformation			
Sector Strategies	100	Jim Beyea	Hugh Haydon
Branding & Identity	100	Tom West	Heidi Margulis
One Stop Certification	75	Tommy Wheatley	Lara Needham
User Friendly Online Services	80 ²	Jim Beyea/AJ Jones <i>Greg Dempsey</i> ²	Kim Huston
National Career Readiness Certificates	100	Joe Paul	Reecie Stagnolia
Eligible Training Providers	45	Linda Burton	
Education Alignment			
Tech High (First Phase)	65	Mike Kindred	Roger Marcum
I-Best	95	Linda Prewitt	Donna Davis
Apprenticeship	45	Mike Kindred	Mark Brown
High School Outreach	10	Karen Dueker/Melissa Quillen	Joe Meyer
GED Express	2012 Start	Linda Burton	Reecie Stagnolia
Economic Development Alignment			
Entrepreneurship	2012 Start	Beth Smith	Larry Hayes
Work Ready Communities	100	Jason Slone/Tom West	Crystal Gibson
Rapid Response	25	Linda Prewitt/Bill Monterosso	James Cole
Economic Development Academy	10	Terri Bradshaw/Jim Beyea	Daryl Smith
System Simplification			
Alphabet Soup	95	Chris Smith	
Partner for Success	60	Beth Smith	Beth Brinly
Statewide Reserve Investments	100	Linda Prewitt/Jim Beyea	Ed Holmes
Case Management	20	Gina Triplett-Johnson	
High Performing Workforce Boards	100	Jason Slone	Mary Lassiter
Customer Service			
Workforce Academy	5	Susie Edwards/Vicki Wade	Dr. Judith Rhoads
Outreach Initiative	July Start	Terri Bradshaw	Heidi Margulis
Get Back to Work	July Start	Jeannie Devers	Representative Larry Clark
One Stop Kiosk	65	Ryan Henson/Connie Schnell	Beth Brinly
Unemployment Insurance Customer Service Plan	41	Allen Larson	Joe Meyer

¹ As of June 30 Report - Indicates level of completion of program design phase, not necessarily complete rollout of the program or project

² Applies to Burning Glass portion of project only

Measuring Success

Discussion Document based on
ideas from KWIB Executive Committee
7-28-11

Premise

The KWIB should measure success based on the achievement of the four goals of the plan.

The board should establish the metrics for reaching these goals.

The success of individual projects and initiatives should be measured by the steering committee or work group leading each effort. A dashboard report is desired as a consistent format for reporting results and measuring success.

Schedule

The Executive Committee suggests that each initiative follow a schedule to measure both the progress and results of their work:

Year One – Establish a baseline in order to benchmark future results

Year Two – Measure the process and program or project design and implementation progress

Year Three – Begin measuring outcomes

Potential Data Sources

The Office of Employment and Training (OET) collects a variety of data. Project teams should identify the metrics they wish to consider and submit to the cabinet for review with OET to identify any existing data sources.

The Office of Vocational Rehabilitation and Office for the Blind conduct annual customer service surveys, a possibility exists to expand these surveys or wrap their specialized questions and target audiences into a larger system survey.

The Department of Technical Services should be consulted regarding potential for integrating customer satisfaction measures into the new software from Burning Glass.

Strategic Plan Update

In spring 2013 (three years after adoption), the KWIB should review the Strategic Plan and its goals for relevance. Based on this review, the KWIB will modify the goals and plan document if required.



Kentucky One-Stop Certification Initiative: Links to Certification Materials

KWIB Meeting – Thursday, August 18, 2011

Throughout the course of the One-Stop Certification project, the Core and Steering Teams have developed a number of documents related to certification of One-Stop Career Centers. These documents include standards and measures for certification of full-service and affiliate Centers, as well as a recommended framework and timeline for the implementation of the Center certification system.

Because all of the Center certification documents are relatively lengthy, KWIB members will not receive the full set of certification materials as part of their Board packets for the August 18th meeting. However, KWIB members are strongly encouraged to review all of the certification materials in advance of the August 18th meeting. Links to the five documents that make up the bulk of the One-Stop Center certification system are included below; please click on the links to download and open or save these documents in Microsoft Word.

1. Employer Services Standards and Measures:
www.mahernet.com/KY_State_Board/Employer_Services_Standards_and_Measures_interim_final_20110629.docx
 - ❖ *Status:* Interim-final; approved by Core and Steering Teams, and awaiting KWIB approval
2. Job Seeker Services Standards and Measures:
www.mahernet.com/KY_State_Board/Jobseeker_Services_Standards_and_Measures_interim_final_20110705.docx
 - ❖ *Status:* Interim-final; approved by Core and Steering Teams, and awaiting KWIB approval
3. One-Stop Career Center Management Standards and Measures:
www.mahernet.com/KY_State_Board/KY_One-Stop_Management_Standards_and_Measures_interim_final_20110705r1.docx
 - ❖ *Status:* Interim-final; approved by Core and Steering Teams, and awaiting KWIB approval
4. Standards for Affiliate Centers: www.mahernet.com/KY_State_Board/KY_1-S_Affiliate_Center_Standards_interim_final_20110721r1.docx
 - ❖ *Status:* Interim-final; approved by Core and Steering Teams, and awaiting KWIB approval
5. Certification Implementation Framework and Process Recommendations:
www.mahernet.com/KY_State_Board/KY_One_Stop_Certification_Implem_Recom_Revised_Draft_20110801.docx
 - ❖ *Status:* Revised draft, “under construction”; pending Core Team approval on August 3rd and Steering Team approval on August 12th; interim-final version will be ready for KWIB approval by August 15th



KWIB Shout Outs!

August 2010

You are an active member of a board that is going places, getting things done, inspiring positive change throughout the commonwealth, and serving as a model for other states.

That's something to brag about!

When you tell people about your work on the board, here are some specifics you can mention:

- **Our plan isn't sitting on a shelf.** Just a year after the Kentucky Workforce Investment Board created a vision and strategy to transform our workforce system, 22 of the 25 action steps in that plan are being implemented, including:
 - Rebranding the system
 - High Impact WIBs
 - One Stop Certification Policy
 - Certified Work Ready Communities
 - Re-imagining our On Line Services
 - Sector Strategies
 - Workforce Academy (professional development)
- **We're part of a team.** Our partnerships and collaborations mean we play alongside more all stars than a John Calipari roster.
 - Kentucky Cabinets and Agencies – Economic Development, Labor, Tourism Arts & Humanities, Energy, Finance, Health & Family Services, Council on Postsecondary Education, Department of Education
 - Other Organizations – KCTCS, Kentucky Association for Economic Development, Kentucky Association of Counties, Kentucky Chamber of Commerce, Kentucky Chamber Executives, Kentucky Association of Manufacturers, Kentucky Society of Human Resource Managers, and many others
- **We're a role model.** Our plan and projects are examples cited by other states.
 - Strategic plan process/document – Kansas
 - Rebranding – California and Vermont
 - Implementation Structure (Champions & Managers) – Various States
- **We're on Tour.** Our work has been noticed; we have more gigs than Lady Gaga:
 - ACT National Conference – Chicago – Work Ready Communities
 - Nat'l Governors Assn State WIB Chairs – Kansas City – Strategic Plan
 - Southeastern Employment & Training Assn – Savannah – Strategic Plan
 - Governor's Local Issues Conference – Louisville – Work Ready Communities
- **We go big!**
 - First to implement National Career Readiness Certificate statewide
 - Only state with six Work Ready criteria, driven by economic developers

As you can see, we have accomplished a lot but there is much more to be done!