

## Committee: Employer Engagement

### (Strategic Plan: Goal #1)



Chair: Beth Davisson

KWIB Staff Contact: LaChrista Ellis

#### **Connected Workgroups:**

1. Sector Strategies

#### **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 #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

Full Strategic Plan can be viewed and downloaded here:

[https://kwib.ky.gov/About/Documents/KWIB\\_Strategic\\_Plan\\_2020.pdf](https://kwib.ky.gov/About/Documents/KWIB_Strategic_Plan_2020.pdf)