



AGENDA
9:30 – 11:00 am EST

Join Zoom Meeting

<https://us06web.zoom.us/j/81055629469?pwd=aFObLyLXK3U8sSbdhAyCGwaunB7ggY.1>

Meeting ID: 810 5562 9469/ Passcode: 981978

Dial via phone: 1 646 931 3860

9:30 CALL MEETING TO ORDER

Welcome *Alisher Burikhanov, Executive Director
Kentucky Workforce Innovation Board*

9:45 Work Ready Communities – Next Generation Updates *Sara Tracey, Vice President
National Workforce & Education
TPMA*

- *Incentives Program*
- *Outreach and Marketing*
- *Action Steps*

*Jessica Fortner, Senior Consultant
TPMA*

*Brian Amick, Co-Founder
Werkbot*

10:45 Closing Comments & Next Steps *Alisher Burikhanov*

11:00 ADJOURNMENT

Meeting Schedule:

- Next Meeting: March 5, 2026, from 10-11:30 a.m. ET

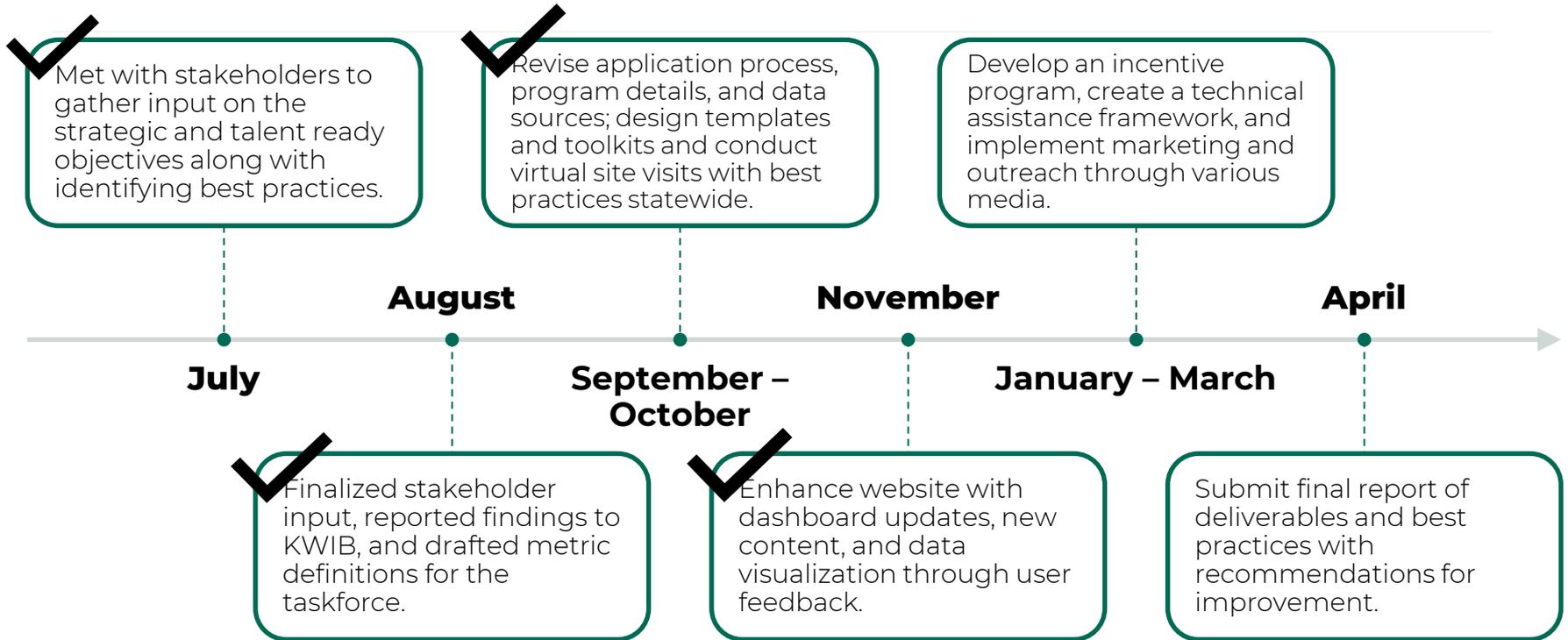


TPMA

Bold Solutions.
Empowered Communities.

Work Ready Communities: Next Generation

Timeline



Key Incentive Principles



Collaboration



Recognition



Coordination



Leverage Existing Resources

Incentive Framework Draft

Baseline Incentives

- Public recognition (website spotlight, signage)
- Executive branch acknowledgment
- Promotion & marketing toolkit
- Participation in a Community of Practice

Customizable Options

- Identify key objective(s) to focus effort
- Describe the opportunity and intended impact
- Identify resources, interventions, and/or supports (i.e. expert recommendations, grant writing support, connections to organizations, marketing support, community asset mapping)

Outreach & Marketing Objectives

- Explain the WRC: Next Gen.
- Explain the process
- Meet communities at their current readiness level
- Communicate available planning, convening, and technical assistance supports
- Ensure equal representation across regions and stakeholder groups
- Align outreach messaging across state partners
- Build momentum ahead of program rollout

Outreach & Marketing Materials

- One-page overview of the WRC Next Gen. program
- Email template for county/regional outreach (we're not sure what platform will be used but KY may already have something in place)
- Short slide deck (5–7 slides) for use in live or virtual presentations
- Social media package or toolkit with sample post copy and graphics
- Branded one-pager or press release template for special announcements
- Certificate template

Next Steps

- Finalize draft technical assistance resources, the incentive program, and outreach/marketing materials.

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