

Strategic Committee: Employer Engagement

Chair: Beth Davisson

KWIB Staff Contact: LaChrista Ellis

Strategic Goal: Employer Engagement

Employer engagement is critical and highlights the active role businesses across the Commonwealth can play getting individuals into good jobs, as well as hiring, training, and developing world-class talent. The workforce development system needs tools, resources, and solutions that are simple to understand, and actionable in order to engage businesses, and this requires the appropriate government technical assistance to support this coordination.

Priority #1: Work-Based Learning (Business Perspective) - Expand, Scale, and Improve

Strategic Action: Develop Business-to-Business Work-Based Learning (WBL) Guide & Best Practices (ex: five steps to starting an apprenticeship; five steps to hiring WBL high schoolers; five steps to utilize government-based on-the-job training incentives; five steps to hiring WBL postsecondary learners). Key partners include business and industry associations in disseminating information and providing ongoing feedback.

Qualitative Metric:

Immediate Measurement (within one year) completed guides on:

- (1) Pre-apprenticeships, youth apprenticeships, and registered apprenticeships
- (2) High school internship/co-op
- (3) WIOA/government on-the-job training
- (4) Postsecondary internship/co-op
- (5) Business or industry WBL/apprenticeship models

Mid-term Measurement (within two years): Utilization of WBL guides across businesses through assessment of industry associations; improvement where necessary based on feedback.

Long-term Measurement (within four years): Document successful case studies, measure the increase of WBL opportunities based on qualitative analysis from industry association.

Quantitative Metric Measurement:

Registered Apprenticeship growth will be measured quarterly and annually, analyzing baseline numbers for new apprentices, active apprentices, and program completers, and demonstrating the last three-year and four-quarter trends.

- Number of companies participating in Registered Apprenticeships
- Number of active apprentices
- Number of apprenticeship programs
- Entry vs. completion wages
- Program retention rate (percentage of apprentices who complete the program)

- Job retention rate (percentage of program completers still employed 12 months post-completion)

Priority #2: Expanding Talent Pools for Business Hire

Strategic Action: Expanding access to all talent pools by leading with skills and widening avenues to hiring Kentuckians.

Qualitative Metrics (with Quantitative Metric of Number of Case Studies Produced):

Immediate Measurement (within one year): Five case studies in skills-first widening of talent pools; five case studies per year at minimum.

Mid-term Measurement (within two years): Utilization across businesses through assessment of industry associations; improvement where necessary.

Long-term Measurement (within four years): Increase of employment opportunities based on qualitative analysis from industry association.

Priority #3: Unified Business Services

Strategic Action: Streamline systems, processes, and services to manage state, regional, and local relationships across the workforce and education ecosystem for better, more coordinated service delivery.

Qualitative Metrics (with Quantitative Metric of Milestones Reached):

Immediate Measurement (within one year): Develop a framework, including launch of a common needs assessment, workforce planning templates, and an outline for streamlined relationship management.

Mid-term Measurement (within two years): State and local integration with the implementation and assessment of progress, identification of challenges, and scaling expansion to more local workforce development areas.

Long-term Measurement (within four years): Development of a statewide unified business services training model with standardized resources and a train-the-trainer framework to support continuous improvement in creating the “Kentucky Unified Business Services Professional.”

Full Strategic Plan can be viewed and downloaded here:

https://kwib.ky.gov/Documents/KWIB%20Strategic%20Plan_2026-2029%20%28002%29.pdf