

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
Annisia 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.

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.

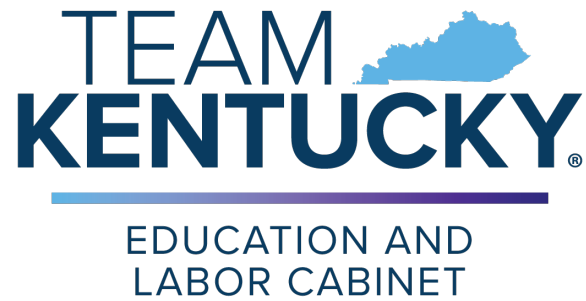
Additionally, the directors of the 10 Local Workforce Boards have been invited to provide input on these discussions and matrices. A key asset in tracking data in Kentucky is the Kentucky Center for Statistics (KYSTATS), who will compile all this information and create a comprehensive dashboard. This 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



Kentucky Workforce Innovation Board
Meeting Briefing Book

February 20, 2025

1:30 – 3:30 pm EST

1:00 pm EST Networking

Location: Kentucky Council on Postsecondary Education

100 Airport Road, Frankfort, KY 40601, 2nd Floor



Kentucky Workforce Innovation Board Meeting Briefing Book

February 20, 2025, 1:30-3:30 pm EST

Table of Contents

	Page
<u>Agenda</u>	5
<u>KWIB Membership Updates</u>	
Executive Order	6
<u>Consent Agenda (Voting Required)</u>	
November 21, 2024, Minutes	8
Kentucky Career Center (KCC) One-Stop Certification: TENCO	13
Career & Technical Education (CTE) Certification.....	14
Perkins Leadership	15
Local Workforce Development Board Certification.....	17
<u>Strategic Advance Priorities</u>	
Employer Engagement	19
Education Attainment	20
Workforce Participation	21
Organization & Resource Alignment	22

Appendix

Kentucky’s Five In-Demand Sectors 24

Adult Education and Family Literacy Act (AEFLA) Title II Grant Opportunity 26

Partner Spotlight – MyStory Reimagined Summit 27

Kentucky Chamber – 10th Annual Kentucky Workforce Summit 28

Futuriti: Your Pathway to Education and Career Opportunities 29

2025 KWIB Quarterly Board Meeting List30

Board and Committee Membership Reimbursement Information 31

KWIB Landscape Chart 32

KWIB Strategic Committees Recruitment Flyer 33

Networking begins at 1:00pm EST
Meeting begins at 1:30 – 3:30pm EST

Kentucky Council on Postsecondary Education
100 Airport Road
Frankfort, KY, 40601

Join Zoom Meeting

<https://us06web.zoom.us/j/87307829071?pwd=rL1Nz9wserRguBRbqNeHBETGkQCFHk.1>

Meeting ID: 873 0782 9071/ Passcode: 080222

Dial via phone: 1 646 931 3860

1:30 CALL MEETING TO ORDER

Welcome/Housekeeping Ulrich, Chair
Fleming-Mason Energy

1:35 Roll Call.....Elishah Taylor
Kentucky Workforce Innovation Board (KWIB)

1:40 Consent Agenda (Voting Required)..... Lori Ulrich, Chair
Fleming-Mason Energy

Provided in briefing packet:

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

1:50 Meeting Host Welcome: Council on Postsecondary Education (CPE).....Dr. Leslie Sizemore
Kentucky Council on Postsecondary Education

2:05 Education and Labor Cabinet UpdateDr. Mike Yoder, Commissioner
Department of Workforce Development

Alisher Burikhanov
Kentucky Workforce Innovation Board (KWIB)

2:25 Strategic Advance PrioritiesLori Ulrich & Committee Chairs

- Employer Engagement
- Education Attainment
- Workforce Participation
- Organization & Resource Alignment

Full KWIB Strategic Advance summary [available here](#)

2:45 Group Discussion: Strategies & MeasurementsLori Ulrich, Chair

3:15 Closing Comments & New Business.....Lori Ulrich, Chair

3:30 ADJOURNMENT



ANDY BESHEAR
GOVERNOR

EXECUTIVE ORDER

Secretary of State
Frankfort
Kentucky

2025 – 062
February 3, 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 February 2, 2028:

David Hall, Louisville, representing business, to replace Michael Buckentin, Bowling Green, whose term has expired; and

Adam Caswell, Ft. Thomas, representing business, to replace Karen Trial, Lexington, whose term has expired.

Please issue commissions to them.


ANDY BESHEAR, GOVERNOR
Commonwealth of Kentucky

MICHAEL G. ADAMS
Secretary of State

Consent Agenda

IN-PERSON – The Campbell House 1375 South Broadway, Lexington, KY, 40504
with virtual zoom option

12:31 pm Call to order (meeting called to order early because of inclement weather)

Lori Ulrich, Fleming-Mason Energy, Chair, called the meeting to order early due to weather and welcomed members and guests. She 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. Lori also introduced herself and her new role as the Kentucky Workforce Innovation Board Chair. She thanked Kim Menke for his role as chair for the past several years and provided him the opportunity to share thoughts with the membership. He provided his thanks and support to the membership and staff and shared his new position with his own consulting business. **After, roll call was held and quorum attained.**

KWIB (Kentucky Workforce Innovation Board) MEMBERS PRESENT:

Lori Ulrich, Chair	Business	X	Dr. Aaron Thompson (proxy: Michaela Mineer)	Partner	X
Gov. Andy Beshear (proxy: Sec. Hicks)	WIOA CORE	X	Dr. Ryan Quarles (proxy: Jessie Schook)	Partner	X
Lt. Gov. Jacqueline Coleman	WIOA CORE		George Nichols	Labor Representative	X
Sen. Jimmy Higdon	Legislative	X	Heidi Margulis	Business	
Sec. Jamie Link	Partner		Karen Trial (proxy: Cassidy Cocanougher)	Business	X
Sec. John Hicks	Partner	X	Kevin Butt	Business	
Sec. Jeff Noel (proxy: Mike Yoder)	Partner	X	Kevin Middleton	Workforce	X
Deputy Secretary Beth Brinly	Partner	X	Kevin Nolan (proxy: Andi Pollard)	Business	X
Rep. Bobby McCool	Legislative		Kevin Smith	Business	
Commissioner Robbie Fletcher (proxy: Tom Thompson)	Partner	X	Lyndon Pryor	Workforce	X
Judge Owen McNeil (proxy: Tyler McHugh)	Local Elected Official		Michael Buckentin (proxy: Teresa Hayes)	Business	X
Mayor James (J.H.) Atkins	Local Elected Official	X	Robert Shelton	Labor Representative	X
Kim Menke	Business	X	Ryan Holmes	Business	
Beth Davisson (proxy: LaKisha Miller)	Business	X	Selma Owens	Business	X
Johnny W. Collett	Business	X	Sharon Price (proxy: John Catron)	Workforce Representative	X
Dr. John Gregory	WIOA CORE	X	Suhas Kulkarni	Business	X
Kim Humphrey	Business		Thomas "Bo" Matthews (proxy: Justin Browning)	Partner	X

Annissa Franklin	Workforce Representative	X	Todd Dunn (proxy: Stephanie Collins)	Labor Representative	X
Cora McNabb	WIOA CORE	X	Tom Lilienthal	Business	X
Dianne Owen	Workforce Representative	X	Tony Georges (proxy: Bill Geiger)	Business	

Guests attending: Natalie Burikhanov, Michelle DeJohn, Jon Dorthy, Diana Owen, Angella Wilson, Yvonne Jones, Donnie Holland

Online attendance: Todd Blanton, Teresa Hayes, James (J.H.) Atkins, Annissa Franklin, Secretary John Hicks, Robert Shelton, Michaela Mineer, Selma Owens

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

KWIB Member Updates

Alisher Burikhanov, Executive Director of KWIB, provided an update on the board's membership, highlighting recent additions and transitions. In October, the board welcomed:

- Lyndon Prior, President of the Louisville Urban League.
- Kevin Middleton, United Way of Kentucky.
- Tom Lilienthal, Novelis, aluminum company in Guthrie, KY.

In November, the board saw the reappointment of Heidi Margulis, who represents business with a background in healthcare and marketing. Lori Ulrich was reappointed and introduced as the new Chair, and welcomed:

- Selma Owens, a small business owner in Lexington.
- George Nichols, representing labor, Jefferson County Teachers Association.
- Robert Shelton, representing labor and joint labor management training and apprenticeships, International Brotherhood of Electrical Workers Local 369.
- Mayor James (J.H.) Atkins from Danville, KY, representing elected officials.

Alisher also acknowledged individuals rolling off the board, including Mayor Robert Blythe of Richmond, KY, who will be recognized at the next meeting.

Finally, Alisher introduced Dr. J.C. Gregory as the new Workforce Participation Committee Chair. Dr. Gregory represents adult education, and will lead efforts to improve workforce participation, building on initiatives previously led by Amy Luttrell.

Consent Agenda (Voting Required)

Lori Ulrich, Chair again welcomed everyone and thanked the Campbell House for the meeting space for the two-day Strategic Advance. She welcomed folks joining online since they started 30 minutes early due to weather. She walked through the consent agenda items that were provided in the Briefing Book. Items included:

- August 15, 2024, Minutes
- Kentucky Career Center (KCC) One-Stop Certification: KentuckianaWorks & Bluegrass
- Local Board Certification Policy
- Career & Technical Education (CTE) Certification Standard Operating Procedures

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 Anissa Franklin ***motioned to approve*** the consent agenda items; Kim Menke ***seconded*** the motion. Chair Ulrich, asked for any discussion or dissenting votes. The ***motion passed unanimously***. Chair Ulrich passed the floor to Deputy Secretary Beth Brinly.

Education and Labor Cabinet Updates

Beth Brinly, Deputy Secretary, Education and Labor Cabinet, provided updates on key workforce development initiatives focused on training, credentials, and supporting diverse populations in Kentucky's workforce. Leadership changes were announced, with Katie Houghlin now leading the Career Development Office as the Executive Director, and Michelle DeJohn filling in as the Executive Director of the Office of Employer and Apprenticeship Services.

The Education and Labor Cabinet is also advancing projects such as the Digital Equity initiative. A stakeholders meeting was held, with over 65 participants discussing the Capacity Building Grant under review. Furthermore, Local Workforce Development Board training was held that covered critical topics like procurement and workforce strategies. Additionally, two Statewide Reserve Projects are moving forward that include Request for Proposals for: the Hybrid Service Delivery contract and Work Ready Communities next generation metrics and program development.

Another initiative, the Statewide Workforce and Talent Team (SWATT) is convening in December to bring together business service professionals to discuss strengthening local partnerships in serving the business customer in a collective and unified format. Complementary, the customer service enhancements work continues with a train-the-trainer approach focused on ensuring workforce services meet community and the jobseeker needs.

Efforts around Credentials of Value are progressing, with the goal of introducing a framework by the 2026 legislative session. The Education and Workforce Collaborative will meet in January to discuss strategies for integrating immigrant and refugee populations into Kentucky's workforce. Issues around connecting with these groups and retaining international students after graduation were highlighted.

Finally, local workforce planning guidance will be finalized and distributed in December to align local efforts with state goals. Chair Ulrich thanked Deputy Secretary Brinly for the updates and asked Alisher Burikhanov to share sector strategies work within the KWIB.

In-Demand Sector Identification (Voting Required)

Alisher Burikhanov, Executive Director of KWIB, described the process used to identify Kentucky's top 5 in-demand industries. The task was to reassess these sectors to ensure alignment with current economic trends and upcoming investments. The process involved two key steps: a quantitative workgroup, which analyzed occupation data pulled by the Kentucky Center for Statistics (KYSTATS), and a qualitative workgroup that provided insights on future growth and regional considerations. The quantitative workgroup focused on three factors: wages, demand, and growth rates. Initially, these factors were weighted equally, but the business representatives advocated for greater emphasis on demand, leading to a final scoring system where demand was given 50%, wages 25%, and growth rate 25%.

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.

The final sectors identified were (1) healthcare, (2) manufacturing and logistics, (3) construction, (4) education, and (5) professional, scientific, and technical services. Alisher highlighted that these sectors had occupations with diverse educational requirements, from high school diplomas to bachelor's degrees. For example, healthcare includes roles like nurses and medical technicians, while professional services include software developers and paralegals.

There was appreciation for the holistic approach taken in the selection process, particularly the inclusion of education as one of the top sectors. It was emphasized that education plays a crucial role in creating pipelines for employment, as without teachers, it would be challenging to prepare graduates for the workforce. The inclusion of education was viewed as an important step in addressing long-term workforce needs.

Discussion then turned to the integration of these sectors into the state's workforce system, with updates to training programs and scholarships. The Work Ready Kentucky Scholarship, for instance, would be adjusted to align with these top sectors. Local workforce boards would also have the flexibility to include two additional sectors relevant to their regions.

Finally, Alisher emphasized the importance of reviewing the sectors every five years to ensure they stay relevant. After a thorough discussion, the group moved to approve the sectors, with a ***motion for approval*** made by Deputy Secretary Brinly and a ***second*** made by Johnny W. Collett. The **motion passed unanimously**.

Group Discussion: Strategic Advance Discussion

Lori Ulrich, Chair introduced the strategic advance segment and asked committee chairs to provide brief synopses of their group's discussions.

Goal: Employer Engagement

The focus was on several key issues, including improving work-based learning systems, particularly in making them more business-centric. A major discussion point was ensuring that the engagement of employers remains a priority while addressing barriers like resource limitations for smaller businesses. Emphasizing the importance of using data effectively to predict skill and demand needs, while ensuring that all employers, big and small, can stay involved despite resource constraints. The focus area highlighted the evolving workforce barriers like childcare and transportation, noting the need to adapt strategies to meet future needs.

Goal: Education Attainment

Seven priorities were identified, with three key ones emerging: expanding access to work-based learning, strengthening the teacher workforce pipeline, and advancing credential completion. Discussion was around the importance of improving pathways for students, especially around career exploration and work-based learning opportunities, including addressing age-related constraints. Emphasizing the need for better communication, particularly targeting parents, and enhancing credential completion with a focus on underserved populations. Data-sharing across agencies was also noted as a priority to better inform decisions.

Goal: Workforce Participation

Workforce gaps were identified with three main priorities: exploring employment gaps, telling the story of workforce needs to various stakeholders, and focusing on employer needs. The importance of understanding unfilled positions and the need for better communication about job opportunities was stressed. A key takeaway was the importance of looking at workforce participation from multiple angles: current operations, short-term opportunities, and long-term strategic plans. The group emphasized the role of newcomers to Kentucky in filling workforce gaps and the need to better prepare local residents for those positions.

Goal: Organizational and Resource Alignment

This group discussed maximizing the use of existing resources while avoiding duplication. The top priorities included developing Kentucky-specific metrics for workforce programs, improving data collection to inform decision-making, and considering the needs of local communities when aligning resources. They noted that while KYSTATS is a strong tool, not all agencies contribute data, limiting its usefulness for comprehensive decision-making. Local sector strategies were also highlighted as a critical consideration.

Chair Ulrich concluded by thanking the groups for their input and highlighting the valuable discussions that took place. She acknowledged that further analysis will be done to synthesize the data collected, which will be reviewed by the administrative group for future planning.

Closing Comments & New Business

Lori Ulrich, Chair began the closing remarks by asking if there was any new business before the board. She then reminded attendees about upcoming presentations and photos for KentuckianaWorks and Bluegrass. Lori took a moment to again

recognize outgoing Chair, Mr. Kim Menke, praising his leadership and contributions to the board. She shared personal gratitude, highlighting his outstanding business acumen and humanity, and acknowledged that his legacy would continue to influence the board. Kim expressed his gratitude, emphasizing the team effort involved in their work. Lori also mentioned Kim's leadership philosophy, which focuses on viewing challenges as opportunities for improvement, and promised to continue building on his work.

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 John Catron, and the meeting was adjourned, with Lori wishing everyone a wonderful holiday season.

1:56 pm ET Adjournment



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

Recommendation

The following Kentucky Career Center has been reviewed and certified by its Local Workforce Development Board.

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

LWDA	Center Location	Center Type	Previous Type
TENCO	108 Locust Street, Mt. Sterling, KY 40353	Access Point	Access Point

Kentucky Career Center Access Points provide basic information for workers, job seekers and employers, and youth and young adults, guidance and counseling for employment, and referrals to other resources and partner 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/114-VG1SwrU4l0Cl4KnBK9U-q0bhQfooh?usp=drive_link



Career and Technical Education (CTE) Certification

Recommendation

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

Industry Certification Name	Industry Certification Program Area	Recommended Industry Certification List?
Hospitality and Tourism Specialist	Hospitality	Recommends as a standalone assessment within the Hospitality, Travel, Tourism, and Recreation Pathway.

Career and Technical Education Certificate Programs

Certification Information

➤ **Hospitality and Tourism Specialist Exam**

- **Description:** The HTS is recognized by the top hospitality brands in the industry. The test is available as an online or print exam to accommodate examinees and schools. Cost of exam is \$87.00 – school discounts may be available.
- **Website:** [Hospitality and Tourism Specialist Exam](#)
- **Recognized by:** Kentucky Department of Education Office of Career & Technical Education
- **Workforce Areas:** Bluegrass, Green River, Kentuckiana, West Kentucky

2025 Perkins Leadership Fund

Perkins Leadership Fund Recommendation

The Perkins Review workgroup made up of KWIB members and stakeholders met, interviewed applicants, and recommends approving the following requests. All requests have been deemed allowable expenses under the law.

School	Program Overview	Funding Amount Requested
Office of Career & Technical Education (OCTE)	Train the Trainer - OSHA 10 safety training credentialing	\$35,700.00
Kentucky Adult Education (KYAE)	Adult Education Services; Equipping Kentucky’s Special Adult Populations for Success in Postsecondary Education and the Workforce	\$62,995.00
Murray State University (MSU)	Training Educators: Artificial Intelligence (AI) and Other New Technology Strategies Training for CTE Expansion	\$ 36,500.00
University of Kentucky (UK)	Voices of the Bluegrass: Breaking Educational Barriers for Kentucky Youth	\$72,723.00
Kentucky Community & Technical College System (KCTCS)	KCTCS – Multi-Projects Including: Re-enrollment Advisor for stop-out students with stranded credits; curriculum review and industry alignment; CTE Professional Development, Operations and Support; Credit for Prior Learning Alignment to CTE; AI Faculty Development; Applied Practice for Teaching	\$487,068.26
University of Louisville (U of L)	T.E.A.C.H. AI – Training, best practices and platform for networking	\$87,140.00
Western Kentucky University (WKU)	WKU Perkins Leadership Grant - Online LPN to ASN	\$10,500.00
OCTE – Professional Development	Continuous professional learning and technical upgrades for state staff and CTE educators for skills and alignment	\$190,000.00
OCTE – Technical Assistance	Continuous support to districts, schools, and CTE teachers to ensure the effective implementation of secondary career and technical education programs	\$35,000.00

OCTE – Career Programs & Pathways	Instructional resources for educators, fosters business and industry partnerships, and supports the alignment of secondary and postsecondary pathways.	\$449,795.00
*Non-Traditional Camps	Ongoing Initiative to Recruit and Prepare Students for Non-Traditional CTE Fields (defined as fields for which individuals from one gender comprise less than 25 percent)	\$60,000.00
*Corrections	Leadership, Professional Development, CTE Resource Expansion	\$72,000.00
*Department of Juvenile Justice (DJJ)	Faculty Professional Development	\$17,425.00
*Kentucky School for the Blind (KSB)	Career and Technical Education E-Commerce Pathway Expansion	\$9,975.00
*Kentucky School for the Deaf (KSD)	Agricultural Education, Manufacturing Technology, and Engineering Technology Program Expansion	\$36,941.33
*New Teacher Institute (NTI)	New Teacher Institute for all CTE Program Occupation-based Teacher Certifications	\$471,950.00
	Total:	\$2,135,712.59

*Entities that are specific mandatory leadership activities for which leadership funds under Perkins V must be used.



February 20, 2025

2025 Local Workforce Development Board Certification

Local Workforce Development Areas	Certification Packet
Bluegrass	Recommend
Cumberlands	Recommend
Green River	Recommend
Lincoln Trail	Recommend
TENCO	Recommend
West Kentucky	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](#).

Strategic Advance Priorities



Employer Engagement Committee / KWIB Strategic Advance Priorities Summary

Committee Themes

- *Simple, easy to understand materials for businesses to engage with the entire workforce system (examples: one-page documents, videos, outreach, etc.)*
- *Sharing of proven methods (business case studies)*
- *Embracing in-demand sectors & opportunities to create talent pipelines*

Priority Categories

(1) Work-Based Learning

- Clarity on the spectrum of work-based learning, how can a business get involved for youth and adults:
 - o Industry exposure; internships; mentorships; co-ops; work experience; pre-apprenticeships; registered apprenticeships
- Connection to employment readiness (soft skills); English language learning

(2) Untapped Talent

Example talent pipelines ([also available here](#)):

- Justice Involved
- Individuals with disabilities
- English learners, refugees, and immigrants
- Veterans (+ transitioning, spouses)
- Aging population

(3) Statewide Workforce and Talent Team

- Support of the initiative, both statewide and locally by sharing best practices
- Sector strategies for in-demand sectors
- WIB Chair Input: Ensuring businesses understand where all workforce support is available (example: training via BSSC, KCTCS Workforce Solutions, WIOA incumbent worker training, etc.)

(4) Business Involvement

- Through advocacy, best practices, & investment in WBL
- Partner in area of addressing childcare, transportation, and housing
- Sharing of good jobs in all industries
- Involving industry associations; example: associations focused on in-demand sectors, associations focused on supporting employers such as KY-SHRM, associations focused on county/municipal governments such as KLC



Education Attainment Committee / KWIB Strategic Advance Priorities Summary

Committee Themes

- *Expansion Work Based Learning*
- *Embracing the Education sector by growing and marketing the teacher pipeline*
- *Targeting underserved and under-engaged populations*

Priority Categories

(1) Expanding Work Based Learning (WBL)

- Focus on easy to understand one-pagers (for educators, businesses, learners)
- Common definitions: internships, mentorships, job shadowing, work exposure, registered apprenticeships, etc.
- Grow a statewide & regional expert network on WBL, specifically with Career and Technical Education; leverage expert network to increase participation in WBL
- Maximizing tuition reimbursement opportunities available through employers

(2) Growing Teacher Pipeline

- Understanding of demand (including technically skilled instructors, early childhood)
- Providing materials to potential candidates on all avenues to achieve educator occupations (example: using all the various scholarships available through KHEAA that target this pipeline)
- Note from WIB Chairs: addressing teacher pay and understanding degree requirements across the spectrum of technical training (example: high school vs post-secondary community college)

(3) Encouraging achievements of underserved and under-engaged population

- Across the education spectrum, understanding the achievement levels of targeted population; enhanced data where information is missing
- Getting employers involved in the education aspect (via WBL) to increase achievements



Workforce Participation Committee / KWIB Strategic Advance Priorities Summary

Committee Themes

- *Addressing labor force participation rate*
- *Understanding employment gaps (barriers to employment) and providing solutions*

Priority Categories

(1) Employment Gaps – “Job Seeker as the Center of Gravity”

- Focusing on the individual Kentuckians that is unemployed, underemployed, looking to be employed; what is preventing access to employment?
 - o If known barriers (childcare, transportation, housing); what resources are available statewide, regionally, and locally to support?
- WIB Chair Input: Utilization of findings from the benefit cliff research (biggest cliff is in childcare assistance; holistic approach to childcare is needed)

-

(2) “Telling our story”

- Sharing of best practices & case studies of employing individuals in targeted population pools, including:
 - o Organizations that serve these population pools
 - o Metrics that are used to show success (ROI, retention, etc.)
- WIB Chair Input:

Example talent pipelines ([also available here](#)):

- Justice Involved
- Individuals with Disabilities
- English learners, refugees, and immigrants
- Veterans (+ transitioning, spouses)
- Aging population



Organization and Resource Alignment Committee / KWIB Strategic Advance Priorities Summary

Committee Themes

- *Common metrics for workforce development success*
- *Ongoing supply and demand analysis (dashboards)*
- *Collaboration among workforce development providers to leverage resources*

Priority Categories

(1) Common Metrics to Measure ROI

- Leveraging the connectivity via the Education and Workforce Collaborative to establish common metrics to measure workforce development activities, example metrics for individuals:
 - o Number of Participants
 - o Number of Placements
 - o Wages
 - o Retention

(2) Ongoing Supply and Demand Analysis

- Collaboration with economic development and KYSTATS to understand the demand (occupations needed by business) and supply (individuals with appropriate skills)

(3) Collaboration and Stakeholder Outreach

- Educating stakeholders of all resources of available in workforce development. Example entities include industry associations
- Identifying a small group of government workforce development providers to provide further deep dives in collaboration for common outcomes. Example: Department of Workforce Development with the Department of Community Based Services to serve those enrolled in SNAP Employment and Training

Example talent pipelines ([also available here](#)):

- Justice Involved
- Individuals with Disabilities
- English learnings, refugees, and immigrants
- Veterans (+ transitioning, spouses)
- Aging population

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

AEFLA Title II Grant Request for Applications FY 2026-2028



Scan the QR code or go to kyae.ky.gov to find out more.

The Office of Adult Education (OAE) is accepting Title II AEFLA Grant Applications for interested providers to develop, implement, and improve adult education and literacy activities across the commonwealth. Eligible applicants would be required to establish and/or operate a comprehensive program for adult education and literacy services and programs. Funding to support this initiative is made available through the Workforce Innovation Opportunity Act (WIOA), Title II, Adult Education and Family Literacy Act (AEFLA).

The tentative timeline is available at kyae.ky.gov and lists the requirements, actions, and due dates by which actions must be completed and submitted. All questions and correspondence related to the RFA must be submitted in writing to AEFLAGrants2025@ky.gov.

KYAE.KY.GOV

Partner Spotlight

Partner Spotlight highlights stakeholder partners initiatives by sharing best practices and innovative approaches in Kentucky's workforce development ecosystem. The Partner Spotlight for March will be in-person to promote My Story Reimagined Summit, a complimentary public event presented by Kentucky Adult Education.

My Story REIMAGINED SUMMIT

Don't miss the opportunity to engage with thought leaders, network with like-minded individuals, and gain valuable insights into the transformative power of second chances. This year's **My Story Reimagined Summit** will feature an **interactive reentry simulation**.

Complimentary Event

Wednesday, March 5, 2025

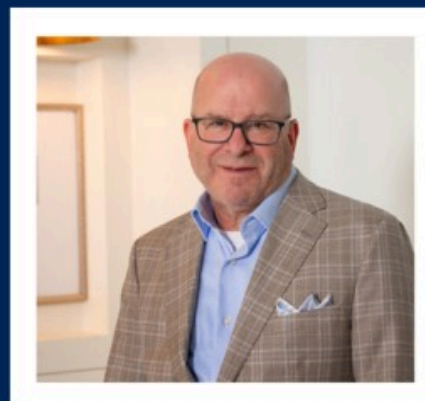
Kentucky Derby Museum | Louisville, Kentucky

To register, scan the QR code or go to our website to register. Seats are limited.



TEAM
KENTUCKY.
ADULT EDUCATION

KYAE.KY.GOV



Featuring
Jeffrey Abramowitz, JD

Jeffrey Abramowitz is a keynote speaker on issues of incarceration, reentry, criminal justice, workforce development, and adult education.



Presented by



10th Annual Kentucky **WORKFORCE** SUMMIT

March 18-19, 2025

The Campbell House Lexington

Join the Kentucky Chamber for the r the 10th Annual Kentucky Workforce Summit that will be held March 18-19, 2025 at the Campbell House in Lexington! Dive into what's happening now in Kentucky — and what must happen next — to elevate the quality of the state's workforce and strengthen Kentucky's economic standing.

Register Now!

Event Questions?

For questions contact **Lori Jo Goff** at 502-848-8727.



Find your future with Kentucky's new education and career website.

Whether you are a middle, high school, or college student, or an adult looking for your next career move, Futuriti has you covered.



Choose Your Career Path

You can use the Futuriti Future Finder to explore careers that suit your skills and interests, and learn what credentials you need to qualify. If you don't know where to start, Futuriti also connects you to career quizzes to give you some ideas.



Continue Your Education

Kentucky offers multiple education and training opportunities. From universities, to community colleges, technical training programs, and apprenticeships, there are many ways to get the credentials you need, and you can explore all of them with Futuriti.



Start Your Career

In addition to providing tips on creating your resume, writing cover letters and nailing job interviews, Futuriti also links you to the job openings in the Kentucky Career Center's portal, and provides regional and statewide overviews showing which jobs are in high demand.



FUTURITI.ORG

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 - Location TBD

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>.

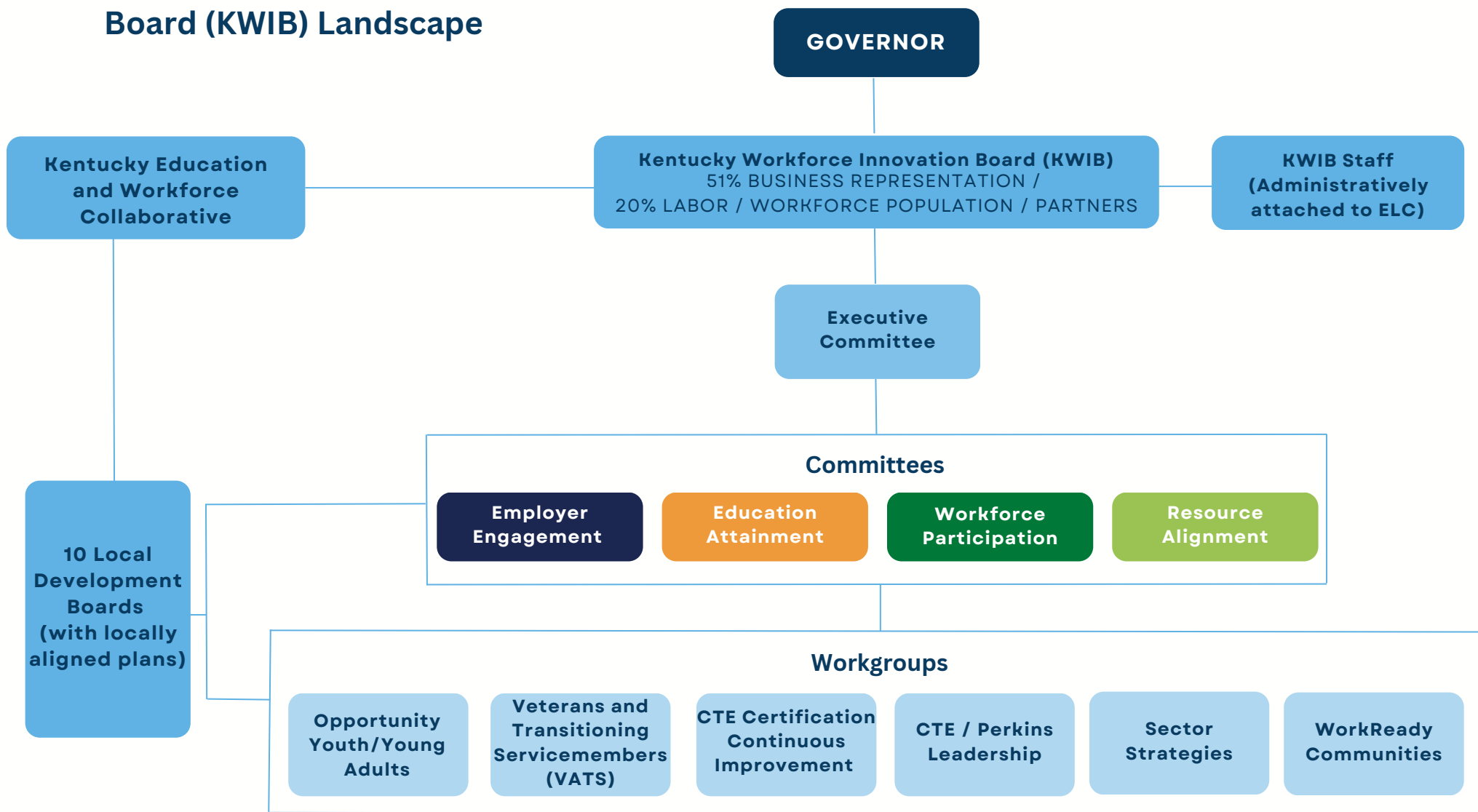
The rate shall be adjusted on January 1, April 1, July 1, and October 1 each calendar year based on the average retail price of regular grade gasoline for the week beginning on the second Sunday of the prior month as follows: AAA Average Weekly Fuel Cost Reimbursement Per Mile a. \$.01 to \$1.499 36 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 March 31, 2025, is \$0.43/ 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 for more information or questions.

Kentucky Workforce Innovation Board (KWIB) Landscape



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.