



## Board Chairs Roundtable Meeting Notes February 13, 2025, 2:30pm-4:00 pm EST

Meeting held via Zoom

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**Attending:** Lori Ulrich, KWIB Chair; Donnie Holland, WKY WIB Chair; Jon Dougherty, Bluegrass WIB Chair

**Staff:** Alisher Burikhanov, Debbie Dennison

### **2:31PM EST WELCOME**

Lori Ulrich, Chair, Kentucky Workforce Innovation Board (KWIB) welcomed the group and thanked them for joining. She introduced herself and invited others to provide an introduction. Lori then provided a brief recap of themes and priorities culminated at the Strategic Advance held in November. The entire KWIB Strategic Advance Summary can be found [here](#).

She shared the intent of this meeting was to gather local and regional feedback and perspectives on the themes and priorities, by goal, identified at the Advance. The goals are Employer Engagement, Education Attainment, Workforce Participation and Resources Alignment.

### **Employer Engagement Discussion**

Perspectives were lifted about limited funds for employers to effectively and consistently train their workforce, and resources are not fully known by employers. There is a disconnect in the resources available and employers work to figure out how to address their in-demand needs in a vacuum. There is buy-in from employers in certain industries who have had success in work-based learning (WBL), but the effort is inconsistent by industry and size of company. The best noted efforts include collaboration and alignment of workforce partners that include local and regional educators, economic development partners, workforce partners and employers. It was noted that a sales effort to employers is needed about work-based learning and other resources that will strengthen their workforce pipeline.

Further, untapped talent in [workforce pipelines](#) is better utilized in some industries, but the use of these talent pools is inconsistent. Recommendations of greater marketing of talent skills and case studies of success was lifted to engage businesses to utilize these overlooked talent pools. Additionally, discussion was had around the Statewide Workforce and Talent Team (SWATT), marketing efforts through social media, and stronger partnerships with organizations like the Kentucky Society for Human Resource Management ([KYSHRM](#)).

### **Education Attainment Discussion**

The discussion continued into the second goal, Education Attainment. While WBL is also of importance in this goal, the need for teacher pipelines is also critical. Low pay for educators was discussed. It was noted that the structure in place for master trainers to become teachers or educators is not consistent

across the education continuum. For example, potential high school level skilled instructors must obtain a degree from a postsecondary institution for pathways that they have mastery and have served as trainers for years (skilled trades experience). Understanding the instructor requirement across the different education levels is necessary to promote more opportunities for skilled trades professionals to teach as a second career.

### **Workforce Participation Discussion**

Continuing challenges to get individuals into the workforce were lifted. Job fairs continue to be a primary way to attract jobseekers and employers together but fall short as an enticing event in the current labor market. The need for employers to make work environments more suitable was discussed. In meeting challenges individuals are experiencing, understanding and partnering to remove barriers (childcare, transportation, and housing) in local areas with resources to provide these wrap-around services consistently is needed. Marketing these services by area was recommended. It was mentioned to further position Kentucky Career Centers (KCCs) as the hub, one-stop location for job-seekers and employers to go with questions around training and development, *and* wrap-around supports.

### **Organization and Resource Alignment**

As the final goal discussion began, it was noted that consistent and similar themes continue in each goal. The need for consistent marketing of resources, review of metrics and outcomes, and teaching requirements as a barrier were raised. The need for employers to focus on skilling and retention of employees was also discussed.

### **Final comments**

Lori thanked the group for their participation and asked for topics to explore for the next meeting. An understanding of teaching requirements as it relates to master trades experience was lifted of interest.

### **Action Items:**

- KWIB staff to research legislation and identify requirements for skilled workers to teach (i.e. Master trainers in a skilled trade to become an educator in a classroom for an educational entity).
- KWIB staff to research and identify marketing opportunities for area wrap-around services

**4:00PM EST      ADJOURNMENT**



# Kentucky Workforce Innovation Board (KWIB)

## State and Local Workforce Board Chair Roundtable

### AGENDA

February 13<sup>th</sup>, 2025  
2:30 pm – 4:00 pm EST

### Join Zoom Meeting

<https://us06web.zoom.us/j/83319491315?pwd=eoyUJ3rXHtHahkIIMir8LBoMZ34LI4.1>

Meeting ID: 833 1949 1315 Passcode: 271833

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2:30 pm	<b>Welcome &amp; Group Introduction</b>	<i>Lori Ulrich, KWIB Chair Fleming-Mason Energy</i>
2:45 pm	<b>Strategic Advance Priorities Review</b> <i>Group discussion on strategies &amp; measurements</i> <ul style="list-style-type: none"><li>- Employer Engagement</li><li>- Education Attainment</li><li>- Workforce Participation</li><li>- Resource Alignment</li></ul> <p><a href="#"><u>The entire KWIB Strategic Advance Summary can be found here</u></a></p>	<i>Lori Ulrich, KWIB Chair</i>
3:45 pm	<b>Other Business</b>	
4:00 pm	<b>Adjournment</b>	<i>Lori Ulrich, KWIB Chair</i>

**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; 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) **SWATT**

- Support of the statewide initiative
- Sector strategies for in-demand sectors
- Statewide best practices

(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)
- Grow a statewide & regional expert network on WBL, specifically with Career and Technical Education; leverage expert network to increase participation in WBL
- Common definitions: internships, mentorships, job shadowing, work exposure, registered apprenticeships, etc.

**(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)

**(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?

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#### (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.)

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

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