

Kentucky Education & Workforce Collaborative Board Meeting Briefing Book

April 24, 2025

1:30 – 3:30 pm EDT

Location: 412 NC, Fourth Floor Conference Room

500 Mero St. Frankfort, Kentucky 40601

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Kentucky Education and Workforce Collaborative Meeting April 24, 2025, 1:30-3:30 pm EDT

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Kentucky Education and Workforce Collaborative Meeting AGENDA

Thursday, April 24, 2025 Meeting 1:30pm-3:30pm EDT (1pm Networking)

IN-PERSON - 500 Mero Street, Frankfort, KY: 4th floor Conference Room Join Zoom Meeting

https://us06web.zoom.us/j/84820223771?pwd=hMKKmsbtx1n0JnhuM7AnMZAW4HLZNk.1

Meeting ID: 818 1754 4503 / Passcode: 746403

1:30 pm CALL MEETING TO ORDER

1:35 pm Welcome and Overview: Kentucky's Top Sectors & Good Jobs	Dr. Mike Yoder, Commissioner
	Department of Workforce Development
	Kentucky Education and Labor Cabinet (ELC)

1:45 pm <u>Kentucky's Top Sectors Overview</u>	Alisher Burikhanov, Executive Director
	Kentucky Workforce Innovation Board

Opportunities, Challenges, and Actionable Steps to Prepare Talent for Good Jobs in Kentucky's Top Sectors

Healthcare	JP Hamm, Associate Vice President Kentucky Hospital Association (KHA)
Manufacturing & Logistics	Mike Buckentin, CEO Metals Innovation Initiative (MI2)
Education	Dr. Jim Flynn, Executive Director Kentucky Association of School Superintendents (KASS)
Construction	Greater Louisville Building and Construction Trades Council

Supporting talent development, addressing challenges, and building career pipelines to good jobs in Kentucky's Top Sectors

3:20 pm Updates on Collaborative Activities	Dr. Mike Yoder, Commissioner
	Alisher Burikhanov, Executive Director
	Kentucky Workforce Innovation Board

3:25 PM CLOSING COMMENTS – UPCOMING DATES

NEXT MEETING: JULY 17[™], 2025

3:30 PM ADJOURNMENT





Kentucky Education and Workforce Collaborative Meeting

Minutes Thursday, January 16, 2025 1:00 pm ET In-Person Networking; Meeting 1:30 pm-3:30 pm ET

Via Zoom Meeting

IN-PERSON - 500 Mero Street, Frankfort KY: 4t floor Conference Room

ATTENDEES: Lori Ulrich (Interim Chair), Allison Boyd, Amaya Alvarez, Becky Burnside, Becky Jordan, Bill Hardin, Brian Becker, Brandon Combs, Chris Wooldridge, Donietta Hawkey, Eleri Gesler, Gabriela Salazar, Secretary Jamie Link, Dr. JC Gregory, Johnny Collett, Leslie Sizemore, Mandela Gapala, Commissioner Mike Yoder, Nick Haw, Sheila Clark, Stevee Hilaire, Suhas Kulkarni, Tom Thompson, Vivian Marin, Secretary John Hicks, Jessie Schook, Mayte, Michelle DeEsch

STAFF: Alisher Burikhanov, Debbie Dennison, Elishah Taylor, LaChrista Ellis, Sarah Jaggers

1:30 PM CALL MEETING TO ORDER

Welcome, and Overview

Lori Ulrich, Chair, Kentucky Workforce Innovation Board (KWIB), called the meeting to order. She introduced herself as the KWIB Chair and shared her interim chair for Education and Workforce Collaborative with the recent retirement of Beth Brinly as Deputy Secretary. She asked board members to introduce themselves and thanked everyone for attending.

Introduction to Talent Focus: Immigrants and Refugees

Alisher Burikhanov, Executive Director of the KWIB, introduced Dr. Mike Yoder as the new Commissioner of the Department of Workforce Development (DWD), and thanked him for joining the meeting. He then introduced the topic of the meeting being Talent Focus: Immigrants and Refugees. Alisher shared his enthusiasm for addressing this issue, highlighting his personal experience as an immigrant and his work with the population in his previous work). Alisher emphasized that diversifying talent pools is a top priority for the business community. He highlighted the need to build talent pipelines, particularly for underserved groups, including veterans, immigrants, and refugees, among others. There are many programs to assimilate immigrants into the workforce system. He indicated the presentations today would offer three perspectives in the space of immigrants and refugees.

Refugee Resettlement in Kentucky

Becky Jordan, Kentucky State Refugee Coordinator at the Kentucky Office for (KOR), introduced herself and provided an overview of the program's structure within Kentucky and how it varies across other states. In Kentucky, there are 6 settlement agencies. She then turned it over to **Mandela Gapala State Employment Services Coordinator, Kentucky Office for Refugees (KOR)**, who introduced himself and spoke about his role in providing employment services to immigrants and refugees.

Becky discussed the services offered by KOR, including support for Cubans and Haitians population. She explained that approximately 30,000 Cubans have resettled in Kentucky in the last three years, with 90% of them arriving in Louisville, making Kentucky the fourth-largest state for Cuban resettlement.

Resettlement agencies across Kentucky offer employment services, career planning, and vocational training, with specialized support for younger refugees to help plan for their careers and provide a connection to postsecondary opportunities. Due to growing demand,

the office has expanded its staff to serve a growing diversity of refugees, many of whom have varying levels of English proficiency. They typically work with refugees is for up to five years, helping them integrate into society and eventually apply for citizenship.

Becky also shared that the starting wage for most refugees is \$17 per hour, which helps them provide for their families. Mandela then spoke about efforts to improve employment and job placement opportunities, noting a goal to increase wages to \$20 per hour. He also discussed the barriers refugees face, including language requirements from employers, as well as challenges related to childcare, transportation, and the time it takes to receive Employment Authorization Documents (EADs). He emphasized that the application process can be time-consuming. In 2024, they provided 4,051 job placements and had 7,694 clients that are employable.

Local Workforce Board Perspective: South Central Workforce Board

Brian Becker, Vice President of the South Central Workforce Development Board, spoke about the immigrant and refugee experiences in the South Central workforce development area. Brian shared the importance of serving this population pool in light of current decreasing talent pool demographics; he referenced a <u>recent report from Lightcast</u> addressing the looming labor shortages. The South Central area is looking at the immigrant and refugee talent pool as one of the answers to address future labor shortages.

Further, he discussed the challenges that employers face when working with immigrants and refugees, particularly those with Limited English Proficiency (LEP). He highlighted that language barriers and a lack of digital skills make it difficult for immigrants and refugees to meet employers' expectations. One of the main areas that requires coaching is understanding workplace expectations, along with support for writing resumes.

Brian noted that as service providers, they cannot verify the legal status of individuals, but they offer workshops in multiple languages to ensure refugees and immigrants receive accurate information. He also mentioned the importance of clearly communicating the roles and responsibilities in the process. He encouraged the use of resources like <u>JobSeekerMap.com</u> and expressed a desire for more individuals to pursue adult education.

A question was raised about the difficulty refugees and immigrants face when obtaining an ID or driver's license due to language barriers, especially since interpretation is not allowed during road tests, and the written test has limited translation options. Brian responded that there are credentials that can be earned, such as medical or court-certified interpretation. He also suggested creating an interpreter fund for workforce development to help with these challenges.

Discussion around the opportunities for getting immigrants and refugees into healthcare, where they can be upskilled at medical facilities. Brian shared Kentucky's background check requirements, which require a social security number instead of an alien number, which poses barriers. It was noted that Jewish Family Career Services can assist with comparing medical credentials to U.S. standards to help individuals get the appropriate qualifications. Discussion was had around setting up a consistent path that allows credit for prior learning. Additional discussion included incentivization to employers hiring of this population. For more information on those incentives, please visit the Education and Labor Cabinet site <u>here</u>.

Business Perspective: GE Appliances – "Every Voice" Initiative

Gabriela Salazar, Program Manager of "Every Voice" at General Electric (GE) Appliances, a Haier Company, introduced herself and shared her journey in the U.S. She spoke about the motivation behind learning a new language, the importance of innovative thinking within human resources, and background on how she began her employment with GE.

In 2021, GE began efforts to engage more effectively with the Spanish-speaking community. She highlighted the critical role of English proficiency for safety within their facilities, prompting them to collaborate with Jefferson County Public Schools to assess the required level of English for employees to qualify for positions at GE. To support committed employees, the company launched a tuition reimbursement program, viewing it as a long-term investment that also serves as free public relations. Gabriela shared that their goal last year was to double the number of immigrant and refugee hires. They continue to encourage English learning, especially for those seeking upward mobility and long-term employment. The company offers around 500 hours of English language classes per year and provides resources for individuals with little to no English proficiency.

As the company looks to expand, they are exploring new and innovative ways to improve the process. Gabriela also mentioned their global network and answered questions about interpreter support. Some interpreter services were provided free of charge, while others were eventually hired.

A question was raised about the role of ambassadors within the company, and Gabriela explained that ambassadors typically come from the floor or from within the company. Job postings are also shared within the community.

Gabriela explained that there is not a formal incentive program for employees, though some employees have participated in "earn to learn" models, which are still a work in progress. One indirect incentive is that English as a Second Language (ESL) classes incorporate job-specific vocabulary to help employees perform their roles more effectively. When asked about retention rates, Gabriela confirmed that they had increased.

Discussion was had around expanding online library training and other resources, as well as recognizing employees for reaching certain language proficiency milestones. Gabriela acknowledged the importance of these initiatives and expressed interest in further developing them.

Group Discussion – Opportunities for Collaboration & Innovation

- Where can we strengthen recruitment and training?
 - Collaboration and relationship-building are essential for troubleshooting and sharing knowledge, simplifying the hiring process.
 - Rethink credentialing to better align how we hire and educate, particularly with the shift to competency-based education. A model needs to be developed, potentially through pilot training programs in partnership with employers. This requires significant investment and involvement from all stakeholders.
 - Leverage best practices, such as those from GE, to share successful stories and demonstrate the benefits of such initiatives.
 - Create a list of top employers and develop a toolkit to help guide populations, especially refugees, through their first year of adjustment. This would integrate education and employment pathways into the community.
 - Suggest organizing a meeting through the Kentucky Office for Refugees (KOR) to bring together employers, understand their challenges, and share this feedback. This could be incorporated into the Kentucky Chamber's academies to ensure all voices are heard during the three-day events.
- What are the first steps to move forward?
 - Broker relations with local boards Connect local boards with employers, training providers, and resources to strengthen the support network.
 - Work Opportunity Tax Credit (WOTC) Leverage WOTC as a financial incentive for employers to hire individuals from targeted populations, making recruitment more attractive.

The discussion emphasized the need to rethink how education and hiring address credentialing, particularly considering the shift toward competency-based models. Traditional credentialing was seen as costly, whereas competency-based education allowed individuals to progress at their own pace. However, the wide variety of credentials and training backgrounds pose challenges, with institutions struggling to customize education to meet diverse needs.

To address this, the group suggested exploring competency-based training programs that align with employers' job requirements. This approach involves mapping job descriptions to existing skills and offering targeted training to fill any gaps. Successful implementation could scale up, creating more efficient workforce pathways. The approach requires investment, collaboration, and input from both employers and workers to ensure it meets real-world needs. The conversation concluded with a commitment to finding solutions to better align education and employment pathways. The importance of individuals who think outside the box, such as those at GE, was also emphasized. Sharing success stories was seen to help businesses understand that success is achievable and worth the investment.

Updates on Collaborative Activities

Alisher Burikhanov provided an update on the collaborative activities, emphasizing the focus on work-based learning and targeted initiatives designed to support specific populations. He mentioned that these activities are outlined in the briefing book, which highlights the key focus areas from the past two years. Alisher noted that an updated version of this information will be available at the end of the year, with a specific focus on 2025 initiatives and goals. This updated document will continue to focus on improving the integration between education, employment, and the needs of diverse populations, including refugees, veterans, and other underserved groups.

Alisher also underscored the importance of collaboration between employers, local boards, resettlement agencies, and other stakeholders in supporting these populations. He suggested organizing targeted workshops, like the Kentucky Chamber's Academy for New Kentuckians, to extend these efforts beyond major cities like Louisville and Lexington, ensuring smaller regions in the state also benefit from these initiatives.

Through these collaborative activities, Alisher highlighted the goal of creating clear pathways for populations facing barriers to employment and education, by fostering partnerships, sharing resources, and developing toolkits that will guide individuals through the workforce system.

CLOSING COMMENTS

In closing, KWIB commits to following up, building relationships with local boards, working with the Kentucky Chamber, and exploring opportunities to develop toolkits and case studies that can help refugees navigate the workforce. Also of note was the importance of incorporating work-based learning, particularly for language acquisition, into these initiatives.

Upcoming Dates

Next Meeting: April 24th, 2025

3:30 PM ADJOURNMENT

Meeting Focus: Kentucky's Top Sectors



Kentucky's Top Five In-Demand Sectors

Recently, the Kentucky Workforce Innovation Board (KWIB) voted to adopt Kentucky's top five in-demand sectors. The two-phase, data-informed identification and verification process is described below with sample occupations provided. Additionally, the KWIB voted to incorporate a five-year review process utilizing the two-phase approach of quantitative and qualitative analysis.

Kentucky's Top Five In-Demand Sectors:

- 1. Healthcare
- 2. Manufacturing and Logistics
- 3. Construction
- 4. Education
- 5. Professional, Scientific and Technical Services (PS&TS)

Background

The process of identifying the top five indemand sectors in Kentucky took place through a two-phase approach, through a quantitative and qualitative review process. The data gathering and analysis was provided by the Kentucky Center for Statistics (KYSTATS).

The quantitative review process initiated in the Sector Strategies Workgroup with membership

consisting of KWIB members, business and industry representatives, education partners, government representatives and workforce development practitioners. The workgroup settled on the key quantitative data approach of reviewing occupations that are in-demand, experiencing growth, and have living wages. Specifically, the formula set by the quantitative group:

- 1. Entry Annual Wages OR Median Wages (25%)
- 2. Occupational Demand (50%)
- 3. Growth Rate (25%)

Importantly, the business members of the workgroup emphasized the importance of occupational demand and giving it more percentage weight above the other elements. The list of key occupations was then connected to their respective industry sectors. The quantitative workgroup reviewed various ranking methods in the review process (i.e. incorporating location quotient) and ultimately settled on the fact that all methods lead to similar sector output.

Once the quantitative workgroup agreed on the formula and the data derived, the work of the qualitative workgroup began. The qualitative workgroup consisted of statewide









education and training organizations that not only administer various training dollars, but also understand industries that may be experiencing growth in the future not yet reflected in data.

Example Occupations

1. Healthcare

- a. Registered Nurse
- b. Medical and Health Services Managers
- c. Nurse Practitioner
- d. Substance Abuse, Behavioral Disorder and Mental Health Counselors
- e. Clinical Laboratory Techs

2. Manufacturing and Logistics

- a. Assemblers and Fabricators
- b. Inspectors, Testers, Sorters, Samplers and Weighers
- c. Machinist
- d. Industrial Production Managers
- e. Heavy and Tractor-Trailer Truck Drivers

3. Construction

- a. Construction Laborers
- b. Carpenters
- c. Electricians
- d. Plumbers, Pipefitters and Steamfitters
- e. Project Management Specialists

4. Education

- a. Elementary School Teachers
- b. Secondary School Teachers
- c. Middle School Teachers
- d. Educational, Guidance and Career Counselors and Advisors
- e. Postsecondary Teachers

5. Professional, Scientific and Technical Services

- a. Software Developers
- b. Management Analysts
- c. Paralegals and Legal Assistants
- d. Computer User Support Specialists
- e. Market Research Analysts and Marketing Specialists

Impact and Future Review

Identifying these sectors allows Kentucky to focus time and investment into growing the opportunities in industries and occupations that are in high demand, are experiencing growth and pay living wages. Investment in these sectors and occupations go beyond the Workforce Innovation and Opportunity Act (WIOA) as the Kentucky workforce development ecosystem operates in a collaborative and strategic direction.

The five in-demand sectors provide a statewide lens, while local workforce development boards can incorporate an additional two sectors that are reflective of their local economies.

In addition to adopting the top five in-demand sectors, the KWIB voted to incorporate a review process every five years utilizing the two-phase approach of quantitative and qualitative review.

Kentucky Workforce Innovation Board 500 Mero Street, 4th Floor kwib.ky.gov



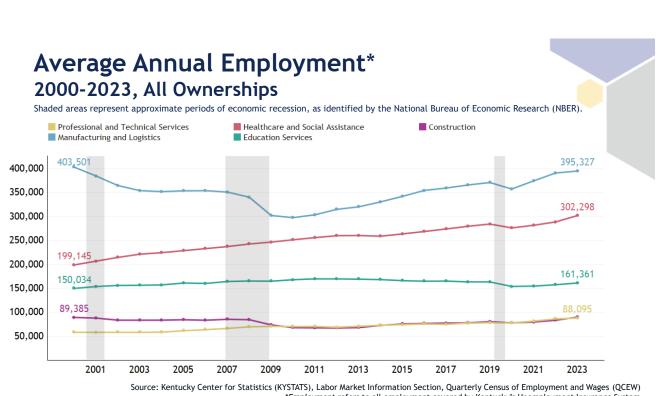




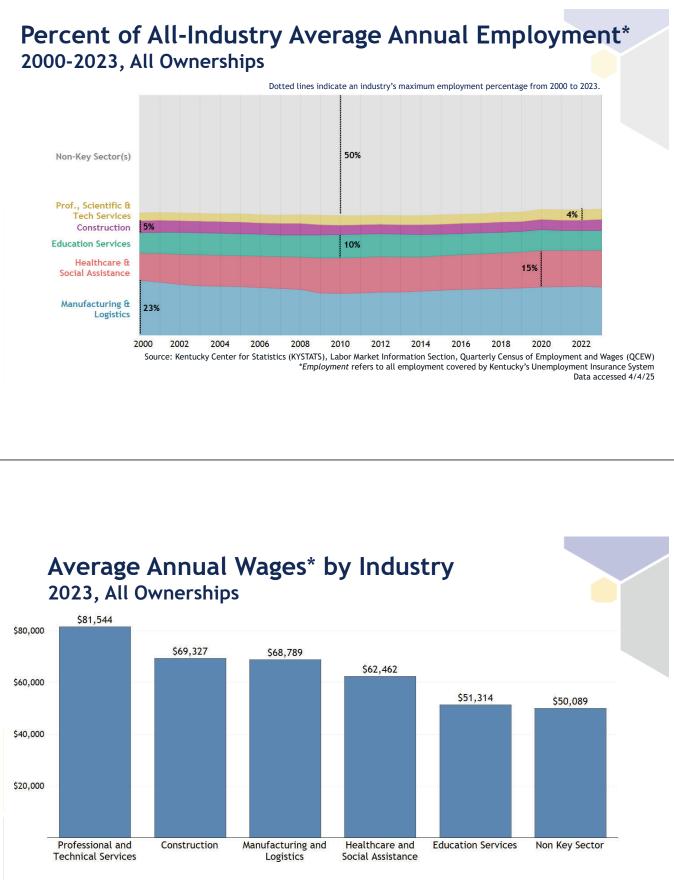


Professional, Scientific, and Technical Services

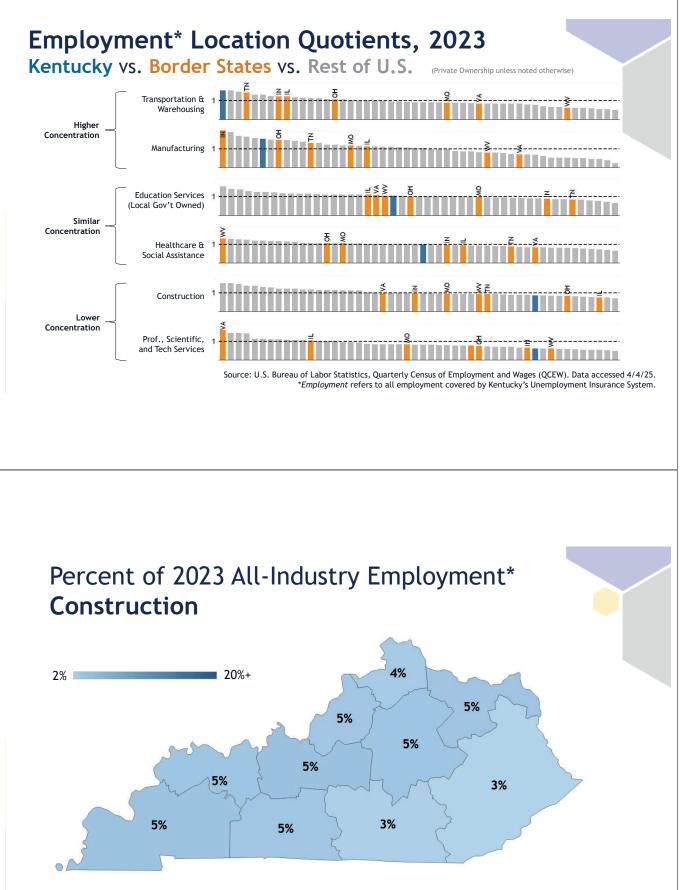
- Legal Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Architectural, Engineering, and Related Services
- Specialized Design Services
- Computer Systems Design and Related Services
- Management, Scientific, and Technical Consulting Services
- Scientific Research and Development Services
- Advertising, Public Relations, and Related Services



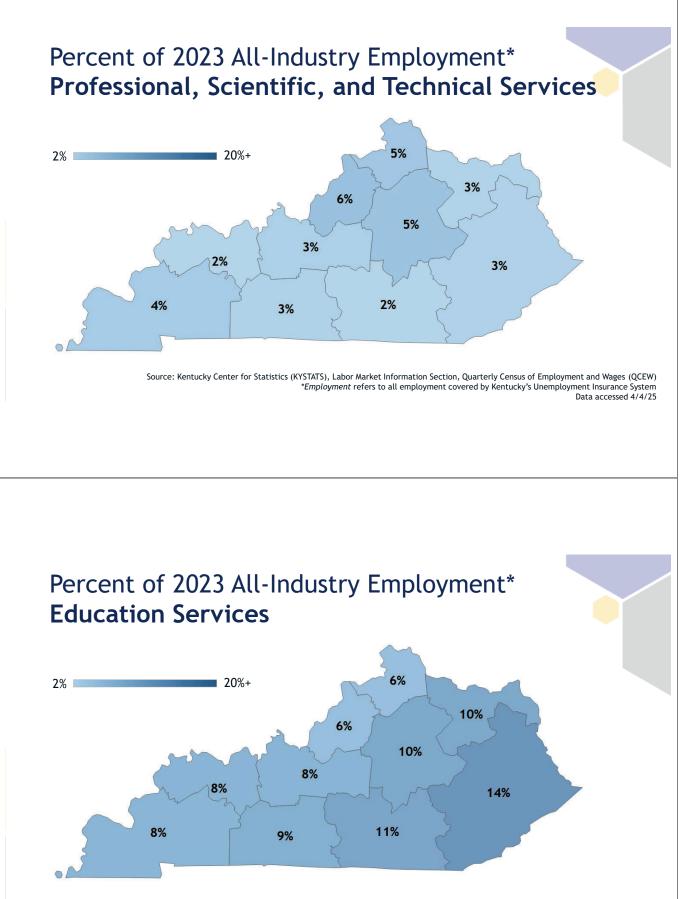
*Employment refers to all employment covered by Kentucky's Unemployment Insurance System Data accessed 4/4/25



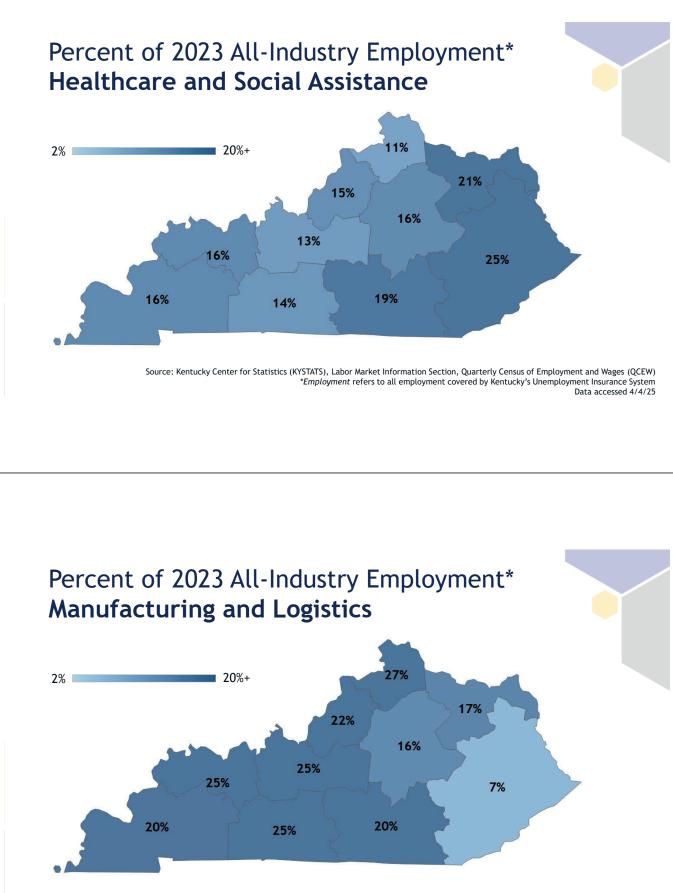
Source: Kentucky Center for Statistics (KYSTATS), Labor Market Information Section, Quarterly Census of Employment and Wages (QCEW) *Wages refers to all wages covered by Kentucky's Unemployment Insurance System Data accessed 4/4/25



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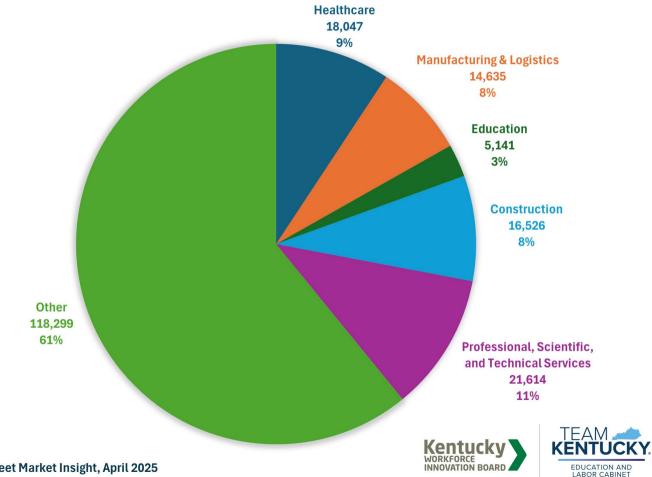




Source: Kentucky Center for Statistics (KYSTATS), Labor Market Information Section, 2022-2032 Occupational Outlook Data accessed 4/4/25



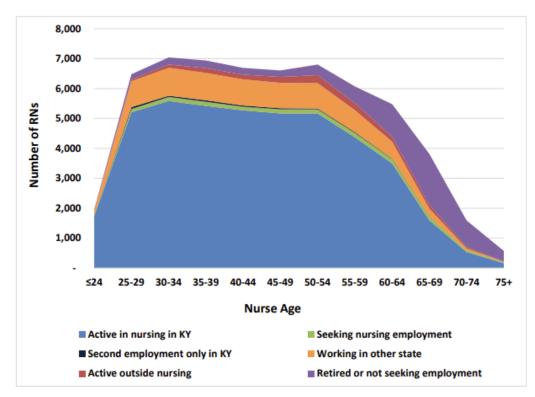
QUANTITY OF COMPANIES IN KENTUCY'S TOP 5 SECTORS



Dun & Bradstreet Market Insight, April 2025

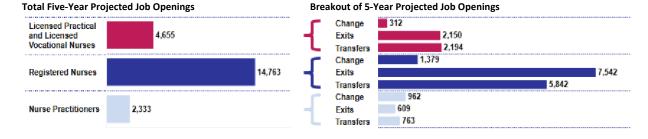
Kentucky Hospital Association

The **Kentucky Hospital Association (KHA)** is dedicated to finding ways to help meet the healthcare workforce needs of Kentucky's hospitals. The Association works with health care professionals and educators throughout the commonwealth to promote healthcare careers and ensure professionals achieve their educational goals.



Source: Analysis of Kentucky Board of Nursing 2022 licensure and workforce survey data.

(2022-2027) Data Source: Kentucky Labor Market Information at KYSTATST



Wage Information (Percentiles)



Key Links:

- **KHA Website:** <u>Workforce KYHA</u> KHA is dedicated to finding ways to help meet the health care workforce needs of Kentucky's hospitals. The Association works with health care professionals and educators throughout the commonwealth to promote careers in health and ensure professionals achieve their educational goals.
- KHA Workforce Data Report: <u>KHA 2024 Workforce Survey Report</u> This report provides an in-depth look at the non-physician hospital workforce in Kentucky
- **TPM Partnership:** <u>Hospital Talent Pipeline Management</u> The Kentucky Hospital Association has partnered with the Kentucky Chamber Foundation to create a Talent Pipeline Management (TPM[®]) program designed for hospitals to build their talent supply chains.
- KHA: <u>Kentucky Hospitals Economic Impact Map</u> The impact map illustrates how local hospitals in Kentucky contribute to the state's economy.



2413 Nashville Rd. P.O. Box C3 Bowling Green, KY 42101 https://mi2ky.org (770) 378-6670

Metals Innovation Initiative (MI2) is a 501(c)(3) economic development nonprofit formed by leading aluminum, copper, and steel producers in Kentucky, in partnership with the Kentucky state government, in 2022. MI2 is seeking new corporate members to significantly expand our capacity in 2025 in order to to bring more attention, resources, and scale to our work.

We have four member segments:

- Large metals manufacturers
- Small/mid-sized metals manufacturers (with fewer than 500 employees globally)
- Downstream customers of metals manufacturers
- Value providers to the metals manufacturing industry

In 2025, MI2 has a few priority initiatives which we are working on with our member companies and our strategic partners in government, higher education, economic development, workforce development, and other sectors. These include:

- <u>Building the Metals Industry Talent Pipeline</u>: We are working on piloting a comprehensive solution to a K-12 and higher education career pathways into the metals industry with partners like the Bowling Green Area Chamber of Commerce's SCK Launch and the Kentucky Community & Technical College System, with pilots in South Central Kentucky and in Northern Kentucky. We're exploring a pilot concept to bring metals industry satellite offices with "outside the main facility" jobs to former coalfield regions, supported by this career pathways approach. And we are bringing metals companies together to co-invest in media that tells the story of metals career pathways.
- <u>Piloting Solutions to Kentucky Metals Recycling</u>: We are committed to piloting a regional recycling process/program within a particular area that can be scaled to other regions/across the state over time, and to piloting a K-12 and higher education metals recycling education initiative in that region that can also scale statewide.
- <u>Identifying and Testing Innovation for the Metals Industry</u>: MI2 will bring innovation workshops to Kentucky metals companies to help consider how emerging technologies can be incorporate in metals operations and will continue to identify startups with solutions relevant to Kentucky metals companies to potentially pilot.
- Keeping Metals at the Center of Kentucky's Economic Development: We want people to think Kentucky when they think U.S. metals production, and for people to think metals when they think of Kentucky. MI2 co-organizes the annual Kentucky Industry Conference. We're working with our Governor/Executive Branch and General Assembly on keeping the metals industry at the center of Kentucky's story and on co-investing in our work. And University of Kentucky is studying the economic impact of metals in Kentucky with us.

Our members are coming together to work on solutions to common, pressing needs, in strong collaboration from the Kentucky government and our other strategy partners. Join us!





Education as a High-Demand Sector: What It Means for Kentucky's Schools

Education has been designated as a high-demand work sector in Kentucky, creating a timely opportunity to strengthen the pipeline of future teachers. This shift calls for a renewed focus on attracting, supporting, and retaining educators who are vital to the success of students and communities.

Efforts are underway across the state to inspire high school students to consider teaching careers through scholarships, mentorships, and job guarantees (<u>see one example here</u>). At the same time, alternative certification paths and apprenticeship programs are helping professionals from other fields transition into education without unnecessary obstacles (<u>learn more here</u>).

To ensure every classroom is led by passionate, qualified teachers, Kentucky must rethink how it welcomes and prepares the next generation of educators.

Strengthening Kentucky's Education Workforce: Solutions & Strategies

A Collaborative Effort

Strengthening Kentucky's education workforce will require collaboration among state leaders, policymakers, and education stakeholders. Key strategies include expanding flexible certification pathways, using data to address teacher shortages, promoting the teaching profession, and reducing administrative burdens. Together, these efforts aim to create a more sustainable system where every student has access to a high-quality teacher. To learn more about these strategic solutions, <u>click here.</u>

Education is a High-Demand Industry - Policy Solutions for Addressing the Challenge

Kentucky must take action to strengthen its education workforce by focusing on three key areas:

- Education Workforce Legislation
- Workforce Development Funds
- Teacher Certification Reform

These steps are essential for building a stronger education system in Kentucky. <u>Learn more</u> <u>here.</u> And here.

Education & Workforce Collaborative Meeting

- 1. Construction Jobs in demand-
 - DOE Gaseous Diffusion Plant Demolition- Paducah
 - Ascend Elements- Hopkinsville
 - Mizkan- Owensboro
 - UK Cancer Research Facility- Lexington
 - UK New Hospital-Lexington
 - Toyota New Paint Shop- Georgetown
 - KY Expo Center new building & renovation- Louisville
 - Churchill Downs New Infield Project- Louisville
 - Brent Spence Bridge Corridor project- Covington
 - Multiple Possible Data Center Projects- All over KY
- 2. There are 14 crafts that makeup the KSBCTC consisting of 55 Local Unions-
 - Boilermakers
 - Bricklayers
 - Cement Finishers
 - Electricians
 - Elevator Constructors
 - Insulators
 - Iron Workers
 - Laborers
 - Operating Engineers
 - Painters
 - Pipe Fitters, Plumbers, Sprinkler Fitters
 - Roofers
 - Sheet Metal Workers
 - Teamsters
- Average 1st year Apprentice wages are \$18-\$23 otc + \$15-\$25 benefits. Average Journeyperson wages are \$25-\$44 otc + \$15-\$27 benefits.
- 4. As of 2022 there were 6335 total registered apprentices in KY. 4627 of them were in our 14 crafts programs. There has been a 12% increase in our programs since 2022 and we look for that to continue for the next 2-4 years.
- 5. Any questions concerning this information can be directed to Chad Mills-Director KSBCTC 270-314-5806 or Jason Shultz-Business Manager GLBCTC 502-645-9438

Top Sectors: Exploration and Training Resources







Futuriti helps Kentuckians understand the state's 5 high-demand workforce sectors.

Kentucky's in-demand career sectors offer many opportunities to build rewarding careers while supporting the state's growing economy. These sectors, approved by the Kentucky Workforce Innovation Board, provide stability and growth and allow you to make meaningful contributions to your community.







Healthcare

Healthcare practitioners and healthcare support workers play vital roles in maintaining and improving people's health. Practitioners, such as doctors and nurses, diagnose, treat, and manage illnesses, while support workers assist with daily care, administrative tasks, and patient comfort.



Manufacturing and Logistics

Workers in manufacturing build and assemble goods, from cars and electronics to clothing and food products, often using advanced machinery and technology. Logistics professionals prioritize and manage the supply chain, ensuring that materials are transported efficiently.



Construction

Construction careers contribute to all aspects of Kentucky life, from building homes and schools to developing roads and bridges. With opportunities ranging from entry-level positions to skilled trades and leadership roles, the industry offers a clear pathway for growth and specialization.



Education

Education careers require patience, creativity, and strong communication skills to engage learners and guide them toward success. Beyond the classroom, education offers opportunities in curriculum development, educational technology, and administration, providing numerous paths.



Professional, Scientific, and Technical Services

Professionals in these fields may specialize in designing cutting-edge technology, conducting scientific research, managing finances, or offering legal and business advice. These roles require knowledge, analytical thinking, and a commitment to staying ahead of industry trends.²⁶

READYFORINDUSTRY I'''

Why use Ready for Industry?

Ready for Industry bridges the gap between standard education and the knowledge needed to succeed in 5 major industries: **construction, manufacturing, logistics, healthcare, and information technology (IT)**. These 15-20 hour courses provide learners with self-paced online instruction on what it is like to work in these industries, terminology and common practices, workplace expectations, current issues and trends, and career opportunities and descriptions.



As you utilize the Ready for Industry courses with your learners, use the talking points and conversation starters below to explain how these courses will benefit them in their chosen industry.

"Ready for Industry explains what industry experts would like near-term job seekers to know before they begin an entry-level position or industry training- which makes you a **higherquality job applicant** and **a more effective employee on the first day**."

"RFI shows you a 360-degree view of the industry, which can help you identify a career path for **growth and success**."

"Taking an RFI course gives you a broad understanding of the industry as a whole, and how your **specific career of interest fits in the big picture** and **works alongside other careers**. "

"**Be a step ahead of the competition** with advanced industry knowledge on day 1 in the industry."

"RFI lays out **multiple pathways into and through industries**, helping you see how each career fits into the ecosystem of an industry."







Help shape Kentucky's future workforce with Everybody Counts and Pathful:

Pathful, the K-16 workforce readiness system, integrates college and career exploration and work-based learning into a single, easy-to-use system for students and educators. Sponsored by Everybody Counts, Kentucky businesses and organizations can directly impact the future workforce by delivering engaging educational content to students and school districts across the state.

Get Involved Today!

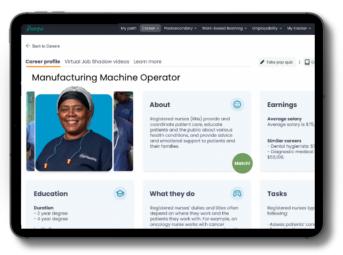


- Engage your existing employees with a fun and meaningful volunteer experience that doesn't involve travel time
- Create a pipeline for in-demand careers by featuring your company to students in Kentucky and beyond
- Shape the future of the workforce by communicating the skills you want future employees to have before they even interview
- **Give back to your community** by providing resources to support Kentucky students and educators
- Create a lasting impact. Your content on the platform enables students and teachers to explore careers at your company anytime

Pathful for Kentucky

sponsored by Everybody Counts

Two ways to get involved:



Bring awareness to in-demand careers with featured career profiles. Our team will work with you to create a custom profile, including bringing our video production team on site to capture this career in action.

Give all Kentucky students a chance to tour your facility with virtual workplace tours. Our video team will join you on site to stream live as you walk students through your workplace.



.....

Want to Learn More? Email us at <u>filming@pathful.com</u>, and let's collaborate on tailoring a plan specifically for your workplace. Our best-in-class production, paired with your workplace insights and Industry experience, will have a lasting impact on students in Kentucky and beyond.

Appendix

Healthcare: NAICS 62

The Healthcare and Social Assistance sector comprises **establishments providing healthcare and social assistance for individuals**. The sector includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities.

The industries in this sector are arranged on a continuum starting with those establishments providing **medical care** exclusively, continuing with those providing **healthcare and social assistance**, and finally finishing with those providing only social assistance. The services provided by establishments in this sector are delivered by trained professionals.

All industries in the sector share this commonality of process, namely, labor inputs of health practitioners or social workers with the requisite expertise. Many of the industries in the sector are defined based on the educational degree held by the practitioners included in the industry.

Data series	Employment, 2024	Average Hourly Earnings
Healthcare Support Occupations	73,830	\$17.60
Home Health and Personal Care Aides	25,700	\$15.74
Nursing Assistants	19,910	\$17.30
Medical Assistants	12,460	\$17.83
Dental Assistants	4,300	\$19.76
Physical Therapist Assistants	2,000	\$28.36
Massage Therapists	700	\$31.25
Orderlies	690	\$15.79
Psychiatric Aides	500	\$18.42
Occupational Therapy Assistants	460	\$32.09
Physical Therapist Aides	340	\$14.68
Occupational Therapy Aides	20	\$23.41

Employment by Occupation in Kentucky:

Manufacturing & Logistics: NAICS 31-33, 48-49

The Manufacturing & Logistics sector encompasses the full lifecycle of goods production and distribution. It includes establishments that transform raw materials into new products through **mechanical**, **physical**, **or chemical processes**, ranging from **large-scale factories and mills to small**, **on-site producers like bakeries**, **custom tailors**, **and candy stores**. These businesses may either process materials directly or contract out production.

In addition to production, the sector also includes the **movement and storage of goods across various modes of transportation, such as air, rail, water, road, and pipeline**. This includes **passenger and cargo transport, warehousing, sightseeing transportation, and related support services**. Together, these activities form a vital backbone of the economy, turning materials into products and delivering them efficiently to consumers and businesses.

Data Series	Employment, 2024	Average Hourly Earnings
Installation, Maintenance, and Repair Occupations	90,750	\$26.64
First-Line Supervisors of Mechanics, Installers, and Repairers	9,410	\$35.58
Telecommunications Equipment Installers and Repairers, Except Line Installers	1,640	\$30.68
Computer, Automated Teller, and Office Machine Repairers	1,000	\$21.16
Electrical and Electronics Repairers, Commercial and Industrial Equipment	920	\$28.60
Security and Fire Alarm Systems Installers	720	\$24.68
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	270	\$35.94
Radio, Cellular, and Tower Equipment Installers and Repairers	260	\$27.67
Audiovisual Equipment Installers and Repairers	130	\$22.75
Electric Motor, Power Tool, and Related Repairers	120	\$20.15
Electronic Equipment Installers and Repairers, Motor Vehicles	120	\$23.85

Educational Services: NAICS 61

The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as **schools, colleges, universities,** and **training centers**. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and/or accommodation services to their students.

Educational services are usually delivered by **teachers or instructors** that explain, tell, demonstrate, supervise, and direct learning. Instruction is imparted in diverse settings, such as **educational institutions**, the workplace, or the home, and through diverse means, such as correspondence, television, the Internet, or other electronic and distance-learning methods. The training provided by these establishments may include the use of simulators and simulation methods. It can be adapted to the particular needs of the students, for example sign language can replace verbal language for teaching students with hearing impairments. All industries in the sector share this commonality of process, namely, labor inputs of instructors with the requisite subject matter expertise and teaching ability.

Data Series	Employment, 2024	Average Hourly Earnings
Educational Instruction and Library Occupations	100,440	\$27.14
Education Administrators, Kindergarten through Secondary	4,620	N/A
Instructional Coordinators	2,720	\$31.90
Career/Technical Education Teachers, Postsecondary	1,890	\$23.93
Education Administrators, Postsecondary	1,140	\$56.98
Education and Childcare Administrators, Preschool and Daycare	680	\$21.58
Education Administrators, All Other	510	\$43.23

Employment by Occupation in Kentucky:

Construction: NAICS 23

The construction sector comprises establishments primarily engaged in the **construction of buildings or engineering projects** (e.g., highways and utility systems). Establishments primarily engaged in the preparation of sites for new construction in subdividing land for sale as building sites also are included in this sector.

Construction work may include **new construction, additions, alterations, or maintenance and repairs**. Activities of these establishments generally are managed at a fixed place of business, but they usually perform construction activities at multiple project sites. Production responsibilities for establishments in this sector are usually specified in (1) contracts with the owners of construction projects (prime contracts) or (2) contracts with other construction establishments (subcontracts).

Data series	Employment, 2024	Average Hourly Earnings
Construction laborers	14,140	\$20.94
Electricians	9,620	\$28.18
First-Line Supervisors of Construction Trades and Extraction Workers	8,120	\$33.75
Carpenters	7,820	\$24.84
Operating engineers and other construction equipment operators	6,530	\$27.45
Plumbers, Pipefitters, and Steamfitters	5,760	\$30.07
Highway Maintenance Workers	2,290	\$17.47
Cement Masons and Concrete Finishers	1,880	\$23.95
Painters, Construction, and Maintenance	1,400	\$21.69
Structural Iron and Steel Workers	1,120	\$30.77
Roofers	1,000	\$22.81
Construction and Building Inspectors	950	\$28.16

Employment by Occupation in Kentucky:

Professional, Scientific, and Technical Services: NAICS 54

The Professional, Scientific, and Technical Services sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. **These activities require a high degree of expertise and training.** The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households.

Employment by Occupation in Kentucky:

Data Series	Employment, 2024	Average Hourly Earnings
Computer and Mathematical Occupations	35,970	\$40.77
Accountants and Auditors	11,890	\$35.93
Computer User Support Specialists	6,460	\$26.44
Software Developers	5,800	\$50.99
Management Analysts	4,230	\$43.39
Loan Officers	3,900	\$34.41
Computer Occupations, All Other	2,980	\$43.15
Paralegals and Legal Assistants	2,590	\$25.92
Personal Financial Advisors	2,470	\$64.17
Financial and Investment Analysts	2,340	\$35.74
Software Quality Assurance Analysts and Testers	1,350	\$36.12
Tax Examiners and Collectors, and Revenue Agents	1,280	\$26.31

The professional, scientific, and technical services sector consists of a single subsector, Professional, Scientific, and Technical Services: NAICS 541. The subsector consists of these industry groups:

- Legal Services: NAICS 5411
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services: NAICS 5412
- Architectural, Engineering, and Related Services: NAICS 5413
- Specialized Design Services: NAICS 5414
- Computer Systems Design and Related Services: NAICS 5415
- Management, Scientific, and Technical Consulting Services: NAICS 5416
- Scientific Research and Development Services: NAICS 5417
- Advertising and Related Services: NAICS 5418
- Other Professional, Scientific, and Technical Services: NAICS 5419





Publication from Harvard & National Governors Association

Harvard and the National Governors Association explored how governors are addressing the intricate dynamics of state and federal frameworks to develop policies that promote economic advancement and encourage workforce engagement. This paper offers a detailed analysis of governors' approaches to workforce development strategies, beginning with an overview of their core powers under WIOA and an explanation of the research methodology. It also examines five significant policy trends across various states and concludes by presenting actionable opportunities for governors to enhance state systems, better align them with employer demands, and support job seekers effectively.

>>> <u>View the Full Publication</u>



Kentucky Highlighted in National Publication

In the publication "Governors Reshaping Workforce Development: Turning WIOA Challenges into Workforce Solutions," Everybody Counts is highlighted on page 32. Launched in 2021, Gov. Andy Beshear wanted to provide high school seniors with customized career coaching, ensuring they have a clear post-graduation pathway. The Everybody Counts initiative offers mentorship from career coaches even after students secure jobs or education placements after graduation.

Kentucky

Strategy: Integrating job training and postsecondary pathways for high school seniors Strengthening Kentucky's workforce pipeline with Everybody Counts

Kentucky Governor Andy Beshear launched the Everybody Counts initiative in 2021 to provide high school seniors with customized career coaching, ensuring they have a clear post-graduation pathway. Everybody Counts is housed within the Education and Labor Cabinet and currently operates in five school districts, using multiple funding sources, including Pre-Employment Transition Services from the Office of Vocational Rehabilitation. and discretionary workforce development grants. Pathways include direct job placement with Kentucky businesses that offer employment for high school graduates, assistance with college applications and financial aid (e.g., FAFSA support), or entry into pre-apprenticeships or apprenticeships. The initiative boosts work for participation through continued mentorship

by career coaches even after students secure jobs or education placements. Career coaches maintain regular engagement during the initial transition into the workforce and education. Each career coach manages a portfolio of approximately 75 students and works closely with local school districts to address specific needs, tailoring their support to provide students with meaningful, individualized guidance. Career coaches operate in schools, providing focused and personalized career mentorship.

In the past two years, Everybody Counts has secured pathway placements for nearly 4,000 young people. Through the initiative, Kentucky's graduating seniors have access to high-quality job opportunities and pathways for advancement with Kentucky's top companies like Ford, Kroger, GE Appliances, and UPS. Students can also pursue postsecondary degrees while gaining valuable work experience, supported by the Kentucky Work Ready and Evolve502 scholarship programs.

2025 Education and Workforce Collaborative Board Meetings

January 16

April 24

July 17

October 16

All meetings are scheduled for 1:30-3:30 pm ET and will be conducted in-person at the Mayo-Underwood Building (500 Mero Street, Frankfort, KY 40601) with a virtual option.

