

IN-PERSON – Kentucky Department Education 300 Sower Boulevard, Frankfort, KY, 40601  
with virtual zoom option

**1:30 pm Call to order**

**Lori Ulrich, Fleming-Mason Energy, KWIB Chair**, called the meeting to order and welcomed attendees both in the room and online, and noted that the meeting was being recorded. Captioning services were available for those requesting them. She reminded online board members and proxies to unmute and enable their cameras for roll call, voting, and comments throughout the meeting. Guests attending virtually were asked to remain muted.

For those participating in person, Chair Ulrich explained the procedure for using microphones and submitting questions, including raising nameplates to indicate a desire to speak. She mentioned that the board strives to follow Robert’s Rules of Order during meetings. The consent agenda and additional materials for the day were provided in the [briefing book](#). She also stated that the meeting minutes and presentations would be available on the official website ([kwib.ky.gov](http://kwib.ky.gov)) under the date of the meeting. Any further questions could be directed to Debbie Dennison, whose contact information would be posted online and was also available for in-person attendees ([debbie.dennison@ky.gov](mailto:debbie.dennison@ky.gov)).

**Roll call was held and quorum attained.**

**KWIB (Kentucky Workforce Innovation Board) MEMBERS PRESENT:**

Lori Ulrich, Chair	Business	X	Dr. Aaron Thompson (proxy: Dr. Leslie Sizemore)	Partner	X
Gov. Andy Beshear (proxy: Sec. Hicks)	WIOA CORE	X	Dr. Ryan Quarles (proxy: Emily Sayers)	Partner	X
Lt. Gov. Jacqueline Coleman	WIOA CORE		George Nichols	Labor Representative	X
Sen. Jimmy Higdon	Legislative		Heidi Margulis	Business	X
Sec. Jamie Link (proxy: Michelle DeJohn)	Partner	X	Kevin Middleton	Workforce	X
Sec. John Hicks	Partner	X	Kevin Nolan (proxy: Tami Hatfield)	Business	X
Sec. Jeff Noel (proxy: Brandon Combs)	Partner	X	Kevin Smith (proxy: Rena Sharpe)	Business	X
Rep. Bobby McCool	Legislative		Lyndon Pryor (proxy: Lisa Thompson)	Workforce	X
Commissioner Robbie Fletcher (proxy: Dr. Beth Hargis)	Partner	X	Robert Shelton	Labor Representative	X
Judge Owen McNeil (proxy: Tyler McHugh)	Local Elected Official		Ryan Holmes	Business	
Mayor James (J.H.) Atkins	Local Elected Official	X	Selma Owens	Business	
Beth Davisson (proxy: LaKisha Miller)	Business	X	Suhas Kulkarni	Business	

Johnny W. Collett	Business	X	Todd Dunn (proxy: Stephanie Collins)	Labor Representative	X
Dr. J.C Gregory	WIOA CORE	X	Tom Lilienthal	Business	X
Alice Houston	Business	X	Susan Hershberg	Business	X
Annisia Franklin (proxy: James McFarlan)	Workforce Representative	X	David Hall	Business	X
Cora McNabb	WIOA CORE	X	Adam Caswell	Business	
Dianne Owen	Workforce Representative		Sharon Price (proxy: Camisha Powell)	Workforce Representative	X

**In-person guest attending:** Dr. Jeffrey Sun, Dr. Taylor Pratt, Denise Dials, Myra Wilson, Tiffanie Reeves, Everett Bracken, Sam Keathley, Beverley Dearborn, Becky Miller, Bridget Back

**Online guest attendance:** Jacqueline Korengel, Justin Suttles, Cathy Hoehn, Katie Houghlin, Jackie Masterson, Tom Sholar, Hillary Witt, Shaun McKiernan, Michelle Drake, Jenni Hampton, Sarah Boman, John Buchanan, Bill Sandell, Jason Hutchinson, Angella Wilson, Correy Eimer, Michelle DeEsch, Vanessa Williams, Alicia Crouch, Jaime Disney, Tom Thompson, Greg Higgins, Reneau Waggoner, Jason Cole, Lori Looney, Debby Taylor, Kim Humphrey, John Miles, Justin Browning, Shelia Clark, LeeSa Page, Aveana Jackson, Benny Richardson, Rick Jones, Naomi Sutton, Kim Menke, Jon Sowards, Jeff Lee

**KWIB Staff:** Alisher Burikhanov, Debbie Dennison, LaChrista Ellis, Sara Jagers, and Elishah Taylor

#### **Membership update**

**Lori Ulrich, Chair** acknowledged several changes to the board's composition. She first recognized outgoing members Tony Georges of UPS and Kim Humphrey of River View Coal, both of whom completed their term earlier in the year. She offered special recognition to Kim Humphrey for her dedicated service as chair of the Resource Alignment Committee, commending her outstanding contributions. Kim, who was present online, expressed her appreciation for the opportunity to serve and contribute to workforce development in the commonwealth.

New members joining the board were also introduced. Susan Hershberg of Wiltshire Bakery and Alice Houston of HJI Solutions were welcomed, following an official appointment by the Governor dated April 15. Chair Ulrich thanked both for joining and expressed enthusiasm about working with them.

Chair Ulrich also shared news regarding long-time board member Dianne Owen, who, along with her husband Ted, was recently involved in a serious automobile accident during a storm in Western Kentucky. Tragically, Ted passed away, and Dianne sustained significant injuries requiring a period of rehabilitation. She asked the board to keep Dianne and her family in their thoughts as she works toward recovery.

Last, Chair Ulrich announced that Johnny Collett of the University of Kentucky Human Development Institute has accepted the role of Vice Chair of the board. She expressed her appreciation for his willingness to serve and support the leadership team.

#### **Consent Agenda (Voting Required)**

**Lori Ulrich, Chair** noted that this was an action item requiring a formal vote, and that all related materials were included in the packets provided. Items included:

- February 20, 2025, Minutes
- Kentucky Career Center (KCC) One-Stop Certification Recommendations
- Career & Technical Education (CTE) Certification Recommendations

Chair Ulrich called for a motion to approve the consent agenda as presented. *Heidi Margulis made the motion, which was seconded by Dr. Gregory.* A vote was taken, and the motion carried unanimously, with no opposition voiced. Chair Ulrich

expressed appreciation to the newest CTE certification applicants and acknowledged Eastern Kentucky Concentrated Employment Program (EKCEP) for the certification of the comprehensive and affiliate centers. She also noted that any representatives from EKCEP present at the meeting would be formally recognized after the meeting.

#### **Local Workforce Development Board Certification (Voting Required)**

**Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board (KWIB)**, shared that local workforce boards are required to undergo a certification process every two years. This process ensures compliance with federal guidelines, including maintaining at least 51% business representation and 20% workforce and labor representation on each board. The three local workforce area boards requesting certification included:

- EKCEP
- Northern Kentucky
- South Central

Alisher explained that the state team had reviewed the submitted documentation to confirm compliance with representation requirements, and the results had been presented to the Executive Committee prior to being brought to the full board.

The certification item was presented as a separate action item rather than being included in the consent agenda, to ensure transparency and allow any board members who also serve on one of the local boards being considered for certification to abstain from voting if necessary.

*A **motion to approve the certifications** was made by Cora McNabb and **seconded** by Dr. Hargis.* The motion passed, and Alisher congratulated EKCEP, Northern Kentucky, and South Central on their successful board certifications. He also noted that unless federal law changes, the next round of certifications will take place in two years.

#### **Artificial Intelligence (AI) Demonstration**

**Dr. Jeffrey Sun, Professor, University of Louisville** and **Dr. Taylor Pratt, Clinical Assistant Professor, University of Louisville** provided an engaging, interactive demonstration showcasing the capabilities of artificial intelligence tools in workforce development, education, and operational efficiency. Tools demonstrated included [ChatGPT](#) for generating structured content, [Notebooks](#) for summarizing across documents and links, and [Gamma](#) for presentations. Additional resources include the following site where Dr. Sun had AI create an [innovation anthem](#).

The presenters emphasized the growing necessity for individuals to develop digital fluency with AI technologies, comparing the current moment to the early days of the internet. [Prompt engineering](#)—a key skill for effectively using AI—was framed as a new form of digital literacy.

Throughout the presentation, the board was encouraged to consider how AI is reshaping work across all sectors. The presenters noted that some companies have begun reducing staff due in part to automation, illustrating how organizations that invest early in AI readiness are responding to the technological shifts.

A key takeaway was the importance of experimenting and playing in the software to gain confidence and comfort in using AI tools. Education was a central focus. The presenters discussed efforts to create a statewide high school AI pathway, acknowledging the difficulty of predicting future skill demands but underscoring the importance of fostering adaptable, critical thinkers. Tools like ChatGPT help students and educators practice logical structuring, spatial reasoning, and information processing—skills that remain relevant as AI evolves.

The discussion also emphasized the need for statewide coordination and industry feedback. By aligning education and training with current and emerging workforce needs, Kentucky can stay ahead of the curve. Attendees supported the idea of forming a workgroup to gather insights from business and industry leaders.

Finally, board members stressed the importance of ensuring that working-age Kentuckians without diplomas or digital fluency are included in AI readiness efforts. Bridging foundational literacy and numeracy skills with access to digital tools will be essential to achieving a truly inclusive and future-ready workforce.

### **Strategic Plan – Metrics & Draft Outline**

**Alisher Burikhanov, Executive Director, KWIB**, provided an update on the ongoing development of the KWIB's updated strategic plan. The previous plan, developed in 2018 and adopted by Governor Beshear in 2020, has guided the board's work over recent years. The new strategic plan aligns with the 2024–2027 WIOA State Plan, centered on four continuing strategic goals: employer engagement, education attainment, workforce participation, and organizational and resource alignment.

The board has undertaken a collaborative approach to updating the plan, beginning with a “Strategic Advance” convening in November 2024 that brought together board members, local workforce development board chairs, and the Education and Workforce Collaborative to identify priority areas under each goal. Through this process and further committee input, the team identified three core priorities per goal, which were shared with the board during the meeting and can be found in the [meeting packet](#).

A key focus of the discussion was the importance of metrics for each strategic priority. The intention is to complete the full draft of the strategic plan over the next three months and present it at the August board meeting. The plan aims to be both measurable and adaptable, incorporating evolving needs and opportunities, including work-based learning expansion, AI integration, the teacher and technical instructor pipeline, and increased support for registered apprenticeships—especially among small and medium-size businesses.

Alisher emphasized the importance of using baseline data to track progress and mentioned that collaboration with [KYSTATS](#) will support the inclusion of measurable goals. While the plan spans four years, board members acknowledged the opportunity of achieving goals earlier and revisiting the plan as needed.

Board members were encouraged to review the draft priorities and metrics and provide feedback during the drafting phase. No objections or significant concerns were raised during this agenda item.

### **Resource Alignment Committee – ROI Recommendation (Voting Required)**

**Johnny W. Collett, Resource Alignment Committee Interim Chair, University of Kentucky Human Development Institute HDI**, began by providing the background on the Resource Alignment Committee. Kim Humphrey, who had previously chaired the committee, contributed significantly before her term ended, and Johnny is now stepping in as interim committee chair. The committee has been working since June 2024, collaborating with the business leaders from the 10 local workforce development areas to develop foundational return-on-investment (ROI) metrics.

The committee's main goal was to simplify and unify how workforce development efforts are measured and evaluated, ensuring alignment across various programs. They took time to review state resources, best practices from other states, and gather input from local workforce directors and stakeholders.

A set of foundational metrics for review was developed, including the number of participants, the number of job placements, and average wages of those employed after completing workforce programs. These metrics are designed to be easy for employers and stakeholders to understand, providing a clear way to assess the value of workforce development programs.

The plan is for these metrics to first apply to the Workforce Innovation and Opportunity Act (WIOA) programs, and later be extended to other workforce development funding streams represented at the Education and Workforce Collaborative Board. The ultimate goal is to have a universal, standardized method of demonstrating value of workforce investments.

Chair Ulrich then called for a motion to approve the recommendation, marking a significant step toward more standardized and actionable workforce development metrics. *A **motion was made** by Secretary Hicks, **seconded** by Dr. Hargis, and the board voted unanimously to approve the recommendation.*

### **Education and Labor Cabinet Updates**

**Michael Yoder, Ph.D., Commissioner, Department of Workforce Development, Education and Labor Cabinet**, mentioned the exciting work being done by the Statewide Workforce and Talent Team (SWATT), particularly with the Governor's investment in Workforce Talent Project Managers. These managers positioned at the Department of Workforce Development are collaborating with the Cabinet for Economic Development to streamline business services across the state. To operationalize SWATT, three committees are leading the efforts:

Myra Wilson and Emily Sayers are leading the Employee Engagement Committee, which is focused on improving employee engagement and collaboration. The priority is to have a common needs assessment and maintain a data sharing platform for all business service focused partners.

Another significant effort is the State and Local Integration Committee, which will focus on improving and building upon partnerships between the state and local regions, including government, local workforce areas, and partners like the Chamber of Commerce and KCTCS. The committee will work on recognizing regional differences and finding structured ways to meet the needs of local businesses.

The third focus is the Professional Development and Training Committee. Ensuring consistency and effectiveness in the execution of workforce programs is crucial, and the group is determining the training needs of those working on the ground in local workforce areas.

The update concluded with a discussion about the Work Ready Communities – Next Generation program. The Work Ready Communities initiative, which has been around since Governor Steve Beshear's time, has been updated to Work Ready Communities – Next Generation in order to reflect the changing needs of communities. The focus is shifting from a county-by-county approach to a more regional model, as businesses often look beyond county lines for talent. The Department of Workforce Development has procured a vendor to assist in implementing new metrics for measuring workforce readiness at the regional level. These metrics will consider factors like supply and demand for skills, growth, work-based learning, and addressing employment barriers such as childcare, transportation, housing, and digital skills.

**Chair Ulrich** emphasized the importance of adapting the program to meet current needs and said the changes will help create a better tool for communities and economic developers. She also encouraged local areas to embrace the program as it evolves.

A question was raised regarding how the Work Ready Communities program helps in business recruitment. Chair Ulrich shared that, in her experience, local leaders have used the program to demonstrate workforce readiness to companies, showing that communities are prepared to supply the workforce needed for new or expanded businesses. The transition to a regional approach with strategic and talent objectives will further strengthen this effort.

### **Old Business**

**Chair Ulrich** continued the discussion by referencing the November 2024 meeting, where the board voted to approve recommended sectors. A concern was raised regarding students who are currently receiving Work Ready scholarships or credentials that are tied to sectors no longer on the list. To ensure these students are not impacted by this change mid-program, KHEAA (Kentucky Higher Education Assistance Authority) will grandfather any impacted credentials for a year. This allows students to finish their studies and complete their programs or shift to other areas of focus. =

### **New Business**

Having no additional old business, **Chair Ulrich** moved to new business. Alisher shared tools available in the Appendix that may be useful to stakeholders, specifically mentioning Futuriti, a career exploration platform recently launched by the [Commonwealth Education Continuum](#). Alisher encouraged everyone to visit the [Futuriti website](#), noting that it provides valuable information about top sectors and the opportunities within them. He also highlighted Ready for Industry, a

program from the Department of Workforce Development that offers free exposure to various industries and associated training, available at no cost to individuals or companies.

**Chair Ulrich** encouraged new members to consider joining one of the strategic committees. She invited those interested to reach out to either herself or Alisher for more information, emphasizing the need for fresh ideas and hands-on participation in the committees.

**Chair Ulrich** then recognized several individuals for their hard work and achievements. First, she acknowledged Denise Dials, the retiring TENCO Director, who is stepping down on August 1st. Chair Ulrich reflected on their years of collaboration and expressed that Denise's presence and contributions will be greatly missed. Next, she congratulated Becky Miller, the EKCEP Director, who was elected to the National Association of Workforce Development Professionals (NAWDP) as a Region 3 board representative. Additionally, Chair Ulrich congratulated Becky on her election to the Southeastern Employment and Training Association (SETA) as the Kentucky Board representative. Last, Chair Ulrich recognized Bridget Back from EKCEP, who was selected as the 2025 National Workforce Professional of the Year by the National Association of Workforce Development Professionals (NAWDP). Chair Ulrich thanked all the individuals for their outstanding service and contributions to the state.

### **Closing Comments**

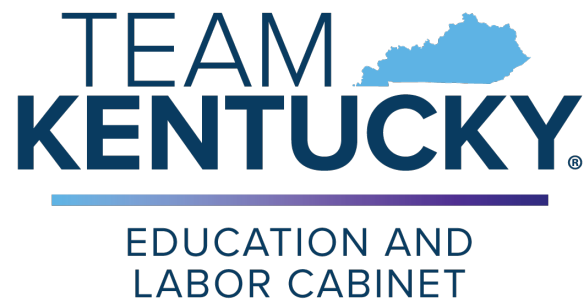
**Lori Ulrich, Chair** closed the meeting by thanking the Kentucky Department of Education (KDE) for hosting the board. She reminded members that the next KWIB meeting will be held on August 21 in Russell Springs, hosted by the Cumberland Workforce Development Board.

Chair Ulrich encouraged members—especially newer ones—to get involved in KWIB's strategic committees. Anyone interested can sign up by contacting KWIB via the provided email address, [kwibprojects@ky.gov](mailto:kwibprojects@ky.gov). Information about the committees, the 2025 meeting calendar, and travel reimbursement details for board members was included in the briefing book.

Finally, on the topic of AI, Ulrich said she would follow up with an email about forming a small group to explore the impact of AI on Kentucky's workforce. If there is enough interest, the board will proceed with organizing it in collaboration with colleagues at the University of Louisville.

With no further business to address, Chair Ulrich called for a motion to adjourn. *Alice Houston **made the motion**, and George Nichols Jr. from the Jefferson County Teachers Association **seconded** it.* The motion was approved unanimously.

**3:17 pm ET    Adjournment**



**Kentucky Workforce Innovation Board**  
**Meeting Briefing Book**

May 15, 2025

1:30 – 3:30 pm EDT

1:00 pm EDT Networking

Location: Kentucky Department Education

300 Sower Blvd., Frankfort KY, 40601

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# Kentucky Workforce Innovation Board Meeting Briefing Book

May 15, 2025, 1:30-3:30 pm EDT

## Table of Contents

	Page
<u>Agenda</u> .....	5
 <u>KWIB Membership Updates</u>	
Executive Order .....	6
KWIB Vice-Chair Johnny W. Collett .....	7
 <u>Consent Agenda (Voting Required)</u>	
February 20, 2025, Minutes .....	9
Kentucky Career Center (KCC) One-Stop Certification: EKCEP .....	14
Career & Technical Education (CTE) Certification.....	16
Local Workforce Development Board Certification.....	19
 <u>Artificial Intelligence Presentation</u> .....	20
<u>Strategic Plan – Metrics and Draft Outline</u> .....	21
<u>Organization and Resource Alignment Committee Recommendation</u> .....	31
 <u>Appendix</u>	
Kentucky’s Five In-Demand Sectors .....	33
Quantity of Companies in Kentucky’s Top 5 Sectors .....	35

Futuriti: Your Pathway to Education and Career Opportunities .....	36
Ready for Industry .....	37
2025 KWIB Quarterly Board Meeting List .....	38
Board and Committee Membership Reimbursement Information .....	39
Commonwealth Virtual Job Fair .....	40
KWIB Landscape Chart .....	41
KWIB Strategic Committees Recruitment Flyer .....	42



# Kentucky Workforce Innovation Board (KWIB)

## Quarterly Meeting Agenda

Thursday, May 15<sup>th</sup>, 2025  
Meeting 1:30 – 3:30pm EDT (1pm Networking)  
In Person: Kentucky Department Education  
300 Sower Boulevard, Frankfort, KY, 40601

Join Zoom Meeting  
<https://us06web.zoom.us/j/82108286060?pwd=u9sGKtpy9Au2axB6qR1bu8WUKkZpdT.1>  
Meeting ID: 821 0828 6060 / Passcode: 299567 / dial via phone: 1 646 931 3860

- 
- 1:30 **CALL MEETING TO ORDER**  
**Welcome/Housekeeping** .....Lori Ulrich, Chair  
Fleming-Mason Energy
- 1:35 **Roll Call**.....Elishah Taylor  
Kentucky Workforce Innovation Board (KWIB)
- 1:40 **Membership Update** .....Lori Ulrich, Chair
- 1:45 **Consent Agenda (Voting Required)**.....Lori Ulrich, Chair  
Provided in briefing packet:  
▪ February 20, 2025, Minutes  
▪ Kentucky Career Center (KCC) One-Stop Certifications  
▪ Career & Technical Education (CTE) Certification
- 1:50 **Local Workforce Development Board Certification (Voting Required)** .....Alisher Burikhanov, Executive Director  
Kentucky Workforce Innovation Board (KWIB)
- 1:55 **Artificial Intelligence Demonstration** .....Jeffrey C. Sun, J.D., Ph.D.  
Professor, University of Louisville  
  
Taylor Pratt, Ph.D.  
Clinical Assistant Professor, University of Louisville
- 2:30 **Group Discussion: Artificial Intelligence** .....Lori Ulrich, Chair
- 2:45 **Strategic Plan – Metrics & Draft Outline**.....Alisher Burikhanov, Chair Ulrich, & Committee Chairs
- 3:00 **Resource Alignment Committee – ROI Recommendation (Voting Required)**.....Johnny W. Collett, Vice-Chair  
University of Kentucky Human Development Institute
- 3:10 **Education and Labor Cabinet Update** .....Mike Yoder, Ph.D., Commissioner  
Department of Workforce Development
- 3:20 **Old Business**.....Lori Ulrich, Chair
- 3:25 **New Business**.....Lori Ulrich, Chair
- 3:30 **CLOSING COMMENTS - ADJOURNMENT**

**NEXT MEETING: THURSDAY, 8/21/2025, 1:30 PM – 3:30 PM**

**LOCATION: CUMBERLAND WORKFORCE DEVELOPMENT BOARD – 2384 LAKEWAY DRIVE, RUSSELL SPRINGS, KY**



**ANDY BESHEAR**  
**GOVERNOR**

**EXECUTIVE ORDER**

**Secretary of State**  
Frankfort  
Kentucky

**2025 – 224**  
**April 15, 2025**

By virtue of the authority vested in me by Sections 69 and 81 of the Kentucky Constitution and Executive Order 2020-857, I, Andy Beshear, Governor of the Commonwealth of Kentucky, do hereby appoint the following as members of the Kentucky Workforce Innovation Board to serve for terms expiring April 14, 2028:

Susan Hershberg, Louisville, representing business, to replace Tony Georges, Crestwood, whose term has expired; and

Alice Houston, Louisville, representing business, to replace Kim Humphrey, Morganfield, whose term has expired.

Please issue commissions to them.

  
ANDY BESHEAR, GOVERNOR  
Commonwealth of Kentucky

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MICHAEL G. ADAMS  
Secretary of State



**Johnny W. Collett**  
**KWIB Vice Chair;**  
**Committee Chair**

## Education Attainment Committee



**Johnny W. Collett** is deputy director at the University of Kentucky's Human Development Institute (HDI). Before joining HDI, Collett served as Assistant United States Education Secretary for the Office of Special Education and Rehabilitative Services. Prior to that, Collett served as program director for special education outcomes at the Council of Chief State School Officers. He has also served in senior leadership roles at the Kentucky Department of Education, and as a high school special education teacher.

From his role as a classroom teacher, to state special education director, to the United States' highest-ranking official for special education and rehabilitative services, Collett has demonstrated an unwavering commitment to raising expectations and improving outcomes for people with disabilities. Added to that is his career-long commitment to meaningful and effective collaboration with diverse stakeholders - whether students, parents, educators, business leaders, disability advocates, governors, state legislators, or members of Congress.

Collett's extensive portfolio of leadership experience, including implementation of state and Federal laws and policies and numerous systems change efforts, provide him with a unique perspective on matters related to improving educational, employment, and other life outcomes of people with disabilities.

If you are interested in engaging in one of the four committees or learning about specific work groups, please contact [KWIB.Projects@ky.gov](mailto:KWIB.Projects@ky.gov)

# Consent Agenda

IN-PERSON – Kentucky Council on Postsecondary Education (CPE) 100 Airport Road Frankfort, KY, 40601  
with virtual zoom option

### 1:31 pm Call to order

**Lori Ulrich, Fleming-Mason Energy, Chair**, called the meeting to order and welcomed members and guests. She thanked those who were attending in-person and virtually and shared housekeeping items that included the need for virtual board members to take themselves OFF mute and turn their cameras ON for roll call, questions, and voting. **After, roll call was held and quorum attained.**

### KWIB (Kentucky Workforce Innovation Board) MEMBERS PRESENT:

Lori Ulrich, Chair	Business	X	Dr. Aaron Thompson (proxy: Dr. Leslie Sizemore)	Partner	X
Gov. Andy Beshear (proxy: Sec. Hicks)	WIOA CORE		Dr. Ryan Quarles (proxy: Emily Sayers)	Partner	X
Lt. Gov. Jacqueline Coleman	WIOA CORE		George Nichols	Labor Representative	X
Sen. Jimmy Higdon	Legislative		Heidi Margulis	Business	X
Sec. Jamie Link	Partner		Kevin Middleton	Workforce	X
Sec. John Hicks	Partner		Kevin Nolan (proxy: Rocki Rockingham)	Business	X
Sec. Jeff Noel (proxy: Brandon Combs)	Partner	X	Kevin Smith	Business	X
Rep. Bobby McCool	Legislative		Lyndon Pryor	Workforce	X
Commissioner Robbie Fletcher (proxy: Dr. Beth Hargis)	Partner	X	Robert Shelton	Labor Representative	X
Judge Owen McNeil (proxy: Tyler McHugh)	Local Elected Official		Ryan Holmes	Business	X
Mayor James (J.H.) Atkins	Local Elected Official	X	Selma Owens	Business	X
Kim Menke	Business	X	Sharon Price (proxy: John Catron)	Workforce Representative	X
Beth Davisson (proxy: LaKisha Miller)	Business	X	Suhas Kulkarni	Business	
Johnny W. Collett	Business		Todd Dunn (proxy: Stephanie Collins)	Labor Representative	X
Dr. JC Gregory	WIOA CORE	X	Tom Lilienthal	Business	X
Kim Humphrey	Business	X	Tony Georges	Business	X
Annis Franklin	Workforce Representative		David Hall	Business	
Cora McNabb	WIOA CORE	X	Adam Caswell	Business	X
Dianne Owen	Workforce Representative	X			

**Guests attending:** Denise Dials, Brittany Layne

**Online attendance:** Lori Looney, Michelle DeJohn, Tammy Hyde, Tiffanie Reeves, Becki Wells, Tom Sholar, Anthony Hellmueller, Becky Miller, Myra Wilson, Shannon Kelty, Sheila Clark, Beth Kelly, Bridget Back, Jon Sowards, and Debby Taylor

**Staff:** Alisher Burikhanov, Debbie Dennison, LaChrista Ellis, and Sara Jagers

### **Consent Agenda (Voting Required)**

**Lori Ulrich, Chair** again welcomed everyone including the newest board members, Adam Caswell and David Hall. She shared the on-boarding session that took place prior to the board meeting. She transitioned to the consent agenda items and asked that the Local Workforce Development Board certifications be removed from the consent agenda to be voted on separately for this meeting. She then walked through the consent agenda items that were provided in the Briefing Book. Items included:

- November 21, 2024, Minutes
- Kentucky Career Center (KCC) One-Stop Certification: TENCO
- Career & Technical Education (CTE) Certification
- Perkins Leadership

Chair Ulrich encouraged members to review the materials in the briefing packet prior to meeting dates and times and asked if anyone had any questions. After confirming that no changes or corrections were needed, Kim Menke ***motioned to approve*** the consent agenda items; John Catron ***seconded*** the motion. Chair Ulrich, asked for any discussion or dissenting votes. There were none. The **motion passed unanimously**.

Chair Ulrich then asked if anyone had any questions regarding the Local Workforce Development Board certifications. She abstained herself from voting due to her affiliation with the TENCO Workforce Board. Kim Humphrey also abstained herself from voting due to her affiliation with the Green River and West Kentucky Development Boards. After confirming that no changes or corrections were needed, Kevin Smith ***motioned to approve*** the Local Workforce Development Board certifications; Kim Menke ***seconded*** the motion. Chair Ulrich, asked for any discussion or dissenting votes. There were none. The **motion passed unanimously**. Chair Ulrich welcome our meeting host for the day, Dr. Leslie Sizemore.

### **Council on Postsecondary Education (CPE)**

**Dr. Leslie Sizemore, Associate Vice President, Workforce and Economic Initiatives, Kentucky Council on Postsecondary Education (CPE)**, welcomed everyone to their office and extended greetings from Dr. Aaron Thompson, CPE, President, who was away on travel. She explained that CPE in Kentucky is a coordinating board appointed by the Governor. It guides the improvements and efficient operations of the state's 8 universities and KCTCS institutions. CPE licenses nonprofit and for-profit higher education institutions, sets state educational attainment goals, and implements strategic agendas. It handles tuition rates, admission criteria, academic programs, and comprehensive data collection. The Council coordinates technology across campuses, provides training for university board members, and works on credit transferability.

CPE's strategic vision, "Kentucky 60 by 30," aims for 60% of working-age Kentuckians to hold a higher education credential by 2030, with current attainment at 56.2%. Recent reports show increases in fall enrollment and degree production, with significant gains in master's and undergraduate degrees. CPE also supports workforce and economic development, providing tuition support for healthcare careers and incentive funds for exemplary programs.

Further, Kentucky ranks second nationally for gains in 6-year completion rates. New initiatives include the [Futuriti.org website](https://www.futuriti.org) for college and career planning. CPE also promotes [SkillBridge](https://www.skillbridge.org) partnerships for military veterans and has recently been certified as a SkillBridge site.



Last, Dr. Sizemore shared of a recent survey revealing concerning mental health issues among Kentucky college students, with high rates of anxiety, depression, and suicidal thoughts. CPE is focusing on these concerns by incorporating essential skills for workforce readiness. For more information about the data collected by the [JED Foundation](#), please review the following:

- [University A Winter 2022 HMS Report](#)
- [University B 2021 HMS Report](#)
- [University B Fall 2024 HMS Report](#)
- [University C Fall 2024 HMS Report](#)
- [University E Fall 2023 HMS Report](#)
- [University F Fall 2022 HMS Report](#)

Dr. Sizemore concluded with the news that CPE President Thompson's contract was renewed, continuing his leadership for future success.

### **Education and Labor Cabinet Updates**

In the updated on the Education and Labor Cabinet, **Dr. Mike Yoder, Commissioner, Department of Workforce Development, Education and Labor Cabinet**, shared the progress on the [Statewide Workforce and Talent Team \(SWATT\)](#). After the SWATT convening, feedback from state and local workforce providers was gathered and three main focus areas emerged:

1. **Professional Development and Training:** Improving onboarding and upskilling for workforce development professionals through training sessions and networking.
2. **SWATT in Local Workforce Areas:** Implementing SWATT at the state and regional levels to create a more unified and streamlined approach.
3. **Employer Engagement:** Conducting cohesive needs assessments and improving communication to effectively engage employers.

The plan includes establishing an executive board and council, partnering with state and local entities, and creating an organizational structure to enhance state and private partnerships. With the Governor's announcement of the Workforce Talent Project Managers initiative to provide support for companies, the process of hiring concierge-level talent project managers for employers is underway.

Last, LeeSa Page was announced as the new Executive Director of the Office of Employer Apprenticeship Services (OEAS).

Next, **Alisher Burikhanov, Executive Director of KWIB**, stated in December that the Department of Workforce Development (DWD) was awarded a \$12.1 million capacity-building grant from the US Department of Commerce to help Kentuckians learn digital literacy skills. The grant will fund eight planned projects focused on data gathering, digital equity awareness, affordable devices, infrastructure, education programs, and skill certificates. For more information, visit [digitalequity.ky.gov](https://digitalequity.ky.gov).

Alisher continued by sharing an update on the Statewide Reserve fund, including recent investment with supporting the Jobs on Day One initiative by investing in Department of Corrections vocational training in various skilled trades. Additionally, funding has been allocated for the "Transitioning Service Member Spouse Equine Internship," providing assistance to veterans and their spouses for careers in the equine industry.

### **Strategic Advance Priorities**

**Chair Ulrich** asked each committee chair to provide an overview of the information collected at the strategic advance held in November 2024.

### **Employer Engagement**

**LaKisha Miller, Kentucky Chamber Foundation**, explained that during a strategic advance, a lot of feedback was collected, which was then distilled into three key focus areas.

1. Work-Based Learning:
  - It's a critical focus for engaging employers and preparing students for the workforce.
  - There is an emphasis on scaling successful models like Kentucky FAME and exploring other promising models.
  - Developing structures for apprenticeships and internship opportunities is also a priority.
2. Diversifying Talent Pipelines:
  - Significant momentum has been made in expanding talent recruitment strategies.
  - The focus is on educating employers about recruitment strategies and providing them with the necessary resources and plans.
  - There's an emphasis on enhancing employer engagement and relationship management strategies to better address needs.
3. Statewide Workforce and Talent Team (SWATT):
  - Coordination and avoiding duplication are key priorities.
  - Successful models are being identified and replicated across the state to ensure effective employer engagement.

These focus areas are driven by the need to improve workforce readiness, diversify recruitment strategies, and ensure effective employer engagement and relationship management.

#### Education Attainment

**Alisher Burikhanov, Executive Director of KWIB**, provided information on behalf of Education Attainment's Chair, Johnny Collett, who was not able to attend the meeting. Alisher pointed to the crossover between education attainment and employer engagement, particularly in work-based learning. This committee has identified the following priorities to focus on and aim to create actionable strategies and measurements. Key points include:

1. Ensuring work-based learning is understood by all stakeholders (educators, businesses, and learners), including K-12 and adult learners.
2. Unifying definitions and simplifying approaches across various agencies.
3. Leveraging regional expertise in work-based learning.
4. Simplifying policies and communicating them effectively to school counselors, CTE professionals, and teachers.
5. Promoting early exposure to workforce participation.
6. Maximizing tuition reimbursement opportunities available through employers.
7. Addressing the shortage of teachers, technical instructors, and childcare workers by expanding the teacher pipeline.
8. Encouraging achievements of underserved and under-engaged populations to ensure they are fully represented.

Discussion was had around best practices of work-based learning efforts across the state. The need for providing resources that are easily digestible for educators and employers is critical. Providing exposure to careers to students as early as possible was also lifted as critical to success, with more employer engagement in work-based learning is needed. The need for additional teachers was raised and the need for wage and benefit reform discussed.

#### Workforce Participation

**Dr. JC Gregory, Executive Director, Kentucky Adult Education**, explained that the national average workforce participation rate stands at 62.6% and the current participation rate in Kentucky is 58.3%. In contrast, Kentucky has room for improvement. Last year, the figure was 56.9%, showing some growth. Discussions highlighted the need to address various job-seeker components: those looking for work, those who can advance with additional skills and training, and those in transition. These groups make up the target population.

Numerous topics were examined, but the most critical was the job seeker, which led to the second focal point: telling the story. This story encompasses the good, the bad, and the indifferent, enabling us to make informed decisions based on real-time data and perspectives of both job seekers and employers.

Last, the next goal is to engage the entire talent pool. Talent management often targets limited pools, but the board wants an inclusive approach. This includes second-chance individuals, language learners, veterans and their families, returning workers, and mature individuals seeking reinvention.

#### Organizational and Resource Alignment

**Kim Humphrey, River View Coal**, reviewed the focus of this committee, which is to act as a "friendly critic" of Kentucky's workforce system and to examine return on investments (ROI) to programmatic offerings. To achieve this, each of the 10 Local Workforce Boards were asked to provide an industry representative or employer to assess ROI. Through discussions, it became clear that business professionals often do not speak the same language as other stakeholders. Therefore, aligning an understanding of ROI is crucial. The goal is to provide recommendations to the secretary or governor by summer, which will focus on improving resource alignment and ROI.

During the strategic advance, three priorities were identified:

- Establishing common definitions and metrics.
- Developing a shared analysis that is accessible and understandable to everyone.
- Ensuring a unified direction so that all efforts are aligned.

At an upcoming committee meeting, representatives from North Carolina and Colorado will share their approaches to measuring ROI and resource alignment. These states use different models, and they aim to learn from their experiences.

Additionally, the directors of the 10 Local Workforce Boards have been invited to provide input on these discussions and matrices. A key asset in tracking data in Kentucky is the Kentucky Center for Statistics (KYSTATS), who will compile all this information and create a comprehensive dashboard. This tool will provide data on workforce dynamics from both the employer's and employee's perspectives, as well as other entities within the workforce ecosystem. Added discussion around the importance of work-based learning was lifted. Making the ecosystem of learning to workforce more streamlined was also discussed. The [Governor's Everybody Counts](#) initiative was identified as a model that works and should be scaled.

#### Closing Comments & New Business

**Chair Ulrich** inquired about any new business before the board. She recognized the retirement of Beth Brinly, former Deputy Secretary, Education and Labor Cabinet and wished her well. She shared that the next KWIB quarterly meeting will be on May 15 and will be in-person at the KY Department of Education (KDE) building in Frankfort. She invited TENCO representatives to stay for certificate presentation and photo.

No additional meeting items were raised, and Lori thanked everyone for their participation and wished safe travels to everyone. A ***motion to adjourn*** was made by George Nichols, ***seconded*** by Tony Georges, and the meeting was adjourned.

#### 3:08 pm ET Adjournment



May 15, 2025  
Consent Agenda Item

## Kentucky Career Center (KCC) One-Stop Certification and Recertifications KCC Comprehensive Center

### Recommendation

The following Kentucky Career Center has been reviewed and recertified by their respective Local Workforce Development Boards.

DWD staff have received and reviewed all necessary documentation required for certification, and the below are recommended for approval of KCC One-Stop certifications.

LWDA	Center Location	Center Type	Previous Type
EKCEP	412 Roy Campbell Drive, Hazard, KY 41701	Comprehensive Center	Comprehensive

**Comprehensive Kentucky Career Centers** offer customized career exploration, training, support, and employment services to career seekers and businesses. These comprehensive services give career seekers the tools they need to succeed in today's job market and connect employers to a pool of competent personnel they need to compete in the economy and reassure them in their hiring process.

To learn more about the item listed in the consent agenda above, please click the link to access the relevant information on Google Drive: [https://drive.google.com/drive/folders/1kdfGleH0teWi9FgOEIL2SrBWHsXKTY4x?usp=drive\\_link](https://drive.google.com/drive/folders/1kdfGleH0teWi9FgOEIL2SrBWHsXKTY4x?usp=drive_link)



May 15, 2025  
Consent Agenda Item

## Kentucky Career Center (KCC) One-Stop Certification and Recertifications KCC Affiliate Center

### Recommendation

The following Kentucky Career Center has been reviewed and recertified by their respective Local Workforce Development Boards.

DWD staff have received and reviewed all necessary documentation required for certification and the below are recommended for approval of KCC One-Stop certifications.

LWDA	Center Location	Center Type	Previous type
EKCEP	138 College Street, Pikeville, KY 41501	Affiliate	Affiliate

**Kentucky Career Center Affiliate Locations** offer job and training services to workers, youth, and businesses. These locations refer career-seekers, veterans, youth, and businesses to additional services.

To learn more about the item listed in the consent agenda above, please click the link to access the relevant information on Google Drive: [https://drive.google.com/drive/folders/1EEk6tNwRzJXU1O30okThxZwy0KaDWqEH?usp=drive\\_link](https://drive.google.com/drive/folders/1EEk6tNwRzJXU1O30okThxZwy0KaDWqEH?usp=drive_link)

## Career and Technical Education (CTE) Certification

### Recommendation

The CTE Certification Review work group recommends that the KWIB approve the following applications for certification.

Industry Certification Name	Industry Certification Program Area	Recommended Industry Certification List?
AED High School Certification	Transportation	BEAT does NOT recommend the certification
Certiport – Generative AI Foundations Certification	Computer Science	PENDING review for integration with existing computer science pathways & those in development on local & statewide initiatives.
Certiport - Pearson IT Specialist AI Certification	Computer Science	PENDING review for integration with existing computer science pathways & those in development on local & statewide initiatives.
HAAS Basic Mill Operator and HAAS Basic Lathe Operator	Manufacturing	PENDING BEAT review
HAAS Basic Mill Operator and HAAS Basic Lathe Operator	Manufacturing	PENDING BEAT review
Social Media Marketing Certification	Business & Marketing	BEAT does NOT recommend the certification
ASK- 1 Management - <i>Approved vendor</i>	Business & Marketing	The BEAT recommends Management certification as a standalone option.
Ask – 2 Entrepreneurship - <i>Approved vendor</i>	Business & Marketing	The BEAT recommends Entrepreneurship certification as a standalone option.
TRACK Youth Apprenticeship Certification - <i>Previously approved program</i>	Education & Training	The BEAT recommends the certification as a standalone.

### **Deprecated Pathways: Industry Certification Program Area - Transportation**

- Entry-level mechanical and Electrical Repair Technician
- Entry-level structural Analysis and Damage Repair Technician
- Master Automobile Service Technician
- Diesel Front End Mech/Special Problems Option
- Diesel Engine/Electrician Technician/Preventative Maintenance
- Diesel Brake Repairer/Special Problems Option

### **Phase Out: Industry Certifications: ASE Student Certifications**

1. Diesel Brakes
2. Diesel Electrical Electronics Systems
3. Diesel Engines
4. Diesel Suspension and Steering
5. Mechanical and Electrical
6. Structural Analysis and Damage Repair

BEAT recommends removing the 6 certifications. Suggested phase-out date: June 2026

### **Career and Technical Education Certificate Programs**

#### **Certification Information**

##### **➤ AED High School Certification**

- **Description:** The AED Foundation's High School Certification Test is an end-of-program fundamental assessment that evaluates technical knowledge of pre-hire applicants and employed technicians in the heavy equipment industry upon high school graduation. The primary function of the test is to ensure industry standards are upheld by our members, schools, and partners by identifying the strengths and weaknesses of graduating high school seniors in the six core competencies: Powertrains, Diesel engines, HVAC, Hydraulics/hydrostatics, Electrical and Safety/administrative processes.
- **Website:** <https://aedfoundation.org/industry-testing/>
- **Recognized by:** Fairdale High School
- **Workforce Areas:** Statewide
- **Previous Program Status:** No

##### **➤ Certiport – Generative AI Foundations Certification**

- **Description:**
- **Website:** <https://certiport.pearsonvue.com/Blog/2024/September/Introducing-the-Generative-AI-Foundations-Cert.aspx>
- **Recognized by:** a consortium of companies requesting including Eyeconic, Inc. and the South Central Kentucky Regional Technology Council
- **Workforce Areas:** South Central
- **Previous Program Status:** N/A

##### **➤ Certiport – Pearson IT Specialist AI Certification**

- **Description:** Artificial Intelligence Professional Exam
- **Website:** <https://certiport.filecamp.com/s/i/n4mlgs8hJG6DV8kl/s/m40viexUc78ZJ5qG>

- **Recognized by:** A consortium of companies requesting including Eyeconic, Inc. and the South Central Kentucky Regional Technology Council.
- **Workforce Areas:** South Central
- **Previous Program Status:** N/A

➤ **HAAS Basic Mill Operator and HAAS Lathe Operator**

- **Description:** These courses are designed to provide the basic knowledge necessary to get started as a CNC machine operator or CNC machinist. They offer basic machine operation, proper safety, and fundamental machining processes including programming, metrology, blueprint reading, basic math, and materials. After the online course is completed, a hands-on test is given at an authorized facility. There is no cost for this certificate.
- **Website:** <https://learn.haascnc.com>
- **Recognized by:** C&R Machine & Fabrication LLC
- **Workforce Areas:** Bluegrass
- **Previous Program Status:** No

➤ **HAAS Basic Mill Operator and HAAS Lathe Operator**

- **Description:** No Cost
- **Website:** <https://learn.haascnc.com>
- **Recognized by:** Machine Time Inc.
- **Workforce Areas:** Bluegrass
- **Previous Program Status:** No

➤ **Social Media Marketing Certification**

- **Description:** N/A
- **Website:** <https://www.stukent.com/high-school-social-media-marketing-certification/>
- **Recognized by:** American Marketing Association
- **Workforce Areas:** Statewide
- **Previous Program Status:** No

To learn more about the item listed in the consent agenda above, please click the link to access the relevant information on Google Drive. [https://drive.google.com/drive/folders/1HuCx\\_urCenEEL7-uEz3JHkYyGrREs8da?usp=sharing](https://drive.google.com/drive/folders/1HuCx_urCenEEL7-uEz3JHkYyGrREs8da?usp=sharing)



## **2025 Local Workforce Development Board Certification**

Local Workforce Development Areas	Certification Packet
EKCEP	Recommend
Northern Kentucky	Recommend
South Central	Recommend

For more information on documents submitted, please review the documentation in the [Workforce Development Board Certification Google drive](#).

For more information on requirements for local workforce development board certification, please see [Policy 15-001](#).

# Kentucky Workforce Innovation Board (KWIB)

Thursday, May 15, 2025

## AI Presentation Briefing

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### Presenters

- **Dr. Jeffrey C. Sun, J.D., Ph.D.**  
Professor, University of Louisville
  - **Dr. Taylor Pratt, Ph.D.**  
Clinical Assistant Professor, University of Louisville
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### Pre-Meeting Preparation

To maximize engagement during the AI demonstration, we ask attendees to:

1. **Create or log into a Google account** prior to the session.  
▶ [Watch this account setup video](#)
  2. **Review the [Google Prompting 101 Guide](#)** **Note:** This session will be *demo-focused* to accommodate limited access to devices at the venue. Participants are still encouraged to explore the tools independently using their Google account after the meeting.
- 

### Tools & Topics for Demonstration

- **AI Policy Framework:** [Deloitte's Trustworthy AI Framework](#)
- **Google AI Studio:** <https://aistudio.google.com/>
- **Google Analytics:** <https://developers.google.com/analytics>
- **NotebookLM:** <https://notebooklm.google.com/>
- **AI Agents and Operators**

# TEAM KENTUCKY FORWARD

## WORKFORCE DEVELOPMENT STRATEGIC PLAN



**GOAL:**  
**EMPLOYER  
ENGAGEMENT**

### **PRIORITY 1**

Work-based learning:  
expand, scale and improve  
(business perspective)

### **PRIORITY 2**

Growing talent pools for  
business hires

### **PRIORITY 3**

Unified business services:  
statewide workforce and  
talent team



**GOAL:**  
**EDUCATION  
ATTAINMENT**

### **PRIORITY 1**

Work-based learning:  
expand access to earn and  
learn opportunities (learner  
perspective)

### **PRIORITY 2**

Growing the teacher pipeline

### **PRIORITY 3**

Expansion of access and  
achievement in education  
for all Kentuckians



**GOAL:**  
**WORKFORCE  
PARTICIPATION**

### **PRIORITY 1**

Addressing barriers to  
employment and solutions

### **PRIORITY 2**

Employment best practices  
- a worker perspective

### **PRIORITY 3**

Addressing barriers  
to hiring - a business  
perspective



**GOAL:**  
**ORGANIZATION  
& RESOURCE  
ALIGNMENT**

### **PRIORITY 1**

Common Return on  
Investment (ROI) metrics

### **PRIORITY 2**

Continuous focus on supply  
and demand

### **PRIORITY 3**

Continuous organizational  
collaboration

KWIB Strategic Plan Outline Flow

*suggested timeframe: 4 years*

Page 1: Opening from Governor Beshear (highlight importance of New Kentucky Home to workforce)

Page 2: Intro from Chair Lori Ulrich

Page 3: Names of KWIB Members

Page 4: Executive Summary

- Key items – WIOA State Plan; advancements in technology (AI); five in-demand sectors; WRC-Next Generation

Page 5: Cross Cutting Themes

- From Strategic Advance: Work Based Learning; barriers to employment; employer engagement & partnership; use of data; storytelling/communication; growing talent pools; system alignment and collaboration

Page X: Table of Contents

Page X: Goal #1: Employer Engagement

Page X: Strategic Priorities

Page X: Snippet of a Business Case Study (apprenticeships in different industries)

Page X: Goal #2: Education Attainment

Page X: Strategic Priorities

Page X: Snippet of a Business Case Study (educator/teacher apprenticeship & 2<sup>nd</sup> career instructor)

Page X: Goal #3: Workforce Participation

Page X: Strategic Priorities

Page X: Snippet of a Case Study (organization that serves individuals with company that hires)

Page X: Goal #4: Organization and Resource Alignment

Page X: Strategic Priorities

Page X: Snippet of a Collaboration Case Study (Collaboration on reentry, example: Governor's Council of Second Chance Employers / company example of public-private partnerships that leverage all resources available to employers)

Page X: Conclusion

Page X: Public Workforce System Resources

-----Max 30 pages-----

## **Goal #1: Employer Engagement**

As a business led board, employer engagement is of a critical importance, highlighting the opportunity for businesses across the commonwealth to play an active role in the impactful work of getting individuals to good jobs and hiring, training, and developing worldclass talent. Of critical value to the workforce development system in engaging business involvement is to provide tools, resources, and solutions that are simple, easy to understand, and actionable with the appropriate government technical assistance available to support engagement.

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

*Strategic Action: Develop Business-to-Business WBL Guide & Best Practices (ex: 5 steps to starting apprenticeship; 5 steps to hiring WBL high schoolers; 5 steps to utilize government-based on-the-job training incentives; 5 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) HS internship/co-op
- (3) WIOA/government on-the-job training
- (4) Postsecondary internship/co-op
- (5) business or industry WBL/apprenticeship models

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

Longterm Measurement (within four years): Document success 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: Growing Talent Pools for Business Hire

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

### **Qualitative Metrics (with Quantitative Metric of # 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.

Midterm Measurement (within two years): utilization across businesses through assessment of industry associations; improvement where necessary.

Longterm Measurement (within four years): increase of employment opportunities based on qualitative analysis from industry association.

## Priority #3: Unified Business Services: Statewide Workforce and Talent Team

*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 SWATT Framework, including launch of a common needs assessment, workforce planning templates, and a framework for streamlined relationship management.

Midterm 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.

Longterm 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.”

## **Goal #2: Education Attainment**

Education attainment in the commonwealth is of great importance individuals to reach their full career potential; to create an environment of growth across the entire education continuum from preschool to adult learners; to reach the statewide focus of having 60% of Kentuckians with a postsecondary credential by 2030; and to further attract global investment in the commonwealth by demonstrating the worldclass potential of Kentuckians. It is of importance to recognize the development of technology and its impacts on education, the general demographic decline in population, the limited potential of growing the educator workforce due to stagnate wages, and critical need of investments in early childhood education to equip young Kentuckians with foundational skills.

### **Priority #1: Work-Based Learning (Learner Perspective): Expanding Access to Earn and Learn Opportunities**

*Strategic Action: Create seamless opportunities and expand options for learners to engage in WBL by developing clear explanations of commonly used terms, accessing available funds, and establishing a network of WBL experts that support learners.*

#### **Qualitative Metrics (with quantitative metrics as milestones reached):**

Immediate Measurement (within one year): Gather data of WBL outcomes as it relates to postsecondary attainment (CPE/KYSTATS data) & employment; including subpopulations outcomes.

Midterm Measurement (within two years): Create informational definitions for internships, mentorships, job shadowing, work exposure, registered apprenticeships, etc.

Midterm Measurement (within two years): Research and maximize opportunity with tuition reimbursement – number of employers providing tuition assistance (used and unused); Provide case studies of best practices for employers & learners to increase awareness and encourage taking advantage of these opportunities.

Midterm Measurement (within two years): Launch a statewide network of experts on WBL, specifically with Career & Technical Education (CTE) across Kentucky school districts.

Longterm Measurement (within four years): Measure and report on utilization of created materials based on learners involved, businesses with WBL growth, and number of WBL experts across Kentucky supporting CTE students.

## Priority #2: Growing the Teacher Pipeline

*Strategic Action: Establish a strong and accessible educational foundation for the next generation of educators. Growth of educators involves an understanding and awareness of current statewide and regional needs, creative and innovative strategies to attract dedicated professional into education as “next-career” opportunity, and marketing all possible pathways.*

### **Qualitative Metrics (with Quantitative Metric of Milestones Reached):**

Immediate Measurement (within one year): Collaboratively examine data on teacher demand statewide and regionally; focusing on demand for K-12, CTE, and postsecondary technical instructors; additionally, gather data on the demand for early childhood educators

Immediate Measurement (within one year): Research and create a guide to qualifications requirements to be a technical instructor in the commonwealth; from K-12 CTE instructors, KCTCS technical instructors, government technical instructors (example Department of Corrections), registered apprenticeship instructors, and other opportunities.

Midterm Measurement (within two years): Increase awareness and understanding of future educators and technical instructors regarding the full spectrum of opportunities and options to enter the education sector.

Longterm Measurement (within four years): Measure annually the enrolled and graduated students in various education pathways (K-12, postsecondary institution, registered apprenticeship, etc.); measure annually number of instructors across the education spectrum; and strive for growth based annual trends

## Priority #3: Expanding Access & Achievement in Education for All Kentuckians

*Strategic Action: Ensure all Kentuckians can achieve across the educational spectrum including credentials earned, WBL opportunities, early postsecondary opportunities (such as dual credit), and employment.*

### **Quantitative and Qualitative Metrics:**

Immediate Measurement (within one year): Present state and regional baseline data on access and completion of dual credit opportunities, CTE completions, engagement and completion of WBL, postsecondary entry and achievement, and employment; the data should include disaggregation categorized by learners.

Midterm Measurement (within two years): Increase awareness and understanding of stakeholders on gaps related to achievement, opportunity, and expectations, best and promising practices, and the importance of engagement with employers throughout.

Longterm Measurement (within four years): Measure impact from baseline numbers collected to annual data gathered to understand the impact of implementing best practices.



### **Goal #3: Workforce Participation**

Workforce participation is the strategic approach to providing access to high demand career fields for working-age Kentuckians to maximize opportunities to align the right person with the right knowledge, skills, and abilities with the right employment options. Workforce Participation is a leading indicator that impacts the future Labor Force Participation Rate. Workforce Participation represents the talent acquisition, development, and management processes in support of increasing the depth, skill, acumen, and flexibility of the workforce to meet the demands of emerging employment trends and priorities across the commonwealth to include, but not limited to, barrier mitigation and deployment of support services to promote employment sustainability and career advancement. Workforce Participation strategies in conjunction with educational attainment and employer engagement on increasing the current Labor Force Participation Rate for Kentucky.

#### **Priority #1: Addressing Barriers to Employment & Finding Solutions**

*Strategic Action: workforce participation is critically connected to experience of job-seekers and workers; emphasis is placed on the individual as the “center-of-gravity” through the approach of understanding barriers for those unemployed, underemployed, and seeking employment opportunities.*

##### **Quantitative and Qualitative Metrics:**

Immediate Measurement (within one year): Conducting focus groups of individuals that are unemployed, underemployed, and seeking employment. Written analysis will lead to the overarching themes in the barriers to employment from the individuals’ perspective.

Midterm Measurement (within two years): Analyze baseline data in the barriers to employment that are impacting all Kentuckians: access to childcare, reliable transportation, and affordable housing. Data will reflect statewide and regional perspectives, with best practices gathered from successful approaches.

Longterm Measurement (within four years): Growth of public-private partnerships that address the barriers of employment. Growth of number of programs and individuals that have successfully increased access and opportunity to employment, while reducing barriers to employment.

#### **Priority #2: Employment Best Practices, a Worker Perspective**

*Strategic Action: leveraging information gathered in overcoming unemployment, underemployment, and career growth; best practices will be used to grow career access and opportunities through the partnership between organizations that serve Kentuckians with barriers to employment and employers that have strategically embraced growth talent pipelines.*

##### **Quantitative and Qualitative Metrics:**

Immediate Measurement (within one year): Development of case studies on overcoming unemployment, underemployment, and career growth; at least three per category.

Immediate Measurement (within one year): Development of case studies from organizations that serve individuals with barriers to employment; gathering of participants, placements, wages, and retention data points to demonstrate value to potential employers.

Midterm Measurement (within two years): Available statewide and regional supportive services established that address barriers to employment.

Longterm Measurement (within four years): Growth in individuals attaining employment by the utilization of services, best practices, and stronger employer involvement; base line quantitative data will be measured against annual updates on labor force participation rate, in addition to, wages, placements, and retention.

### Priority #3: Addressing Barriers to Hiring, a Business Perspective

*Strategic Action: Critical to the workforce development formula is employer willingness to hire, train, and develop all potential talent. Having a constant pulse check on employer perspective in hiring, development, training, and skills required will be conducted.*

#### **Qualitative Metrics (with industry pulse check):**

Immediate Measurement (within one year): creation of a simple survey administered to industry associations (starting with Kentucky's top industries) regularly to keep track of challenges and barriers to employment, training, and development; similar data points gathered on benefits and quality of job indicators.

Midterm Measurement (within two years): ongoing analysis of data points gathered that can be shared regularly with stakeholders.

Longterm Measurement (within four years): ensuring proper response to the information gathered from the regular pulse check is addressed among government and nongovernmental stakeholders that serve individuals with employment barriers.

## **Goal #4: Organization and Resource Alignment**

As the culmination of all workforce development efforts across the commonwealth, it is of great importance for system alignment, continuous collaboration, cross-government partnerships, and serving individuals and employers at the highest impact level possible. Such alignment requires common metrics to measure progress, ongoing friendly criticism, and encouragement to flexibly serve all customers of the workforce development ecosystem.

### **Priority #1: Common Return on Investment (ROI) Metrics**

*Strategic Action: a creation of common ROI metrics that are easily understood by businesses and all stakeholders is critical in reviewing snapshot and long-term analysis. The common metrics include number of participants, job placement, and average wages.*

#### **Quantitative Metric:**

Immediate Measurement (within one year): Deploying common metrics and ROI analysis within the public workforce system as defined by WIOA.

Midterm Measurement (within two years): Deployment of common metrics and ROI analysis within the larger workforce development ecosystem by leveraging the Education and Workforce Collaborative.

Longterm Measurement (within four years): In collaboration with KYSTATS, utilization of real-time snapshot of ROI with comparison to trends over the past four years, updated annually. Demonstration of ROI based on pre-program wages (ex: pre-WIOA) to post-program wages over a period.

### **Priority #2: Continuous Focus on Supply and Demand**

*Strategic Action: With a special emphasis on the Kentucky's top sectors, ongoing understanding of the demand of jobs & skills employers have compared to the supply of talent produced by training and education partners.*

#### **Quantitative Metric:**

Immediate Measurement (within one year): creation of supply and demand dashboard demonstrating jobs and skills compared to supply of talent.

Midterm Measurement (within two years): analysis of supply and demand with wages, opportunities, and career ladders in the specific top sectors.

Longterm Measurement (within four years): ongoing analysis including measuring job opportunities compared to family sustaining wages (demonstrated as a statewide and regional figure).

### Priority #3: Continuous Organizational Collaboration

*Strategic Action: System alignment, continuous collaboration, cross-government partnerships, and public-private partnerships that leverage workforce investments through combined (or braided) services; allowing for unified education, training, and outreach opportunities by all stakeholders.*

#### **Quantitative Metric:**

Immediate Measurement (within one year): development of cross-agency best practices that demonstrate service versus agency (example: collaboration on reentry).

Midterm Measurement (within two years): development and launch of a streamlined approach to access services by external users without having to understand intricacies of government.

Longterm Measurement (within four years): develop unified outreach opportunities with industry associations, local chambers, and community social clubs; equipping all stakeholders with training materials to educate stakeholders on workforce development services in the commonwealth.

# **Organization and Resource Alignment Committee Recommendation**

## **Recommendation: Three Foundational Metrics**

1. Number of Participants Served
2. Number of Job Placements
3. Average Wages

## **Background**

The Organization and Resource Alignment Committee met since June of 2024 to take the initial step of understanding return on investment (ROI) of workforce services across the commonwealth. Under the leadership of Committee Chair Kim Humphrey, the committee was intentionally structured to consist of ten business leaders nominated by the ten Local Workforce Development Boards (LWDBs). The individuals that joined the committee needed to possess an eye for ROI to contribute to the committee work.

Over the period of under one year, the committee met regularly every other month to understand the existing landscape of capturing workforce development service data. The initial meetings revolved around the review of Kentucky Center for Statistics (KYSTATS) dashboards related to workforce development. The committee then was able to review draft findings from the Education and Workforce Collaborative's *State of the Workforce Funding Report*. Followed by presentations on best practices from other states, with a specific focus on North Carolina and Colorado, both leaders in approaching the workforce development ROI topic.

Upon completion of review, the committee has provided input in the priority categories of the strategic plan, and furthermore, recommends the foundational metrics that will provide an understanding of workforce development activity in a succinct and organized manner that is easy to understand for stakeholders.

These metrics will be applied to Workforce Innovation & Opportunity Act (WIOA) programs and then to the larger workforce development service funding streams as gathered by the Education and Workforce Collaborative.

# Appendix



# 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 in-demand 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.

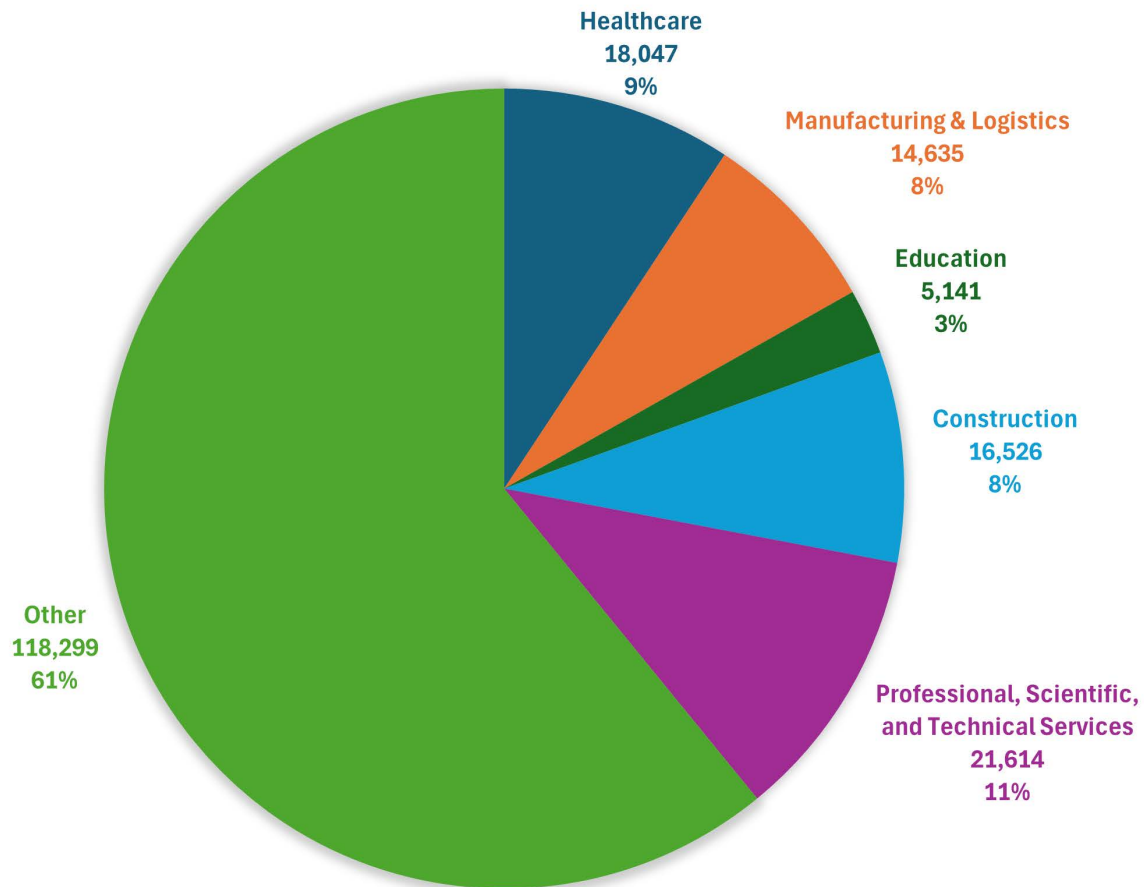
### Kentucky Workforce Innovation Board

500 Mero Street, 4th Floor

[kwib.ky.gov](http://kwib.ky.gov)

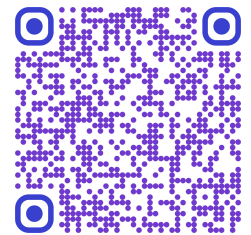


# QUANTITY OF COMPANIES IN KENTUCKY'S TOP 5 SECTORS





## 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. <sup>36</sup>

# READYFORINDUSTRY

## 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.



Construction



Manufacturing



Logistics



Healthcare



Information  
Technology

**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 **higher-quality 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."*



## **2025 Kentucky Workforce Innovation Board Quarterly Board Meetings**

February 20 - Kentucky Council on Postsecondary Education

100 Airport Road, Frankfort, KY 40601; Conference Room A & B on the 2nd Floor

May 15 - Kentucky Department of Education

300 Sower Blvd., Frankfort, KY 40601; Conference Room A, B, & C on the 1st Floor

August 21 - Cumberland Area Development District Building

2384 Lakeway Drive, Russell Springs, KY 42642

November 20 - Location TBD

All meetings are scheduled for 1:30-3:30 pm ET and will be conducted in-person with a virtual option.

## Board Membership Travel Reimbursement Information

Per the By-Laws of the Kentucky Workforce Innovation Board, Article III, Section 2, Members of the Board and non-members serving on committees or workgroups, shall serve without compensation, but may be reimbursed for all actual and necessary expenses incurred in connection with their duties in accordance with state travel expenses and reimbursement administrative regulation.

Regulation and Travel Expense and Reimbursement: The reimbursement rate is determined using the American Automobile Association (AAA) Daily Fuel Gauge Report for Kentucky for regular unleaded gasoline. The gasoline cost used for the calculation is located on the AAA website at <http://gasprices.aaa.com/?state=KY>.

The rate shall be adjusted on January 1, April 1, July 1, and October 1 each calendar year based on the average retail price of regular grade gasoline for the week beginning on the second Sunday of the prior month as follows: AAA Average Weekly Fuel Cost Reimbursement Per Mile a. \$ .01 to \$1.499 36 cents per mile b. \$1.50 to \$1.699 37 cents per mile c. \$1.70 to \$1.899 38 cents per mile d. \$1.90 to \$2.099 39 cents per mile e. \$2.10 to \$2.299 40 cents per mile f. Greater than \$2.299 41 cents plus 1 cent for every 20 cent increase Mileage for in-state travel shall be based on the “Kentucky Official Highway Map”, MapQuest website, Google Maps website, or similar web mapping service. Out-of-state mileage shall be based on the most recent edition of the “Rand McNally Road Atlas”, MapQuest website, Google Maps website, or similar web mapping service.

**Current rate through June 30, 2025, is \$0.42/ mile.**

Our Finance department is asking that board members set themselves up as a vendor on their Finance’s website: <https://vss.ky.gov> This allows for direct deposit, after the event has occurred, and “voucher” paperwork has been submitted and approved.

If you will follow the prompts in the link and then let KWIB staff know what your “vendor number” is, KWIB staff can set up the “voucher” that will calculate your reimbursable expense and prompt the process for payment. Email [kwib.projects@ky.gov](mailto:kwib.projects@ky.gov) for more information or questions.



REGISTER NOW

# Virtual Job Fair

Join us for the Commonwealth of Kentucky's Virtual Job Fair, featuring an exclusive opportunity to connect with multi-sector employers – such as Humana, Nucor Tubular Products, Starbucks, the University of Kentucky, and others—as well as job seekers from across the commonwealth. This is your chance to explore exciting job openings and take the next step in your career. Don't miss out—register today and start your journey with the Commonwealth of Kentucky.

**Date: Wednesday, May 21, 2025**

**Time: 10:00 A.M. – 1:00 P.M. EDT**

**Schedule:**

- 10:00 A.M. – 11:00 A.M. - Veterans & Military Families
- 11:00 A.M. – 1:00 P.M. - Open to All Job Candidates

This event is completely free for both employers and job seekers, providing an excellent opportunity to connect and explore career opportunities.

**Future virtual job fairs will take place on the third Wednesday of each month in 2025. Here's a preview of the upcoming dates:**

- June 18, 2025
- July 16, 2025
- August 20, 2025
- September 17, 2025
- October 15, 2025
- November 19, 2025
- December 2025 – no virtual job fair
- January 21, 2026



**EMPLOYERS  
SCAN THE  
QR CODE TO  
REGISTER.**



**JOB-SEEKERS  
SCAN THE  
QR CODE TO  
REGISTER.**



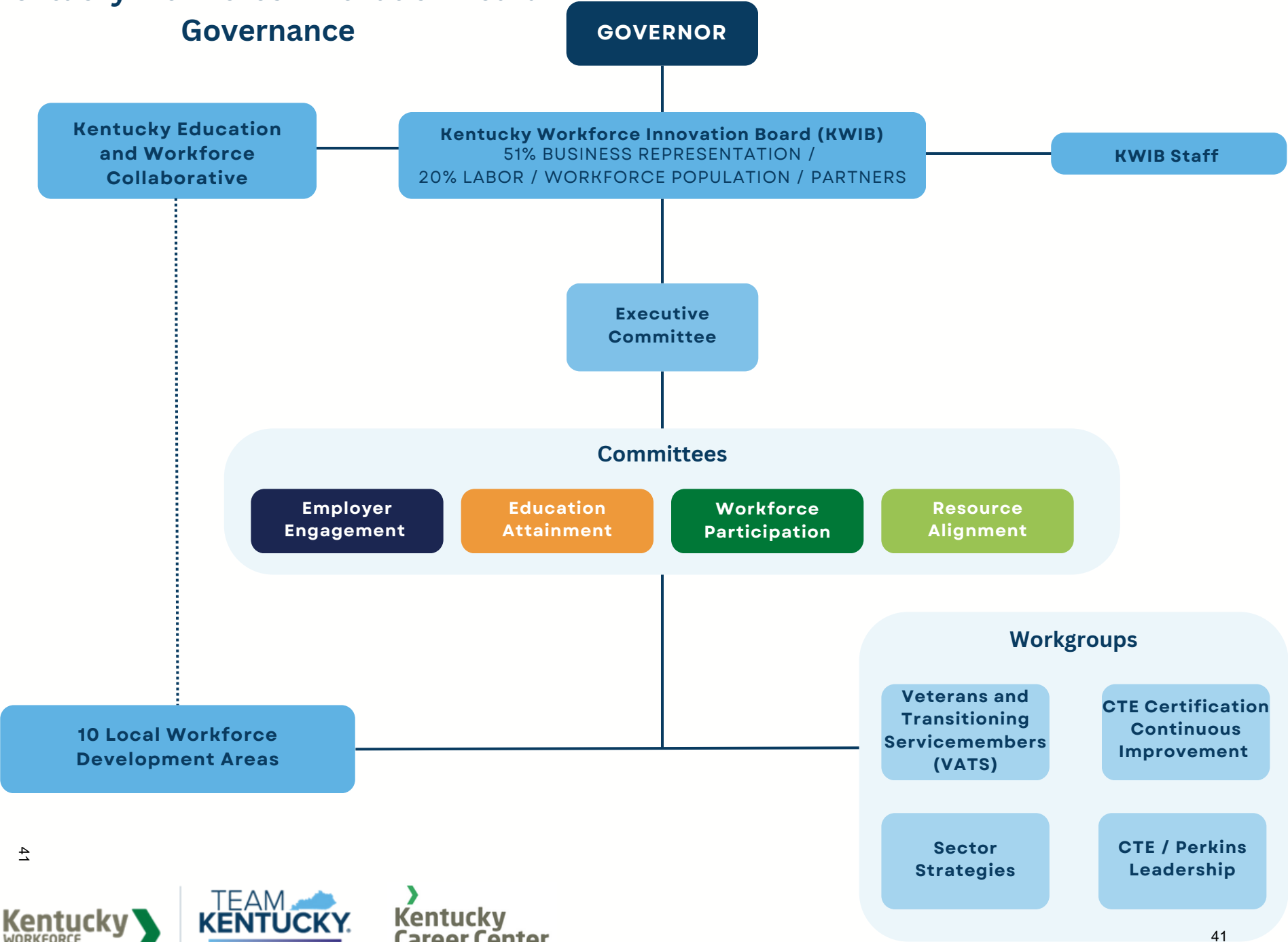
**TEAM  
KENTUCKY**

KENTUCKY DEPARTMENT  
OF VETERANS AFFAIRS

40

Questions? Contact Everett Bracken at 502-650-5283 or by email at [everett.bracken@ky.gov](mailto:everett.bracken@ky.gov).

# Kentucky Workforce Innovation Board Governance



# HELP DRIVE

## KENTUCKY'S WORKFORCE DEVELOPMENT

Join the Kentucky Workforce Innovation Board

## Strategic Committees



### EMPLOYER ENGAGEMENT

Shape a business-led workforce system



### WORKFORCE PARTICIPATION

Create opportunities for untapped talent  
and remove barriers to work



### EDUCATION ATTAINMENT

Align and build a lifelong education system  
to meet the future of work



### RESOURCE ALIGNMENT

Consistently improve the system and increase  
return on workforce investment

Business and community leaders, educators, and government professionals  
interested in serving, email us at [kwib.projects@ky.gov](mailto:kwib.projects@ky.gov).