

# KWIB Meeting Minutes

May 20, 2010

Kentucky Higher Education Assistance Authority  
Frankfort, Kentucky

## Members Present

Benny Adair, Kenneth Allen, Commissioner Beth Brinly, Rick Christman, James Cole, Adam Edelen, Secretary J.R. Gray, Hugh Haydon, Secretary Larry Hayes, Sandra Higgins-Stinson, Dr. Terry Holiday (Deborah Anderson), Edward Holmes, Kimberly Huston, Robert King (Reecie Stagnolia), Secretary Mary Lassiter, Robert Lekites, Roger Marcum, Michael McCall, Secretary Joseph Meyer, Dr. Lara Needham, Col. Mark Needham, Kelly Nuckols, Dr. Judith Rhoads, Kevin Shurn, Secretary Marcheta Sparrow, (Lindy Casebier), Tom Zawacki.

Record reflects there was a quorum.

## Staff Present

Elizabeth Hack, Wanda Samuels, Eboney Whiteside, Tom West

## CALL TO ORDER

Ed Holmes, Chair, called the meeting to order at 1:08 p.m.

## ACTIONS

Motion was made by Benny Adair with a second from Secretary Gray approving the minutes as presented from the February 18, 2010 KWIB meeting. Motion Passed.

Crystal Gibson was announced as the KWIB Employers Committee Chair replacing Paula Lillard.

Adam Edelen gave remarks and congratulations to the Board on behalf of Governor Beshear for the work on the Strategic Plan.

Ed Holmes briefly discussed the process of making the Strategic Plan a workable document.

Draft Plan Document – Tom West briefly discussed the Draft Strategic Plan and provided an update on the editing status.

Ed Holmes led the following discussion on the Draft Plan document resulting in the following comments:

There were no suggested changes from pages 1-25.

### Implementation Section – System Transformation

1. Make Investment Decisions Based on Sector Strategies: Dr. McCall commented on the sector strategy approach stating that this particular focus is the way to go.
2. Branding and Identity: Dr. Rhoads inquired about the branding initiative including the One Stops and the Office of Employment and Training.
3. One Stop Certification Policy: Hugh Hayden discussed how financial incentives could be rolled into One Stop Certification.

Rick Christman suggested that the consistency in the eligibility criteria for WIA services be looked at.

4. User-Friendly Online Services: Hugh Hayden discussed that the cost of designing an on-line system should be quantified more so than the savings.

Secretary Hayes stated that the Commonwealth has to make the relationship between investment and savings and the importance of accessing people on the outside of state government in order to create a business perspective.

5. National Career Readiness Certificate Adoption & Expansion: Tom West explained this action step to be the 1<sup>st</sup> win and should be rolled out within the next month or two.

6. Eligible Training Provider List Enhancements: Beth Brinly stated how this action step will help in creating a proactive workforce that will meet the sector needs.

### **COMMITTEE CHAIRS DISCUSSION**

#### Education Alignment – Partnerships Committee

Roger Marcum reported.

1. Tech-High: There needs to be adequate facilities and equipment in these schools. A Career counselor needs to be on site to provide guidance to students.

2. I-Best: GED in Context: This action step will help students to be more employable.

3. Apprenticeship Sales Force: A marketing partnership needs to be established.

4. High School Outreach: Focuses on the need for Local Workforce Investments Boards to develop and build better relationships for outreach across the state.

5. GED Express: Lodge & Learn: A compressed time frame of a four week period, to be utilized to provide an environment during the week for students to earn their GED, by fully utilizing state park facilities and university dormitories through out the year.

The cost was not in the Draft Plan. Reecie Stagnolia reported the estimated cost to be \$625,000 with primarily 80-90% of that being instructional cost.

Colonel Needham commented on the “GED Boot camp”.

#### Economic Development Alignment – Employer Committee

Crystal Gibson reported.

1. Mind Your Own Business – Entrepreneurship: The strategic benefit is to provide increased opportunities for entrepreneurship in a culture of innovation; and encourage multiple groups to work together and provide opportunities for entrepreneurship and training and build local alliances that would link successful participants with venture capital microfinance and other finance resources.

2. Work-Ready Communities: Georgia was discussed as being the best practice for this action step.

3. Rapid Response Redesign: To maximize the Commonwealth’s Rapid Response Resources by aligning them with economic development goals around business development.

4. Economic Development Academy: Dr. Rhoads suggested that education and curriculum education and training be included in this action step as well.

#### System Simplification Alignment – Simplification Committee

Hugh Hayden reported.

1. Alphabet Soup: Commissioner Brinly commented that the use of acronyms creates a language that customers are not comfortable with and causes them to feel isolated.

2. Partner for Success: The Board should be mindful that they only control ½ of the equation, so the burden is on them to continue in reaching out and creating partnerships and building relationships.

Ed Homes focused on the importance of breaking down silos.

3. Beyond Measure-Statewide Reserve Investments: The strategic benefit of this action step will put the priority on the plan.

4. Case Management Consistency: A training component to create a consistent and uniform approach to case management in conjunction with the branding initiative.

5. High Performing Local Workforce Investment Boards: To create a framework where the local boards are structured and focused on the overall system.

#### Customer Service – Employees Committee

Dr. Lara Needham reported.

1. Workforce Academy: Focuses on training to provide a statewide systemic consistency in the way we deliver services in our One Stops and unemployment centers.

2. Outreach Initiative: Kentucky's opportunity to market our revamped workforce system.

3. Get Back to Work: To increase the education level and workforce skills of participants during their period of unemployment.

Discussion occurred about this action step being made mandatory and that it would require a change in legislation.

4. One Stop Operations Improvements: A kiosk to collect general information from the customer; to be used as a front door greeter. Kiosk contracts are currently underway in two of the local offices, Louisville and Lexington.

5. Unemployment Insurance Customer Service Plan: To decrease the wait time for services and provide customer service and other training to service delivery staff.

#### **NEXT STEPS**

Tom West reiterated Adam Edelen's comments and focus on how the Board, partners and other agencies have to work hard as a team to bring this plan to fruition.

Secretary Meyer suggested the plan be approved so that work can begin on the implementation on steps right away.

Ed Holmes introduced Terri Lonowski from the Department of Labor. Terri Lonowski congratulated the Board on a job well done and for being on point.

Motion was made by Rick Christman with a second from Dr. Rhoads approving the Strategic Plan. Motion Passed.

Secretary Lassiter suggested the document be improved by the Executive Summary talking about the cost being more of an investment. She suggested the upfront costs and ongoing costs be identified with each action step where possible.

Secretary Gray mentioned concern with singling out those without high school diplomas and requesting a legislation change that would require a certain class of people to take mandatory training. (Referencing the Get back to Work action step).

Reecie Stagnolia commented that he thinks that the Strategic Plan suggests the importance of requiring more than a GED in a positive way.

All Board members were asked to sign a letter to Governor Beshear.

**NEXT MEETING**

August 19<sup>th</sup>, Kentucky History Center, 1:00 – 3:00 p.m.

**ADJOURN**

With no further business, the meeting adjourned at 4:00 p.m.