

**Meeting held via Zoom**

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**Attendees:** Jessica Fortner, Annis Franklin, Corey Eimer, Erin White, Mary Jackson, Mark Hohmann, Bill Sandell, Donna Taylor, Rolando Thacker, Sam Keathley, Brian Amick, Alyssa Todd, Myra Wilson, Aaron Poynter, and Melanie Tapp

**KWIB Staff:** Alisher Burikhanov, Debbie Dennison, and Sara Jagers

**9:30am Welcome**

**Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board (KWIB)**, welcomed and thanked the taskforce members for joining the meeting.

**Work Ready Communities – Next Generation Update**

**Incentives Program - Jessica Fortner, Senior Consultant, TPMA**, provided an update on the Incentives Program timeline, with no new milestones completed during the current January–March phase. Stakeholder feedback has been incorporated to refine the incentive framework, alongside continued collaboration on website development (led by Tyler Technologies) and supporting marketing materials.

The updated framework is grounded in the principles of collaboration, recognition, coordination, and leveraging existing resources. All communities applying for Work Ready status will receive baseline incentives, including public recognition, executive acknowledgment, and access to a promotional toolkit. All applicants will also participate in a statewide community of practice operating at the state, regional, and local levels to encourage shared learning, coordination, and alignment around locally identified priorities.

The incentive model emphasizes both tangible and non-monetary value, highlighting shared problem-solving, innovation, and efficient use of resources rather than relying only on financial rewards. Discussion highlighted the importance of strengthening connections among employers, schools, nonprofits, and workforce partners and improving awareness of existing programs and supports.

A question was raised regarding potential overlap with SWATT efforts. It was emphasized that the framework is intended to complement and leverage existing initiatives—not duplicate them—with clear roles, streamlined communication, and alignment across timelines. Members were encouraged to provide additional feedback as development continues.

**Outreach and Marketing – Brian Amick, Co-Founder, Werkbot**, provided an overview of the statewide outreach and marketing strategy, which focused on clearly communicating the updated Work Ready Communities framework, building alignment among partners, and driving applications. The campaign aims to meet communities at their current level of readiness while generating momentum and excitement.

Planned materials include a one-page overview, email and newsletter templates, a short presentation deck, social media content, press materials, and an updated certificate template. The customizable toolkit is intended to support communities in promoting their designation and is not mandatory.

The website link is expected soon. Next steps include finalizing materials, sharing a content calendar, and launching communications with “coming soon” messaging followed by application promotion.

Participants were encouraged to continue sharing feedback, particularly regarding local capacity. Initial input suggests the initiative is viewed as added benefit that can be integrated into existing efforts and may strengthen collaboration with economic development partners.

**10:00am – Closing Comments and Adjournment**

Alisher Burikhanov thanked attendees for their participation.



**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

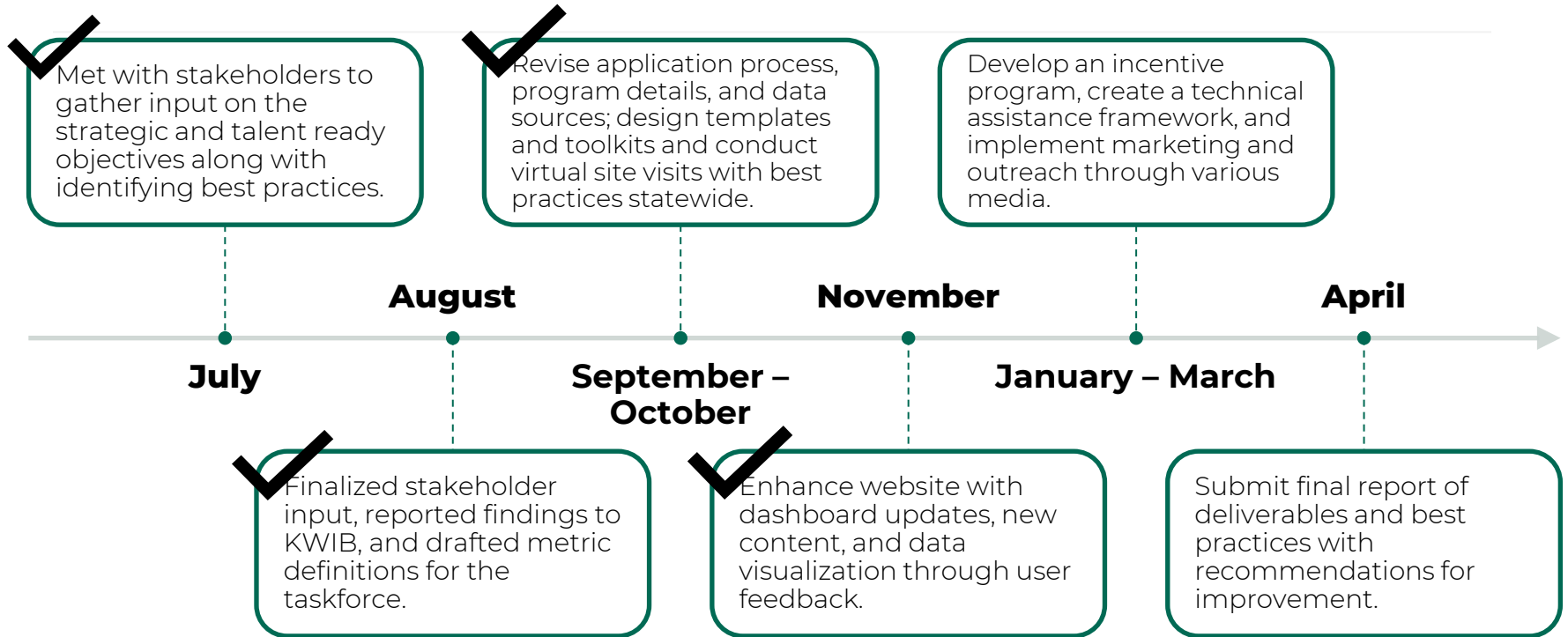


**TPMA**

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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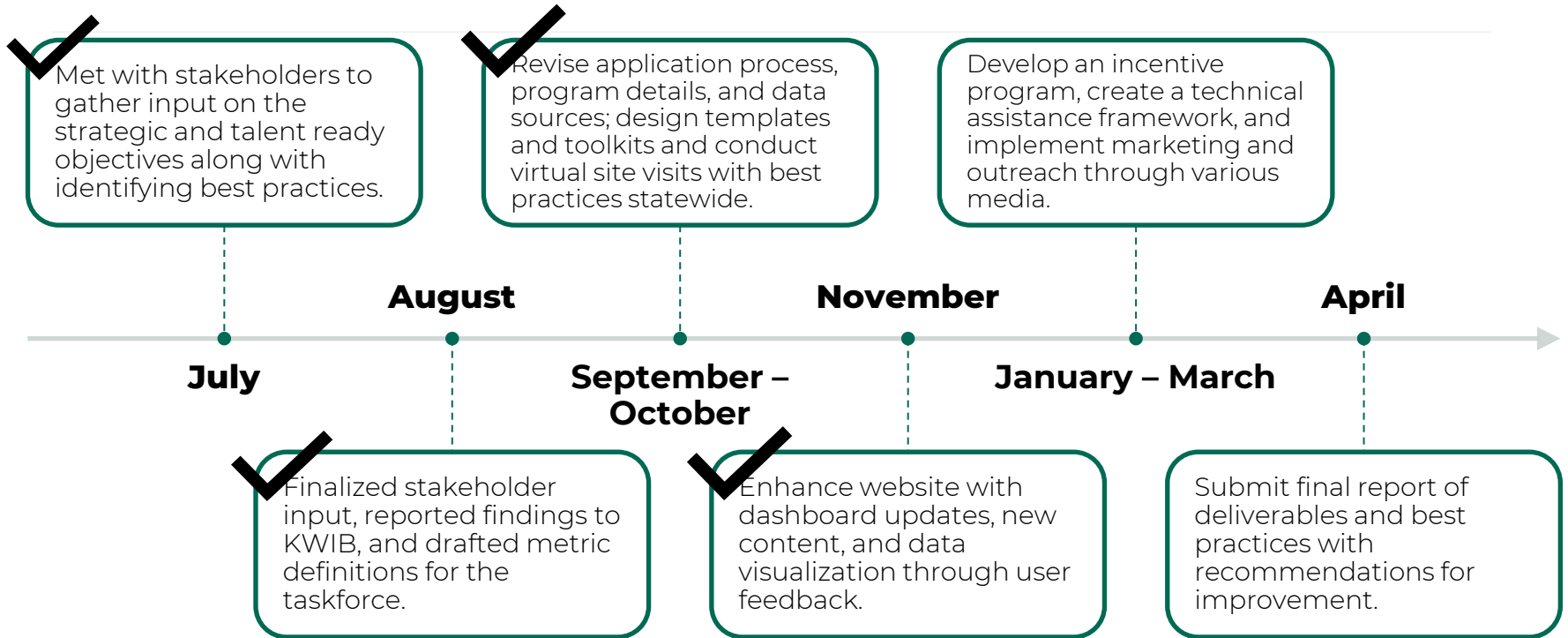


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