



KWIB Sector Strategies Working Group Meeting

Meeting Minutes
February 13, 2024
10:00am – 11:30 am EST

Committee Members Present: Sam Keathley, Sara Tracy, Co- Chair, Tim Ernst, Justin Browning, Mike Yoder, Becky Gilpatrick, Kim Humphrey, Kim Menke, Matt Bacon, Reneau Waggoner, Michelle DeJohn, Steven Rudolf

Staff: Alisher Burikhanov, Debbie Dennison, LaChrista Ellis, Elishah Taylor

Call to Order at 10:00

Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board (KWIB), Co-Chair Sector Strategies and Sara Tracy, Co-Chair, Talent Pipeline System Manager, Kentucky Chamber Foundation welcomed and thanked everyone for their feedback and continued participation in digging deeper into the data to identify the top five high-demand sectors. Alisher also welcomed **Mike Yoder, Community and Workforce Development Director** in the Department for Business and Community Development, to the meeting for the first time.

Key Industries/Sectors/ Occupation Overview

Sam Keathley, Analyst at KYSTATS, thanked everyone for their review and guidance. He provided a brief summary of the previous meeting discussions as way of confirming updates to the data provided in the pre-read briefier. Sam confirmed that the data had been refreshed to identify all of the knowable attributes of occupations to continue to analyze the top key sectors. He also reiterated the definitions of “change”, “exits”, and “transfers” and “demand”. Entry wages, occupational demand, and economic growth rate for each occupation and a composite score have been provided for analysis to the occupations to indicate their favorability. Sam walked through the newest tabs that addressed the review of occupations, by sector, and educational attainment. Discussion was had around the occupations that overlap within different sectors, such as accounting or administration. Additional discussion was had around the changes in “demand” within the sectors with the educational lens. Construction was adversely affected when reviewing occupations with an educational lens. He shared that they can access national data on the Bureau of Labor Statistics (BLS) website, which can be found by following this [link](#).

Data Discussion

Alisher Burikhanov thanked Sam for sharing the information and asked the group's perspective on the matter. The group reached consensus that sectors did not move much overall, with the additional educational attainment lens and the healthcare sector was cited as having both low and high education positions. The group asked if breaking out occupations based on skills required and on-the-job training relevance would provide additional results. They asked, if data were available to review the median salary range of occupations within the sectors. The discussion continued around the overlap of occupations within the sectors and how to consider their relevance in the importance of the sector. Discussion was also had on how to make this data digestible when shared with the public. The discussion wrapped up by concluding they should review the data again after making additions that include reviewing the width of the pay bands in occupations, minimizing occupational overlapping, reviewing skills-based data, breaking out occupations based on on-the-job training and related field occupations, and examining the construction sector. Alisher reminded the group that the goal of this review and discussion is to identify the occupations and ultimately the sectors that get more people into employment and meet employer’s needs. Sam agreed to review and provide additional information as able at the next meeting.

During the meeting, the group briefly discussed how to identify the necessary skills for future workforce development in light of the growing prevalence of Artificial Intelligence (AI). KYSTATS mentioned that there is a report available that covers this information, called the [Kentucky Future Skills Report](#). Additionally, before wrapping up, KYSTATS highlighted that their website offers a [skills profile](#) that anyone can take.

Next Steps

Alisher thanked everyone for their input. Based on group discussion he suggested that the next steps include:

- Provide overarching information in a PowerPoint presentation.
- Provide a chart with the current five sectors and top five skills.
- Look to remove overlapping occupations that have limited pay width (entry level to experienced).
- Review future skills data report to prepare for AI.
- Consider median wages.

In conclusion, he stated that this process and review will allow the group to resolve what that information may mean to the workforce system and then take additional steps to choose top five sectors that will lead us forward in the next few years. He will work with KYSTATS to get updated requests. Alisher reminded the group that the next meeting will be held March 12th at 10 am EST.

The group all thanked Sam for his presentation and work.

Adjournment 11:23 am



KWIB
Sector Strategies
Working Group
Meeting

AGENDA
February 13th, 2024
10:00am – 11:30am EST

➤ Call Meeting to Order & Review

Alisher Burikhanov, KWIB
Sara Tracy, Kentucky Chamber Foundation

➤ Key Industries/Sectors/ Occupation overview

Sam Keathley, KYSTATS

➤ Data discussion

Alisher Burikhanov, KWIB
Sara Tracy, Kentucky Chamber Foundation

➤ Next Steps

Alisher Burikhanov, KWIB
Sara Tracy, Kentucky Chamber Foundation

➤ Adjournment



KWIB Sector Strategies Working Group Meeting

Meeting Minutes
January 16, 2024
10:00am – 11:30am EST
Via Zoom

Committee Members Present: Becky Gilpatrick, Carl Wilson, Jenni Hampton, Jon Sowards, Kim Humphrey, Kim Menke, Lindsey Trent, Lisa Banner, Melissa Marvel, Michelle DeJohn, Reneau Waggoner, Sam Keathley, Sara Tracy, Steven Rudolf.

Staff: Alisher Burikhanov, Debbie Dennison, Elishah Taylor, LaChrista Ellis.

Call to Order at 10:01

Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board (KWIB), Co-Chair Sector Strategies and Sara Tracy, Co-Chair, Talent Pipeline System Manager, Kentucky Chamber Foundation welcomed everyone and Alisher provided an overview of the workgroup by reviewing occupational and industry data provided by the **Kentucky Center for Statistics (KYSTATS)**. He reiterated the purpose of the workgroup is to consider if we are reviewing the correct data in the best way to identify high-demand sectors that will impact how Kentucky workforce resources are utilized. **Kim Menke, KWIB Chair**, added that the group should also think about the process KWIB should adopt in reviewing this data.

Key Industries/Sectors/ Occupation Overview

Sam Keathley, Data Analyst, KYSTATS shared data from the Excel spreadsheet tab found in the pre-read: "Identifying Potential Key Industries from Occupational Data". He shared that additional data was added from the last meeting and extra metrics (average employment, location quotients, etc.) for context were included for the key sectors. He emphasized that the Bureau of Labor Statistics (BLS) is the source of the industry data and provides metrics separated by type of ownership. Private ownership had originally been included but now includes public ownership data in the spreadsheet.

During the last feedback session, favorable aspects of different occupations in various regions versus statewide were discussed. A question was asked as to how the Kentucky Chamber Foundation's Talent Pipeline Management (TPM) sectors are chosen. TPM works with industries where employers are willing to come to the table and the data is built around what is currently happening in the state.

Further, Sam explained the **process for identifying potential key sectors begins with assigning scores to occupations with certain metrics including entry-level annual wages, occupational demand, and growth rate**. Continued discussion was had around entry-level annual wages, occupational demand, and growth rate. If an industry or occupation received high scores in these three metrics, it would be included in the listing. Continued discussion was had around the scoring of the metrics. Discussion was also had around **living wages and education levels**. A review of the occupations that were ineligible for inclusion in this process was had that included a lack of publishable estimates along one or more of those metrics. Sam noted that the future of occupations can change depending on what economic and other resources are put into a local or regional area.

Sam then reviewed the data within the following tabs - **top_occs_within_sectors** and **top_occs_within_subsectors** - including data at the sector and subsector levels, respectively. He emphasized that the employment data on those tabs is only available at the national level, and there is a lack of data for industry and occupation intersections at the state level. He shared that data with NAICS codes that combine sector 'branches' of the NAICS tree (ex: manufacturing resides within 3 NAICS codes and multiple sub-sets) are not able to be separated.

Data Discussion

Alisher asked the group about their perspective on what was presented. There was a discussion about the top occupations and how they are organized. There were conversations about the overarching types of jobs, the essential sectors they belong to, the adaptability of these sectors, and the diverse range of industries found within each category.

There was discussion on optimizing training strategies and refining targeted approaches to allocate funds more effectively (speaking to Kentucky Higher Education Assistance Authority ([KHEAA](#)) and Bluegrass State Skills Corporation ([BSSC](#)) funds). Sam clarified that occupations may often be associated with multiple industries, and certain jobs consistently exhibit overlaps across different sectors. The conversation continued around levels of education that should be identified to strategically allocate funds for programs aligned with the top industries. Additionally, would there be data available to map occupations, that if built upon with experience or education, adds to additional career pipelines. **Kim Menke**, added that they should examine the demand for **specific degrees in a particular area, aligning with the requirements of the corresponding career pathway.**

There was discussion that the workforce sectors/programs of study are extensive, with five identified sectors, leading to a total of 2000 programs of study eligible for state funding. KHEAA looks to refine the criteria for approval, providing clearer guidance to prioritize these programs over others. **Kim** offered that simply obtaining a two-year degree grants entry and emphasized the importance of concentrating on programs that should be offered in **collaboration with employers.**

Another discussion suggested assessing the demand for specific occupations and examining the number of individuals who have graduated with the necessary degree in Kentucky. While certain occupations follow a straightforward path, others may involve diverse educational backgrounds, including degrees without formal credentials. In some cases, there is a clear demand for certain occupations, but insufficient workforce supply, while others have a surplus due to the **availability of different education credentials.**

An **economic development lens** may help us understand our future industry trajectory, in local and regional areas. This includes forecasting businesses that are attracted and envisioning future possibilities. The evaluation considers our existing resources and potential areas of growth to attract new business. A member pointed out the potential for making a significant impact on the local area through prioritization, emphasizing the importance of analyzing data and recognizing the various considerations that can contribute to the well-being of local economies. Additionally, there's an exploration of whether federal and state investments can be leveraged for these efforts.

Sam suggested revisiting the original list and continuing to analyze filtering through the data. There was a suggestion to **filter these occupations by educational credentials.** Scholarship dollars are associated with this process, and there's a consideration to exclude occupations requiring post-secondary education. From the perspective of **KCC (Kentucky Career Centers)**, they specifically focus on occupations without post-secondary education requirements. This approach offers potential insights as we move into the next stage, allowing the process to be applied to different educational credentials.

Alisher inquired about the existence of pathways for individuals with no formal education to access professional education in a wide array of occupations within specific sectors. Is there data available to examine this aspect and identify links from a data perspective? Sam replied that data was gathered from an occupational perspective, considering entry-level wages, median wages, and experienced wages. **The question is whether it's possible to discern, from the available data, the number of certificates required to enhance employability and increase wages for an individual.** Sam's response was to analyze the various patterns of common progressions in educational credentials; he expressed the intention to delve into this aspect further.

Additional discussion was had around utilizing the top five sectors as a guide to determining optimal areas for funding or training activities.

Alisher suggested utilizing local/regional KCC to assist in guiding towards industries with growth. Kim suggested exploring the possibility of creating generic categories that can be combined into super categories, ensuring that the resulting structure makes sense. The idea is to then have data that feeds into these consolidated super-categories.

To conclude, Alisher inquired with the group about scheduling the next meeting on February 13th at 10 am, seeking confirmation if that time is suitable for everyone. There were no objections to the proposed date for the next meeting. Any additional thoughts or information should be sent to Alisher. The group shared closing comments expressing that they had learned a significant amount and acknowledged the complexity involved in reviewing the data.

Adjourned at 12:23

Next Steps

- Classifying based on the educational credential type.
- Identify, based on the existing data, the quantity of certificates needed to improve an individual's employability.
- Incorporate longitudinal data to show how individuals are progressing into the in-demand occupations and industries.