



Kentucky Workforce Innovation Board (KWIB) Joint Committee Meeting of Education Attainment and Completion and Employer Engagement

AGENDA
June 14, 2023
10:30pm - noon EST

RSVP for In-person in Frankfort – Debbie.Dennison@ky.gov
OR Via Zoom

<https://us06web.zoom.us/j/84815660657?pwd=OS9lc3lZZUxiS3dTWUJ2SHNBOTRidz09>

Meeting ID: 848 1566 0657
Passcode: 977082

10:30am	Welcome and Overview of Committee Goals	<i>Beth Davisson, Chair Vice-President, Kentucky Chamber Foundation</i>
10:45am	CTE Certification Application Recommendations	<i>Beth Engle, Academic Program Manager CTE Programs and Pathways Branch Office of Career and Technical Education (CTE)</i>
	Process Review	
11:00am	Education and Workforce Collaborative Updates	<i>Alisher Burikhanov, Executive Director Kentucky Workforce Innovation Board (KWIB)</i>
11:15am	DOL/ETA Vision 2030 Overview	<i>Debbie Dennison, Deputy Executive Director, KWIB</i>
11:20am	Discussion – Joint Committee structure	<i>Beth Davisson, Chair</i>
11:30am	Where does Employer Engagement go from here What is currently being done? What additional opportunities are there?	<i>Beth Davisson, Chair</i>
Noon	Adjournment	<i>Beth Davisson</i>

2022-2023 Industry Certification Name / Industry Certification Stacked Credentials	High Demand	Date Received	Recommended addition to Valid Industry Certification List? Yes/No	BEAT Recommendations
KY Journeyman Plumbing License	Yes	5/1/2023	YES	The Construction BEAT Team recommends this certification be added to the valid industry certification list. The feedback received indicated BEAT members felt the certification is comprehensive and represents program standards achievement.
KY Journeyman HVAC License	Yes	5/1/2023	YES	The Construction BEAT Team recommends this certification be added to the valid industry certification list. The feedback received indicated BEAT members felt the certification is comprehensive and represents program standards achievement.

Committee: Education Attainment and Employer Engagement

(Strategic Plan: Goal #1 & Goal #2)



Chair: Beth Davisson

KWIB Staff Contact:

Connected Workgroups:

1. Sector Strategies (Goal #1)
2. CTE Certification & Continuous Improvement (Goal #2)
3. CTE/Perkins Leadership (Goal #2)

GOAL #1: Actively engage employers to drive Kentucky's workforce development system

Strategic Objectives

1a: Create a workforce development system that is valued by employers.

1b: Establish a clear channel for employer engagement in workforce development services.

1c: Increase the number of employers participating in work-based learning experiences and apprenticeships, while also establishing employer champions.

1d: Engage employers in education efforts from early childhood through Kindergarten, Grade 12, and postsecondary study.

1e: Leverage employer data on workforce projections and training needs, using the talent pipeline management system of the Kentucky Chamber of Commerce and a revamped business service team network.

Successful Deliverables:

1. An increase in employer engagement in education and workforce development, scaling to 3x current levels and mirroring that of neighboring states
2. A drastic (5x) increase in the number of registered apprenticeships and work-based learning opportunities sponsored by employers
3. An established set of best practice industry exposure experiences aligning P-12 delivery with industry needs in local workforce regions
4. At least 40% of Kentucky youth participating in work-based learning during their P-12 years to gain invaluable exposure to workplace skills early in life
5. Streamlined business services team efforts by workforce region which focus on business retention and expansion (BRE) via quality delivery of workforce services
6. Establishment of 50 localized statewide talent pipeline management system consortia, which assist in delivery of real-time data, allowing for better alignment of supply and demand in the workforce

GOAL #2: Align and integrate P-12, adult education and postsecondary education to provide lifelong opportunities for Kentuckians that prepare them for the rapidly shifting realities of work in the future.

Strategic Objectives

2a: Increase career exploration opportunities while students are in P-12, and provide all students an opportunity to earn a certificate or credential prior to graduation, with emphasis on those credentials where dual secondary /postsecondary academic credit is awarded.

2b: Review and adjust the structure (locations, pathways, and resources) of Pre-K through postsecondary delivery to align and integrate the Commonwealth's educational infrastructure based on employer needs.

2c: Increase awareness of all market-relevant career pathways among students, educators, guidance counselors, career counselors and parents.

2d: Improve the sharing and use of data to inform the ongoing curriculum design for P-12 and postsecondary institutions.

2e : Create opportunities for early, mid, and later-career learning for all Kentucky workers to provide a range of learning opportunities for growth, upskilling, and adaptation to changes in the nature and structure of work.

2f: Encourage the agility, responsiveness and desire for lifelong learning among older Kentucky workers.

Successful Deliverables:

1. An adequate supply of middle and advanced skill workers to meet the hiring projections of Kentucky's employers
2. At least 40% of Kentuckians possess training sufficient to fill a "middle skill" job, with 70% having acquired some postsecondary training or credential beyond a high school diploma
3. High school graduation requirements reformed to give more credit to technical training and promote work-based learning as part of the curriculum
4. Technical education courses are aligned to postsecondary credits and programs offered by local institutions of higher education, increasing the availability of dual credit and "stackable" credentials
5. Implementation of program-specific goals and metrics for K-12 technical education programs aligned with industry needs

Full Strategic Plan can be viewed and downloaded here:

https://kwib.ky.gov/About/Documents/KWIB_Strategic_Plan_2020.pdf

Workgroup Goals

Goal #1, Employer Engagement

In the short term, we will:

- Create a cross-cabinet team to unify statewide leadership, eliminate operational siloes, and communicate consistently with respect to areas of employer need and program service delivery
- Advance the top-line priorities of employers (large and small) for the workforce development system as a cross-cabinet initiative

In the near term, we will:

- Provide direction to regional / local business services teams led by economic development to streamline the level of effort required for employers to access and acquire workforce services
- Recruit regional, sectoral cohorts of “employer champions” from the business community who can collectively influence businesses to participate in work-based learning experiences (through scale, through supply chain, through vendor networks)
- Form an outreach campaign that places employers “front and center” to educate parents, teachers and counselors on industry opportunities in high-demand fields
- Embed assistance for employer champions that helps them direct educational institutions and workforce providers to deliver value-adding workforce services
- Align and enhance workforce system performance metrics to reinforce accountability of each workforce partner

In the long term, we plan to:

- Modernize the Commonwealth’s Unemployment Insurance (UI) technology systems to increase claims process efficiency and minimize overpayments
- Perform a recurring review and analysis of data system intelligence on workforce supply compared to economic growth demands and projections to inform the regional emphasis on specific career pathways and alignment of educational programs
- Provide an integrated and valued experience for employers to engage by way of an ombudsman-style coordination with the workforce development system for businesses

Goal #2, Education Attainment

In the short term, we will:

- Identify shortages in current supply versus demand of incumbent worker training
- Assess alignment of technical education and postsecondary programs for both locations and programs
- Create awareness by students of professional opportunities within Kentucky's high-demand fields by leveraging existing networks and modes of communication with employers
- Align P-12 educational assets and infrastructure against documented workforce needs communicated by industry employers
- Create a resource network for older Kentuckians to retrain and upskill for late career opportunities

In the near term, we will:

- Establish statewide advisory committees to aggregate and streamline employer feedback to educators and providers on technical and workforce training needs
- Use data to identify enhancements and augment curricular design to align educational delivery to labor market demand as students transition from P-12 to full-time employment
- Craft messaging targeted to specific audiences (students, parents, teachers, counselors, etc.) to convey the scope and scale of today's available job opportunities, including competitive salaries, exciting and innovative work, tuition reimbursement, and rapid advancement for enthusiastic learners
- Support additional capacity for re-skilling adult populations
- Pilot a P-12 suite of career exploration activities at the school district, city, and county level, leveraging successful existing program models to create a scalable approach

In the long term, we plan to:

- Institutionalize a continuous feedback loop between employers and the education and workforce development community
- Maintain an ongoing balance within the incumbent worker training portfolio
- Structure incentives that keep older workers productive in the workforce longer
- Identify additional opportunities to access, share, and integrate workforce development and education data across workforce partner sources



KWIB Joint Employer Engagement and Education Attainment Committee Meeting Minutes June 14, 2023

Visit the following link to view the recorded meeting:

kwib.ky.gov/PublishingImages/EAAE_061423/EAAE_061423.mp4

Beth Davisson - CHAIR	X	Summer Morgan	X
Johnny Collett	X	Larry Garrity	X
Bo Matthews (Justin Browning)	X	Patsy Jackson	X
Dianne Owens (Terry Sullivan)	X	Melissa Williams	X
Tom Thompson	X	Senator Jimmy Higdon	X
Karla Tipton	X	Correy Eimer – NKY	X
Harper (Smith) Michael	X	Rocki Rockingham	X
Sara Tracy	X	Stephanie Collins (late)	X
Lisa Banner	X	Jenni Hampton	X
Kim Humphrey	X	Myra Wilson (late)	X
Johnny Collett	X	Beth Engle - KDE	X
Karen McFadyen	X		

Others present: Alisher Burikhanov, Sarah Ortkiese, Debbie Dennison, Elishah Taylor, Sara Jagers

10:31 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. A slight change to the order of the agenda was made to address the joint committee structure currently in place.

Beth provided an overview of the last meeting that included how best to dig into the work of the Strategic Plan and how best to build strategies around the action items of each of the four (4) pillars of that [Plan](#). At the last meeting, Beth lifted the idea of splitting the joint committee into two committees. Concern was raised that by splitting the committee’s adequate business representation may not be had on the education attainment committee and not enough secondary and post-secondary participation on the employer engagement committee. After additional follow-up with members of the committee, the following was determined as being important for this joint committee to split into two committees.

First, that cross-collaboration must happen at each meeting to keep members of both committees informed of the work the other is doing. Secondly, we must invite more “boots on the ground” individuals to participate in both committees as they provide the best insights and practices that should be lifted and scaled statewide. Third, a review of the committee members will be had and once a list of members is confirmed, we must

impress upon the members how important their attendance is to discuss matters of education attainment and employer engagement, both very important pillars of the strategic plan.

Karen McFadyen, ZyBooks (business), shared that she appreciated the extra attention to these conversations and stressed the importance of scaling best practices and inviting local individuals relevant to these conversations that will invoke improvements. In addition, she shared that to promote the involvement of teachers in the conversation, the committee may want to meet at 3:30 or later. She lifted the importance of including small and large companies at the table as they experience very different challenges in workforce development.

Alisher Burikhanov, Executive Director, and Karen McFadyen, lifted that all committee structures will be reviewed, and we must recruit more businesses to effectively make impacts in workforce development. Beth Davison thanked everyone for their comments and asked if this was the path forward needed to split the committees. **Kim Humphreys, Alliance Coal (business)**, added that several members are on several different committees, and choices for who sits on what committee should be thoughtful and intentional. **Dr. Patsy Jackson, Big Sandy Community and Technical College** asked if both secondary and post-secondary participants are welcome to attend committee meetings. Both Beth and Alisher confirmed that all levels of education must be participating in the discussions as we offer students choices for career and/or college. They encouraged current members to think of others that may add value to these meaningful discussions.

Summer Morgan, Director, Office of Adult Education, via chat, shared that we may want to invite the [Prichard Committee](#) to these discussions. Kim Humphrey lifted that we also may want to recruit staffing agencies as key players for understanding the hiring landscape (education and employer needs).

Beth asked for any additional input and stated that while a vote was not required in the by-laws, she wanted the committee to feel comfortable in moving this forward. She asked if anyone opposed this effort and there were none that opposed, so the joint committee will dissolve into two (2) separate committees keeping the stated recommendations as they move forward.

Office of Career and Technical Education “CTE” Certification

Beth introduced **Beth Engle, Manager Student Programs, OCTE within the Kentucky Department of Education (KDE)**, to walk through the recommendations of the working group for recently received certification applications. Beth shared that recommendations had been lifted for the two recently received applications that include: KY Journeyman Plumbing and HVAC licensing. She asked if anyone had questions. There were no questions. **Dianne Owen moved** to recommend to the full KWIB on August 17th; **Patsy Jackson seconded** the motion. A motion was unanimously recommended.

Collaborative updates

Alisher Burikhanov shared updates on the **Kentucky Education and Workforce Collaborative** (Collaborative). Recent meetings included conversations about the ecosystem where Deputy Secretary Beth Brinley is Chair. The goal of the Collaborative is to bring these impactful agents together and look at the goals of the KWIB and see how the goals can be implemented. The Collaborative’s first meeting of the year was January 26, 2023.

The theme or focus of the meeting was about the **Reentry Population** where Secretary Harvey attended. **Jobs on Day One** was created from this meeting with three main phases.

1. Pre-Release: Employment Services
2. Release: Employment
3. Post-Release: Support Services for Retention

The second Collaborative meeting was April 20, 2023 and it focused on **Work-based Learning**. Internships, apprenticeships, and job shadowing are all exposures for students. How do we let businesses know what is available to them and what menu of options they have to pick from. Dr. Hargis and her team are getting the common language in place to help businesses easily access and understand the resources available. KDE is taking the first approach.

The next meeting is June 29th and will focus on our **Veterans and their families**. Kentucky is home to Fort Knox and Fort Campbell where Tennessee is our competitor. There are a lot of organizations that focus on veterans. The goal of this meeting is to come together with existing supports and work to align the ecosystem for veterans and military service personnel and their families that are ready to return to work and need support.

The last meeting of the Collaborative will be on October 12, at 1:30pm and will focus on **the WIOA State Plan**. This will be a discussion on how the workforce development ecosystem is aligned and functioning.

Senator Jimmy Higdon asked if the newly named partners were included yet. They are some of the Area Development Districts (ADDs) and the Kentucky League of Cities (KLC). Alisher mentioned he knew that discussions were ongoing and that he would follow up and advise.

DOL / ETA Vision2030 Conference

Deputy Secretary Beth Brinly, Education and Labor Cabinet (ELC) and Debbie Dennison, Deputy Executive Director, KWIB, attended the DOL / ETA Vision 2030 Conference held in Washington DC in May. Debbie shared that a lot of the conversation today including partnering with employers, support services and other stakeholders was a central theme at the event. Additional takeaways included:

DOL/ ETA takeaways discussion:

- Braid funding – WIOA funding decreasing; use Grants where you can
- Sectoral Partnering – Build relationships with all stakeholders (be intentional); Convene all partnership voices
- Employer strategies
- Scale best practices
- Include Quality Jobs Principles
- Equity must exist in employers
- Increase support services
- ID and Reduce barriers
- Career Pathways / Sector Strategies
- Building a Better Care Economy
- Future of Work

Additional information from the event includes:

Photos: You can click [here](#) to view photos from the convening.

Videos: Watch videos of the plenary sessions by selecting the following options:

- [Tuesday, May 16, 2023](#) (*Workforce 2030: A New Vision for Investing in America's Workforce, Building Industry Partnerships that Deliver: Competitive Skills, Good Jobs and Equity, A Critical Role for Young Workers: Creating a No-Wrong-Door System for Youth*)
- [Wednesday, May 17, 2023](#) (*Centering Communities and Workers for Equity, Future of the Workforce System in the Future of Work, End of Day Plenary – Building Pathways*)
- [Thursday, May 18, 2023](#) (*Critical Sectors, Critical Supports: A Better Workforce System by Building a Better Care Economy, Closing: A Call to Action*)

Additional materials on breakout sessions and others will be posted later in June on their site [ETA Vision 2030](#).

She closed that the aforementioned [Job Quality Principles](#) will continue to be a focus and looks forward to learning and applying more of what the Kentucky delegation

Closing

In closing Beth Davisson looks forward to being laser focus and collaborating among the two (2) committees and shared her appreciation with folks who have been participating in the conversations of the joint committee.

Alisher lifted that we will work to round out the committee member listing for review to include personnel that is the “boots on the ground”.

11:25am ET Adjourn

Justin Browning motioned to close the meeting; **Kim Humphrey seconded**. The meeting was adjourned at 11:25 am. Beth Davisson thanked Rocki Rockingham for attending her first meeting.