



Team Kentucky Virtual Job Fair Workgroup

Minutes

September 16, 2025

1:00 – 2:00 pm EDT

Via Zoom Meeting

Attendees: Everett Bracken, Tom Thompson, Derek Poor, Katie Whaley, Mathew Aaron, Shawn Hryzko, James Hensley, Whitney Allen, Beverly Dearborn, Karl Fratzke, Laurel Tabaka, Tammy Hyde, and Katie Houghlin.

Staff: Sara Jagers

1:00 pm Welcome and Results (April-August 2025)

Everett Bracken, Veterans Program Administrator, Kentucky Department of Veteran Affairs, thanked everyone for participating in this workgroup and provided results the job fairs from April through August. More than 100 employers have participated year-to-date, averaging 40–50 each month, with 31 currently confirmed and 40 expected by the September event. Notable employers include Fisher Auto Parts, Humana, Nucor, Starbucks, University of Kentucky, UPS, and the U.S. Postal Service. On the job seeker side, 825 individuals have registered year-to-date, 35% of whom are veterans, with attendance typically averaging 50–55% of registrants. Participants represent statewide and some out-of-state areas.

Employers are contacted for eight consecutive weeks after each virtual job fair with reminders to complete surveys, report hires, and provide feedback. Despite outreach to more than 100 employers, only one reported hire has been documented. Historically, employers are unlikely to revisit the database once moving on to new hiring needs, as HR managers often manage 25–50 job requisitions at a time and focus on internal applicant tracking systems. As a result, fewer than 1% are expected to update the platform after the event. However, outcomes can be measured through unique conversations captured during each event, with hundreds recorded. For example, a single job seeker may engage with multiple employers, generating several distinct interactions that demonstrate meaningful engagement.

Advertising + Nationwide Event

James Hensley, Public Information Officer, Kentucky Department of Veteran Affairs, gave an overview of the event platform and explained the website, social media platforms, and press releases that are utilized to promote the virtual job fairs. Following discussions with Everett and Commissioner Whitney Allen, approval was granted to launch a nationwide version of the event beginning in January. While contacts currently focus on Kentucky, input is being sought on expanding the scope nationally, as there appear to be few free, calendar-based events of this type available in other states. Advertising efforts include posting event flyers twice weekly on Facebook, Instagram, and Twitter, along with two press releases per event cycle—one released shortly after the prior event and another in the week leading up to the next event. Analytics show that registration and attendance peaks align

with press release distribution, as demonstrated during the September event when significant spikes occurred after releases in late August and mid-September. Registration data also tracks completed profiles and logins, offering insights into overall engagement.

James asked attendees to provide feedback or ideas of on any additional advertisement methods that could be used to promote the job fairs.

Meeting Discussion

The group's conversation covered the following:

- **2nd Chance Hiring – Mathew Aaron, Justice Program Supervisor, Kentucky Department of Corrections,** explained that his team is working to share this information with adult institutions across the state for individuals preparing for release. A process will be needed to identify employers who qualify as second chance employers. Additionally, the Department of Corrections is exploring ways to identify veterans among those being released and encourage their participation in upcoming job fairs. Aaron will provide a list of second chance employers currently partnered with across the state to determine their interest in joining the virtual platform.
- **Job Seeker Career Services** – Everyone agreed on the need for support with resume building, interview practice, and other soft skills training. Laurel Tabaka (Hardin County Public Library) and Beverly Dearborn (Career Development Office) volunteered to collaborate on developing a job seeker training plan prior to our next meeting.
- **Next Steps** – Everett will get everyone the employer and job seekers list. He will also get with Laurel Tabaka and Beverly Dearborn to discuss soft skills training for job seekers to prepare for the job fair.

10:59 am Adjournment

The next workgroup meeting is scheduled for October 21, 2025.



Team Kentucky Virtual Job Fair Workgroup

AGENDA

September 16, 2025

1:00pm – 2:00pm EDT

Join Zoom Meeting

<https://us06web.zoom.us/j/83213796879?pwd=uq6EuacMTYLUax3CPPwtnQbIR51GYM.1>

Meeting ID: 832 1379 6879 Passcode: 265311

1:00 pm	Welcome	Everett Bracken Veterans Program Administrator Kentucky Department of Veteran Affairs
1:05 pm	Results (April to August 2025)	Everett Bracken
1:15 pm	Advertising + Nationwide Event	James Hensley Public Information Officer Kentucky Department of Veteran Affairs
1:25 pm	Meeting Discussion - 2nd Chance Hiring - Workgroup Member Feedback on 8/20 Event - Job Seeker Career Services (resume, interview, etc.) - Next Steps	Everett Bracken
1:55 pm	Meeting Schedule	Sara Jagers Administrative Assistant Kentucky Workforce Innovation Board
2:00 pm	Adjournment	Everett Bracken

Team Kentucky

Virtual Job Fair Workgroup Meeting

Date: September 16, 2025, 1:00 PM to 2:00 PM EST

REGISTER NOW

Team Kentucky Virtual Job Fair

Date: Wednesday, September 17, 2025

Time: 10:00 A.M. – 1:00 P.M. EDT

Focus: Construction

All employers are welcome to participate, including those from the targeted industry.

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

Future virtual job fairs will take place on the third Wednesday of each month.

Here's a preview of the upcoming dates:

- October 15, 2025
Manufacturing and Logistics
- November 19, 2025
Professional, Scientific and Technical Services
- December 2025 – no virtual job fair
- January 21, 2026
Bourbon, EV Revolution and Tourism
- February 18, 2026
Healthcare



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QR CODE TO
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JOB-SEEKERS
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TEAM
KENTUCKY

KENTUCKY DEPARTMENT
OF VETERANS AFFAIRS

Questions? Contact Everett Bracken at 502-650-5283 or by email at everett.bracken@ky.gov

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Team Kentucky Virtual Job Fair

Date: Wednesday, October 15, 2025

Time: 10:00 A.M. – 1:00 P.M. EDT

Focus: Manufacturing and Logistics

All employers are welcome to participate, including those from the targeted industry.

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

Future virtual job fairs will take place on the third Wednesday of each month.

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2025 Team Kentucky Virtual Job Fair Workgroup

Tuesday, October 21, 2025

Tuesday, November 18, 2025

Tuesday, December 16, 2025

All meetings are scheduled for 1:00-2:00 pm ET and will be conducted virtually on Zoom.