



KWIB
Joint Committee Meeting of
Education Attainment and Completion
and
Employer Engagement

AGENDA
July 27, 2021
11:00am – 12:30 pm

Via Zoom

<https://us02web.zoom.us/j/89211381064?pwd=aXJGdnIxdzNScW5kVGFaMytWMWITdz09>

Password: Qd9gQ3

- **Welcome** Beth Davisson, Chair
Kentucky Chamber

- **KWIB Leadership Transition** Stefanie Ebbens Kingsley

- **Sector Strategy Sub-committee update / Next steps** LaKisha Miller, Chair
Kentucky Chamber

- **CTE Certification Review – Continuous Improvement Subcommittee** CTE Team
David Horseman, Deputy Commissioner
 - Transition information
 - Recap of what has been covered
 - Next steps

- **Meeting cadence / look forward to 2022** Beth Davisson

- **Adjournment**

Transition

David Horseman, Associate Commissioner

- KDE Team members on the CTE Certification Continuous Improvement Subcommittee
 - Regan Satterwhite – Academic Program Manager, CTE Programs & Pathways (Point of Contact)
 - Pamela Moore – Division Director, Student Transition & Career Readiness
 - Scott U'Sellis – Data Program Manager
 - Beth Hargis – Division Director, Technical Schools & Continuous Improvement

Recap

Regan Satterwhite

- What's happened?
 - 2021-2022 Valid Industry Certification List (version 1.0) was published to the [KDE website](#)
 - Subcommittee voted to move to a dynamic list
 - This list notes changes from the 2020-2021 list at the top

Next Steps

Pamela Moore

- What's next?
 - Program Consultants in the OCTE will review new industry certification recommendations from the WIB's with their respective Business and Education Alignment Teams (BEAT)
 - Consultants will bring suggestions from BEAT meetings to the Industry Certification Continuous Improvement Subcommittee for review and recommendation to the Education Attainment and Employer Engagement Committee
 - KDE Team requests a September meeting of the Subcommittee

Employer Engagement Survey Results

Scott U'Sellis

- The link to the Industry Certification Survey was sent out to employers in February – March 2021
- 260+ total responses
- Myriad of industry sectors represented (including all five of the top five high demand industry sectors in Kentucky)
- The survey was created to gauge:
 - If other states had specific industry certifications you would like to see recognized in Kentucky (asked to provide the certification and state)
 - Certifications valued in your industry
 - Value of certifications that measure skills and abilities
 - Value of other skills (other than “soft skills”)

General Findings

Scott U'Sellis

- Many great industry certifications suggested in which more research will be needed
- Some industry certifications suggested which are already on the valid industry certification list
- Some suggested certifications are generic in nature (and not necessarily the name of an existing certification)
- Some suggested certifications may not be attainable by high school students
- Mixed feelings regarding the value of certifications measuring skills and abilities and certifications measuring other skills



**Joint Committee Meeting of
Education Attainment and Completion
and
Employer Engagement**

DRAFT MINUTES
July 27, 2021; 11:00am – 12:30 pm

Via Zoom

<https://us02web.zoom.us/j/89211381064?pwd=aXJGdnIxdzNScW5kVGFaMytWMWITdz09>

Password: Qd9gQ3

MEMBERS PRESENT (marked with "X"):

Beth Davisson - CHAIR	X	Mike Willand	
Dr. Aaron Thompson (Lee Nimocks)		Michelle DeJohn	X
Scott Pierce	X	Pamela Moore	X
Kris Williams	X	Myra Wilson	X
Misty Edwards	X	Kim Humphrey	X
Jason Luring		Bo Matthews/ Justin Browning	X
Patricia Gonzalez		Dianne Owens	
Mike Stacy		Jonathan Webb (Amy Samples)	X
OJ Oleka		Dallas Kratzer	X
Kim Humphrey	X	Jessie Schook	X
Regan Satterwhite	X	Kara McFadyen	
Karen McFadyen		Senator Jimmy Higdon	X
Jessica Cunningham		Tony Georges	
Scott Secamiglio	X	Todd Schmiedeler	
David Horseman	X	Harper Smith	X
Anna Larson	X	Sara Tracy	
Mike Buchanon		Julie Whitis	X
John Oliva	X	Michael Buckentin	
Mike Smith		Beth Hargis	X
Tonya Crum	X	LaKisha Miller	X
Joe Paul (OESE)		Lisa Banner	X
Kristi Putnam	X	Scott U'Sellis	X
Diana Jarboe	X	Matt Bacon	X
Michael Gritton		Tara Johnson-Noem	X
Tara Roscoe	X	Leslie Slaughter	X

OTHERS PRESENT:

Sara Jagers	Debbie Dennison	Stefanie Ebbens Kingsley	Beth Gaunze
-------------	-----------------	--------------------------	-------------

BETH DAVISSON, CHAIR CALLED THE MEETING TO ORDER AT 11:00AM.

Ms. Davisson, welcomed the committee members and walked through the agenda briefly. She announced that KWIB leadership is changing and that Stefanie Ebbens Kingsley is slated to take the Executive Director position.

Stefanie Ebbens Kingsley thanked Beth for her introduction and gave a brief statement of excitement to be tapped for the position.

Ms. Davisson introduced LaKisha Miller, in her new role with the Kentucky Chamber. Ms. Miller is the chair of the Sector Strategies sub-committee and she explained her sub-committee's focus including an overview of the ideas that they discussed during their first meeting. Their primary focus is figuring out what the future of work look like in a transient workforce. Questions currently in discussion are how to build stackable credentials and maintain the newly forming culture; how to raise awareness, increasing internship opportunities for lower income workers; and what marketing strategies can be implemented?

Ms. Davisson introduced David Horseman, Associated Commissioner for the Kentucky Department of Education (KDE). Mr. Horseman has a team of professionals that is leading the **CTE Certification Continuous Improvement Subcommittee**; they have had a recent transition and he introduced his team in Regan Satterwhite, Dr. Beth Hargis, Dr. Pamela Moore and Scott U'Sellis.

Mr. Horseman explained his sub-committee's extensive work with the certification review and feedback that they received and their new marketing campaign they hope will gain awareness and help them to continue collaboration with business and educational partners.

Regan Satterwhite, is the main point of contact for any comments or questions in regards to the survey and/or results. She explained where to find the updated data within the [Kentucky Department of Education's website](#) under Research, and [2021-22 Valid Industry Certifications](#). (*note: that any changes will be highlighted at the top of the spreadsheet*).

Pamela Moore explained what's next within the sub-committee is to review the certification list using a process as new opportunities for certifications come to their attention. Business, education and alignment groups were developed to do research, and recommendations are made to the KWIB board to offer additions to the dynamic list. The KDE Team ask KWIB staff for a September meeting to look at timelines and set a meeting schedule because they estimate up to four changes to the list to process feedback when needed.

Scott U'Sellis reviewed the recommendations from the survey conducted earlier this spring, which over 260 diverse responses were received. The goals and general findings were listed in his PowerPoint slides found in the post meeting packet, explaining that someone could use one word for a certification like forklift, which can be difficult to tie that to a specific certification.

Mr. Horseman recapped the conversation explaining that the survey is employer and facilitator driven. He explained that one certificate might be pulled from the list, which in turn can effect the list of other mapping because that certificate isn't available anymore. As long as this data is aligned with the curriculum and what employers are looking for, then it will benefit everyone.

Ms. Davisson commented how important this communication is to facilitate this process, and opened the meeting for questions.

Kris Williams expressed the importance of sharing the KDE and KCTCS's work that is done to prevent isolations. She also commended the team for their hard work, but asked how employers determine value what's important to them and are those conversations happening for them to validate skills? **Kim Humphrey**, a business leader, stated that is not sure that conversations *are* happening. Also, she wonders if employers understand the offering; assumes that they don't know what is offered or where to find the offering.

Scott U'Sellis said that there is a report on KYSTAT's website that can help with these questions, the [Kentucky Career and Technical Education Employer Connector](#).

Beth Davisson expressed concern that employers don't know to look at KYSTATS for employer/employee information. So it is important to share this information. **Jessie Schook** mentioned the Job Data Exchange (JDX). She posed the question that even with the list of certifications providing a leg up for job seekers, are employers marketing those certificates (key words) within their job postings?

Beth Davisson asked **David Horseman** if they have a plan for an annual process to obtain feedback and if they will ask everyone to rally around to help get responses? David responded that it depends on the need from the employers and mentioned the concern if they blitz too much, you get less feedback. He suggested having set meetings and conduct another blitz next year to stay aligned with the KWIB structure.

Pamela Moore mentioned that it is important to stick to the KWIB process in order to keep the list from getting out of control, but at the same time improving the speed of change (additions) to keep the list updated.

Beth Davisson asked for ***ACTION from the sub-committee*** to take time to determine the frequency of the next blitz and to ***report back on their plan***.

Ms. Davisson spoke to scheduling out meetings on a more consistent basis and asked the committee if they would like to keep meeting every other month, which would mean that the next meeting would be the last Tuesday in September from 11-12:30 p.m. ET. The committee agreed that they would continue to meet the last Tuesday of every other month at the same time. KWIB staff will be responsible for setting up these meetings with the cadence listed herein.

Harper Smith gave a quick update on Bus to Business being hybrid and in-person encouraging those who want to participate to sign up with the link.

Debbie Dennison, KWIB staff, mentioned that the Perkins sub-committee will meet again soon to review the applications and plan next year's reviews. A meeting invitation will soon be sent.

Ms. Davisson thanked the committee for their time and energy and **motioned to adjourn early at 12:02 p.m. ET and Kim Humphrey seconded the motion.**