

KWIB Meeting Minutes

November 18, 2010
Kentucky History Center
Frankfort, Kentucky

Members Present

Kenneth Allen, Commissioner Beth Brinly, Representative Larry Clark, James Cole, Crystal Gibson, Secretary J.R. Gray, Joe Grieshop, Debra Hampton, Hugh Haydon, Senator Jimmy Higdon, Dr. Terry Holiday (Deborah Anderson), Edward Holmes, Kimberly Huston, Robert King (Reecie Stagnolia), Herb Krase, Secretary Mary Lassiter, Robert Lekites (Tom Volta), Roger Marcum, Heidi Margulis, Michael McCall (Jay Box), Senator Vernie McGaha, Secretary Joe Meyer, Dr. Lara Needham, Col. Mark Needham, Dr. Judith Rhoads, Daryl Smith, Kevin Shurn, Tom Zawacki.

Staff Present

Wanda Samuels, Ebony Whiteside, Tom West

CALL TO ORDER

Ed Holmes, Chair, called the meeting to order at 1:03 p.m.

The following new members were sworn in by Judge Phillip Shepherd: Debra Hampton, Senator Jimmy Higdon, Herb Krase, Judge/Executive Joe Grieshop, and Daryl Smith.

ACTIONS

Minutes of the 8/19/2011 KWIB Meeting were approved with a modification to reflect that Senator McGaha made the motion for the letter relating to the Eastern Kentucky Concentrated Employment Program be approved with Second by Representative Clark.

STRATEGIC PLAN IMPLEMENTATION

Work Ready Communities: Crystal Gibson, Project Champion, acknowledged the work of the Steering Committee and introduced Sheila Boyington of Thinking Media. She explained how they are working to find a way to give certification to entities obtaining the Work Ready Community credentialing so that they will be distinguished to attract new employment or grow the existing employment. She explained how they are currently defining criteria and developing thresholds for the criteria to make it meaningful.

Representative Clark voiced a concern about the current silos and for the need to be able to talk to each other, as well as, have the same standards within

counties. Commissioner Brinly informed that the Finance and Administration RFP will address the concerns of Representative Clark.

Dr. Rhoads asked for clarification on the criteria being standard across the state. Joe Grieshop commented on the importance of industry being ready when other industries come so that the criteria can be met. Ms. Huston suggested that dialogue needs to be happening across the board so training is starting at the high school level to promote work readiness.

Mr. Shurn asked how this applied to the One Stop Shop. Ms. Boyington expressed that a “one size fits all” approach is not being taken for the different communities; each community or region needs to decide what makes sense for them.

Branding & Identity: Kim Huston, Project Champion, gave acknowledgement to the Steering Committee members and introduced Susanne Gates and Jeff Nabors Landor. Landor is responsible for a comprehensive rebranding project for the entire system.

Mr. nabors explained they are currently in the immersion and discovery phase to see what is out there, what is working, and what is not working.

On-site interviews were done across the state to gather and collect data and start an open dialogue. Overall observations were that most were open to change. Due to existing silos and fragmentation, and not speaking the same language it results in consumer confusion. The internal organization and funding structure appears to drive and external experience to the consumer.

A presentation was given with examples of other brands and explained how and why they are effective.

Senator McGaha asked about the process/timing to de-brand the current regions and then rebrand them. The consultant explained this done by a master brand approach. Mr. West explained that the timeframe will be better determined in January.

Mr. Shurn asked how to create a culture. Commissioner Brinly answered with information on the Workforce Academy.

High Performing Workforce Investment Boards: Commissioner Brinly acknowledged the team and reported for the project. Over arching areas have been identified as: have a clear strategic direction; effectively and efficiently manage assets within the community; have a strong and engaged board to drive the mission and implementation steps; and develop measurable goals and milestones and are outcomes and results driven.

Next step is to take the survey information and finalize the criteria and indicators to put together an application package that will go out to the Local WIBs.

Other Projects/Committee Oversight: Ed Holmes. Suggested Committee Chairs meet before the February Board meeting.

REPORTS

Local Area Presentation: Jeff Whitehead, Executive Director of Eastern Kentucky Concentrated Employment Program shared what the WIB is doing to support the KWIB's efforts. Reviewing how they align themselves with local business in Eastern Kentucky that will best prepare the workforce in Kentucky to meet the needs of the employers in Eastern Kentucky.

Perkins Plan: John Marks, Executive Director Office of Career and Technical Education, provided a presentation on the Perkins Funding.

Dr. Rhoads requested that a post-secondary definition be used in determining the split between post-secondary education and secondary education. Secretary Meyer suggested this particular issue is expected to be resolved in the next few years and should be considered in the development of the next Perkins Plan.

NEW BUSINESS

A document describing the proposed use of Statewide Reserve Funds was presented to the board for consideration. Mr. Haydon asked about the fact that incentive dollars provided to local areas are not required to be expended on strategic initiatives. Commissioner Brinly explained that federal law requires the distribution of such incentives and that the local areas decide how the money is invested. A motion to approve the recommendations was made by Secretary Meyer and seconded by Mr. Allen. The motion was approved.

A request for a recommendation from the KWIB to Governor Beshear to support a multi-state regional collaborative involving the Northern Kentucky WIB was presented. A motion to recommend the Governor support the effort was made by Senator McGaha and seconded by Dr. Rhoads.

OTHER BUSINESS

Secretary Meyer welcomed the new board members and provided closing remarks.

Chairman Holmes announced there would be new board member orientation in another room immediately following the board meeting.

NEXT MEETING

February 24th, Kentucky Higher Education Assistance Authority Building, 1:00 – 3:00 p.m.

ADJOURN

With no further business, the meeting adjourned at 3:00 p.m.