



KWIB CTE Certification Review Workgroup Meeting

AGENDA
December 9, 2024
11:00 am – 12:30 pm EST

Via Zoom

<https://us06web.zoom.us/j/82426005748?pwd=X3bOVxLuDGOqwQaZz4NWwntwgb08ig.1>

Meeting ID: 824 2600 5748 Passcode: 050781

ATTENDEES: Cathy Hoehn, Tom Thompson, Beth Engle, BJ Wilkerson, Myra Wilson, Regina Phillips, Lorraine O'Moore, Kim Humphrey, Sara Tracy, Matt Bacon, Correy Eimer, Suhas Kulkarni

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

Welcome Introduction and Overview

Cathy Hoehn, CTE Programs & Pathways Branch, Office of Career and Technical Education welcomed everyone and started the meeting with an overview of the agenda and began with a review of the workgroup membership slide. She also highlighted the core team members in the Office of Career and Technical Education (OCTE), including new additions to the team.

Cathy walked through the certification submission process. The slides and additional materials are available in the post-meeting packet available on the [KWIB website](#) after the meeting.

Debbie Dennison, Deputy Executive Director of the Kentucky Workforce Innovation Board (KWIB), added that when applications are received through the KWIB project's inbox, KWIB staff will notify the appropriate Local Workforce Development Area (LWDA) Directors before sharing for review by the Business & Education Alignment Taskforce (BEAT) team. This was an added step in the process to link LWDA's and certification requests. Cathy agreed before moving forward with a detailed explanation of the various pathways.

BEAT Recommendations

Cathy Hoehn introduced the first application for certification. She conveyed that the BEAT team recommends adding this certification as a standalone assessment within the Hospitality, Travel, Tourism, and Recreation Pathway.

She shared that industry representatives who provided feedback on this decision, including those from the Greater Owensboro Economic Development Corporation, Louisville Tourism, Hopkins County Tourist and Convention Commission, and others all agreed that adding the Hospitality and Tourism Specialist certification would fill gaps for students in this pathway.

Cathy then moved on to the next certification application.

In January 2023, a request was made to add a pre-license certificate to the industry certification list, but it was initially rejected due to the lack of a defined pathway for students. After the request was resubmitted, it was reevaluated in a virtual meeting. Concerns arose regarding student readiness, the alignment of the certification with existing pathways, and the actual demand for the certification. Kentucky Center for Statistics (KYSTATS) indicated that the certification had low demand. After careful consideration, the team decided not to add it to the industry certification list. Instead, they recommended exploring other certifications, such as project management and data analytics, which were already approved and could better support students in the management and entrepreneurship pathway.

Cathy Hoehn explained that the discussion led to a review of the management and entrepreneurship pathway, revealing some standards didn't align with industry needs. As a result, they decided to update the standards. After that, they would revisit industry certifications that better support students in the pathway.

A question was asked if requests like this could be reevaluated more than once and how often that could happen. Cathy clarified that program areas follow a five-year review cycle.

Cathy then opened the floor for questions, but there were none.

New Business

Alisher Burikhanov, Executive Director of the Kentucky Workforce Innovation Board (KWIB), updated the group on two key Standard Operating Procedures (SOPs) approved by the Board, one for an annual program review and the other for updating outdated pathways. He thanked Cathy for her work in advancing these procedures.

Alisher updated the group on recently approved updated sectors. The KWIB conducted a two-phase analysis combining quantitative and qualitative methods. A workgroup, including businesses, industry associations, educators, and workforce development partners, reviewed data from KYSTATS to identify in-demand occupations with sustainable wages, growth potential, and industry demand, and then aligned occupations with the most relevant sectors.

He provided an overview of some of the discussions and components of data reviewed to identify the top sectors within a quantitative review group. The data was then reviewed over several meetings with a qualitative group, which included key education and training providers among several cabinets and departments. Using data from the quantitative group and input from these entities, the qualitative group selected five sectors for approval, which were then presented to the KWIB for approval in November. Alisher was pleased to report that all five sectors were motioned for approval.

The five adopted sectors are healthcare, manufacturing and logistics, construction, education, and professional, scientific, and technical services. He identified occupations that are highly concentrated within these sectors. Alisher added that "professional, scientific, and technical services" was a broad sector, covering everything from software developers to market analysts and management consultants.

Alisher added that local workforce development boards could add two sectors specific to their region, reflecting local industry needs. He emphasized the coordination among workforce partners and the positive impacts this effort will afford.

Alisher shared that sectors would be revisited every five years to stay aligned with changes in the economy and workforce, highlighting that the world of work could be very different by 2029. He expressed enthusiasm for the initiative's future, excited to work with partners in the room to ensure a successful rollout, and thanked everyone for their attention, acknowledging their instrumental role in the project's groundwork.

Adjournment

Cathy Hoehn confirmed that there were no further items to discuss and thanked everyone for attending. She offered to assist with any questions and wished everyone a happy holiday. The meeting adjourned at 11:28 pm.



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11:00 am	Welcome Introduction and Overview	<i>Cathy Hoehn CTE Programs & Pathways Branch Office of Career and Technical Education</i>
11:05 am	Industry Certification List Process & Flow Chart	<i>Cathy Hoehn</i>
11:10 am	Certification Submission Process	<i>Cathy Hoehn</i>
11:20 am	BEAT Recommendations <ul style="list-style-type: none">• Hospitality and Tourism Specialist (HTS)• KREC - Kentucky Real Estate Sales Associates Pre-License Certificate of Completion	<i>Cathy Hoehn</i>
12:00 pm	Wrap-Up	<i>Cathy Hoehn</i>
12:15 pm	New Business: Top 5 In-Demand Sectors	<i>Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board</i>
12:30 pm	Adjournment	

Career and Technical Education Certificate Programs

Certification Information

- Name of Certification Hospitality and Tourism Specialist Exam
- Description of the Certification (and cost, if applicable) 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. (\$87.00, school discounts may be available.)
- Website with additional information [Hospitality and Tourism Specialist Exam \(ExamFlex\)](#)
- Name of vendor requesting the certification - American Hotel & Lodging Educational Institute (AHLEI)

Program Contact Information

- Name of person for program questions Kayla Howard
Company KDE Office of Career & Technical Education
Address Frankfort, KY
Phone 502-892-6502 x4206
Email kayla.howard@education.ky.gov

Local workforce development area impacted: Bluegrass, Green River, Kentuckiana, West Kentucky

Additional Information

This certification recommendation was in response to a vendor change. The Certified Hospitality and Tourism Management Professional (CHTMP) instructional resource was recently updated. The newly released 2nd edition textbook aligns closely with the Hospitality and Tourism Specialist (HTS) exam, not directly with CHTMP. The future of the CHTMP is uncertain.

Career and Technical Education Certificate Programs

Certification Information

- Name of Certification - Kentucky Real Estate Sales Associates Pre-License Certificate of Completion
- Description of the Certification and Cost, if applicable - 96 Hours: 60 Hours Real Estate Principals
36 Hours of Kentucky Real Estate Law
- Website with additional information about certification - <https://krec.ky.gov/>
- Name of Kentucky Business/Industry recognizing and requesting the certification - Kentucky Real Estate Commission/Keller Williams Louisville

Program Contact Information:

- Name of person for program questions – James Smith
Company - Keller Williams Louisville
Address - 6100 Dutchmans Lane Louisville, KY 40205
Phone - 502-523-5215
Email - jimmy@kw.com

Local workforce development area impacted: KentuckianaWorks - Greater Louisville

Additional Information

- Does this company have programs that have been approved or rejected previously? No
- Name of school district seeking use of certification if applicable - Jefferson County Public Schools

Kentucky's Top Five In-Demand Sectors

On November 21st, 2024, the Kentucky Workforce Innovation Board (KWIB) voted to adopt the 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 Kentucky Workforce Innovation Board (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, experience 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

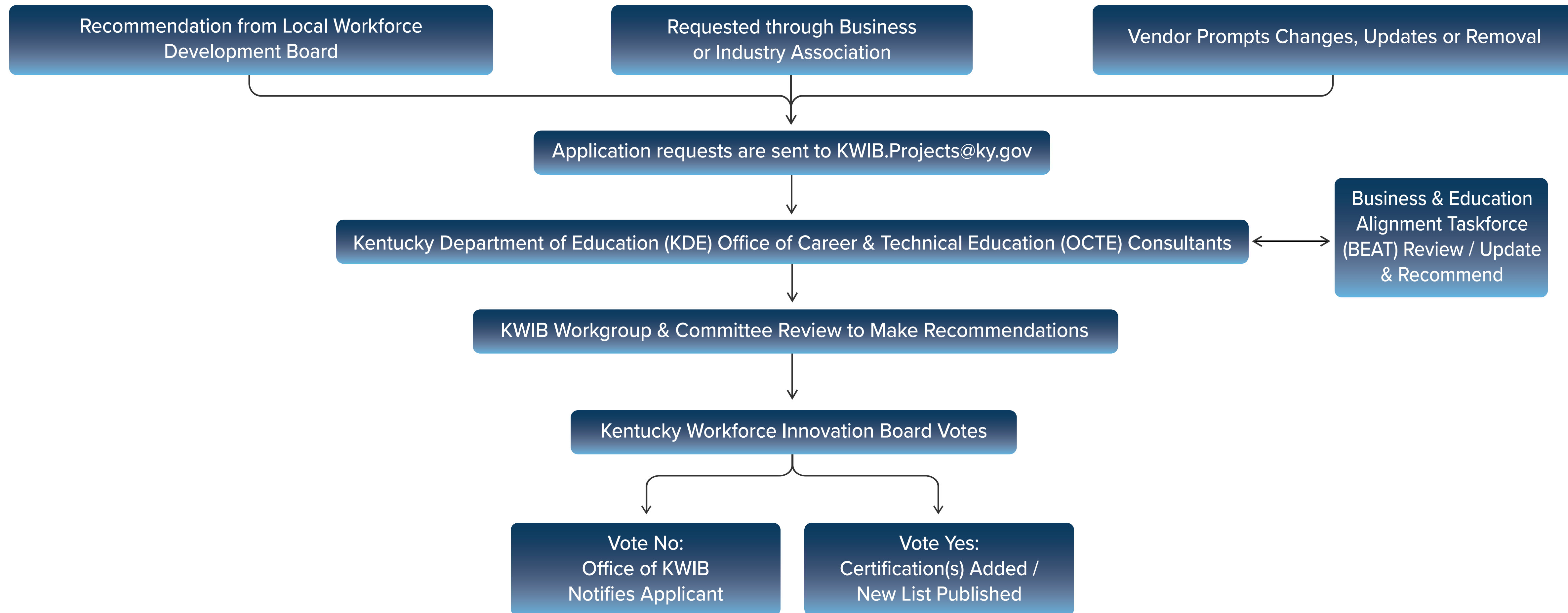
Impact and Future Review

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 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 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's K-12 Industry Certification Approval



For more information please visit
<https://kwib.ky.gov/Pages/CTE-Certification-Process.aspx>

Process aligned pursuant to [KRS 158.6455](#).

Process occurs annually, with additions/changes considered by the Kentucky Workforce Innovation Board (KWIB) on a quarterly basis (workgroup to meet 6-8 weeks prior to quarterly KWIB meetings, when necessary).

KWIB CTE Certification

Career and Technical Education Certificate Programs

Contact Information

* First Name

* Last Name

* Company

* Address

* City

* State

* Zip Code

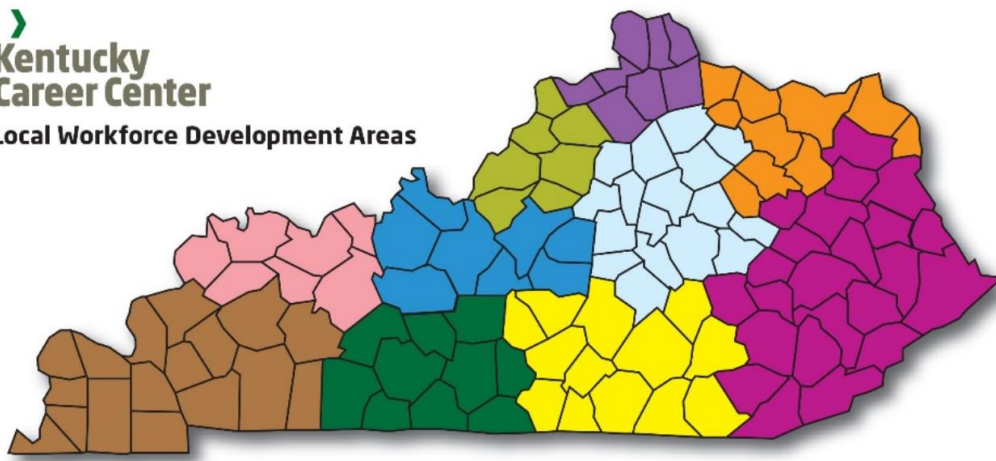
* Phone Number

* Email Address

Local workforce development area impacted



Local Workforce Development Areas



Bluegrass

Anderson, Bourbon, Boyle, Clark, Estill, Fayette, Franklin, Garrard, Harrison, Jessamine, Lincoln, Madison, Mercer, Nicholas, Powell, Scott, Woodford

Cumberlands

Adair, Casey, Clinton, Cumberland, Green, Laurel, McCreary, Pulaski, Rockcastle, Russell, Taylor, Wayne, Whitley

EKCEP

Bell, Breathitt, Carter, Clay, Elliott, Floyd, Harlan, Jackson, Johnson, Knott, Knox, Lawrence, Lee, Leslie, Letcher, Magoffin, Martin, Menifee, Morgan, Owsley, Perry, Pike, Wolfe

Green River

Daviess, Hancock, Henderson, McLean, Ohio, Union, Webster

KentuckianaWorks

Bullitt, Henry, Jefferson, Oldham, Shelby, Spencer, Trimble

Lincoln Trail

Breckinridge, Grayson, Hardin, LaRue, Marion, Meade, Nelson, Washington

Northern Kentucky

Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, Pendleton

South Central

Allen, Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Monroe, Simpson, Warren

TENCO

Bath, Boyd, Bracken, Fleming, Greenup, Lewis, Mason, Montgomery, Robertson, Rowan

West Kentucky

Ballard, Caldwell, Calloway, Carlisle, Christian, Crittenden, Fulton, Graves, Hickman, Hopkins, Livingston, Lyon, Marshall, McCracken, Muhlenberg, Todd, Trigg

Please select all that apply

- Bluegrass
- Cumberlands
- Eastern Kentucky Concentrated Employment Program
- Green River
- KentuckianaWorks - Greater Louisville
- Lincoln Trail
- Northern Kentucky
- South Central
- TENCO
- West Kentucky
- Statewide

Certification Information

* Name of Certification	<input type="text"/>
Description of the Certification and Cost, if applicable	<input type="text"/>
* Website with additional information about certification	<input type="text"/>
* Name of Kentucky Business/Industry recognizing and requesting the certification	<input type="text"/>

Requester Contact Information

* Name of person for program questions	<input type="text"/>
* Company	<input type="text"/>
* Address	<input type="text"/>
* City	<input type="text"/>
* State	<input type="text" value="(Select)"/>
* Zip Code	<input type="text"/>
* Phone Number	<input type="text"/>
* Email Address	<input type="text"/>
* Does this company have programs that have been approved or rejected previously?	<input type="radio"/> Yes <input type="radio"/> No
* Name of school district seeking use of certification, if applicable	<input type="text"/>

NEXT

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