



# Kentucky Workforce Innovation Board (KWIB) Joint Committee Meeting of Education Attainment and Completion and Employer Engagement

**AGENDA**  
**April 19, 2023**  
**3:00-4:30pm EST**

**View Zoom Meeting**

[https://kwib.ky.gov/PublishingImages/EAAE\\_041923/EAAE\\_041923.mp4](https://kwib.ky.gov/PublishingImages/EAAE_041923/EAAE_041923.mp4)

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<b>3:00pm</b>	<b>Welcome and Overview of Committee Goals</b>	<i>Beth Davisson, Chair Vice-President, Kentucky Chamber Foundation</i>
<b>3:10pm</b>	<b>Overview of Employer Engagement Objectives</b>	Alisher Burikhanov, Executive Director Kentucky Workforce Innovation Board (KWIB)
<b>3:20pm</b>	<b>Discussion of Objectives and Deliverables</b> What is relevant? What needs to be modified? What needs to be of priority focus?	<i>Beth Davisson</i>
<b>3:35pm</b>	<b>Overview of Education Attainment Objectives</b>	Alisher Burikhanov, Executive Director
<b>3:45pm</b>	<b>Discussion of Objectives and Deliverables</b> What is relevant? What needs to be modified? What needs to be of priority focus?	<i>Beth Davisson</i>
<b>4:00pm</b>	<b>Discussion – Joint Committee structure</b>	<i>Beth Davisson</i>
<b>4:20pm</b>	<b>Vote</b>	<i>Beth Davisson</i>
<b>4:30pm</b>	<b>Adjournment</b>	



# KWIB Education Attainment and Employer

## Engagement Committee Meeting

### Minutes Draft

April 19, 2023

*Visit the following link to view the recorded meeting:*

[https://kwib.ky.gov/PublishingImages/EAAE\\_041923/EAAE\\_041923.mp4](https://kwib.ky.gov/PublishingImages/EAAE_041923/EAAE_041923.mp4)

Beth Davisson - <b>CHAIR</b>	X	Mike Willand	
Dr. John Gregory		Michelle DeJohn	X
Scott Pierce		Tom Thompson	X
Kris Williams (Jessie Schook)		Aaron Poynter	
Misty Edwards		Debbie Dennison	X
Jason Luring		Bo Matthews (Justin Browning)	
Patricia Gonzalez		Dianne Owens (Terry Sullivan)	
Dr. Mike Stacy		Jonathan Webb (Amy Samples)	
Dr. OJ Oleka		Dr. Dallas Kratzer	
Kim Humphrey		Elodie Dickerson	
Regan Satterwhite		Karla Tipton	X
Karen McFadyen	X	Khyla Smithers	
Jessica Cunningham		Tony Georges	
Scott Secamiglio		Todd Schmiedeler	
Leslie Sizemore		Harper (Smith) Michael	X
Anna Larson		Sara Tracy	X
Mike Buchanon		Michael Buckentin	
John Oliva		John Greene	
Mike Smith		LaKisha Miller	X
Tonya Crum		Lisa Banner	X
Alisher Burikhanov		Scott U'Sellis	
Kristi Putnam		Rick Smith, CPE	X
Diana Jarboe		Tara Johnson-Noem	
Michael Gritton		Dr. Beth Hargis	X
Johnny Collett		Jimmy Staton	
Brian Becker		Tara Roscoe	
Matt Bacon	X	Amy Neal	
Tricia Davis	X	Robin Harris	

**OTHERS PRESENT:**

Beth Engle - KDE	Summer Morgan	Correy Eimer – NKY
Leslie Slaughter	Patsy Jackson	Mason Dyer - AIKCU
Callie Miracle	Amy Glasscock	Alisher Burikhanov - KWIB
Charlotte Kerns	Emily Wilson	Ethan Schrage - KIPDA
Matt Berry	Tanelle Sawyer - KCTCS	
Debbie Dennison – KWIB	Elishah Taylor - KWIB	Larry Garrity

DRAFT

### **3:00 PM WELCOME**

**Beth Davisson, Committee Chair**, welcomed and thanked everyone for their commitment, provided the goal of the committee, and walked through the agenda. She passed the floor to Callie Miracle to present. Callie went over her TPM Education Network PowerPoint. She spoke about how it is important to have a unified voice, expanded the work already being done with TPM Education, and did a quick introduction to option 9. Option 9 is what can be used to battle the teaching shortage for people with bachelor's already to receive a teacher degree within 3 years.

Beth Davisson opened the floor to questions about supporting this option/program. Patsy Jackson asked Callie if they have considered getting alumni and retired teachers involved to help the ones going through this process. Callie stated not yet, but that is a good idea. Patsy also asked if state or federal dollars can be used to match funding for this program. Callie commented and stated that some locals are doing this. Matching the employees that have applied for this program. Michelle DeJohn gave an update about option 9 with KY STATS data. From the data, Dr. Smith asked how we increase diversity in teachers. This opened a discussion among the group. From the discussion, Beth Davisson and Dr. Smith both agreed to bring Joe Frasier into this conversation at a later date and to look at the current population. Summer Morgan moved the discussion to paraeducators in Kentucky and what they do.

Beth Davisson thanked Callie and the people that opened the discussion about the top. Callie Miracle added her email, [cmiracle@kychamber.com](mailto:cmiracle@kychamber.com), to the chat for anyone with follow-up questions.

### **3:17 pm Overview of Employer Engagement Objectives**

**Alisher Burikhanov, KWIB Executive Director**, went over the four goals before getting into a discussion about Employer Engagement. He also read the objectives but not the deliverables.

Goal #1 Employer Engagement: Actively engage employers to drive Kentucky's workforce development system.

Strategic Objectives:

Objective 1a: Create a workforce development system that is valued by employers.

Objective 1b: Establish a clear channel for employer engagement in workforce development services.

Objective 1c: Increase the number of employers participating in work-based learning experiences and apprenticeships, while also establishing employer champions.

Objective 1d: Engage employers in education efforts from early childhood through Kindergarten, Grade 12, and postsecondary study.

Objective 1e: Leverage employer data on workforce projections and training needs, using the talent pipeline management system of the Kentucky Chamber of Commerce and a revamped business service team network.

He explained how each workgroup is looking over their section and gave the floor back to Beth. Beth went over the state plan and how it will be reviewed this year and why each group must look over their section. Beth pulled up the goals and objectives and opened the floor to what we prioritize and/or take away. Once this is discussed this information can go back to the KWIB to review.

Karen McFadyen asked if there is data to support 1c in the Strategic Objectives. Beth stated that she is not sure if there is data for all of these objectives and have not taken the time to review these yet. Alisher commented that this had not been completed yet and should be looked at in the executive meeting. Leslie Slaughter gave an update. There is a group that has been created to look at work-based learning data. This opened the floor to a discussion about work-based learning and how it is hard to track it. This discussion was carried out by Leslie Slaughter, Beth Davisson, Tanelle Sawyer, and Dr. Smith. From this discussion, the group agreed that DEI should be added.

### **Overview of Education Attainment Objectives**

Alisher read goal #2 and the strategic objectives for #2.

Goal #2 is Education Alignment: Align and integrate P-12, postsecondary, and adult education to provide lifelong opportunities for Kentuckians that prepare them for the rapidly shifting realities of work in the future.

Strategic Objectives:

Strategic Objective 2a: Increase career exploration opportunities while students are in P-12, and provide all students an opportunity to earn a certificate or credential prior to graduation, with emphasis on those credentials where dual secondary / postsecondary academic credit is awarded.

Strategic Objective 2b: Review and adjust the structure (locations, pathways, and resources) of Pre-K through postsecondary delivery to align and integrate the Commonwealth's educational infrastructure based on employer needs.

Strategic Objective 2c: Increase awareness of all market-relevant career pathways among students, educators, guidance counselors, career counselors and parents.

Strategic Objective 2d: Improve the sharing and use of data to inform the ongoing curriculum design for P-12 and postsecondary institutions.

Strategic Objective 2e: Create opportunities for early, mid, and later-career learning for all Kentucky workers to provide a range of learning opportunities for growth, upskilling, and adaptation to changes in the nature and structure of work.

Strategic Objective 2f: Encourage the agility, responsiveness and desire for lifelong learning among older Kentucky workers.

Beth pulled up the deliverables and reminded the group that they are not looking at tracking. She asked the committee if things can be taken away, and do we need to add equity to all four pillars. From these questions, Dr. Smith started the discussion and pointed out how A.I. will take over jobs that people of color usually do in the future. This led to a discussion about sending CPEs out before time to look at different data models to make sure different people groups do not get left behind in the workforce in the future. Dr. Beth Hargis spoke on equity and how it should overarch and be added across the board.

#### **Discussion of Objectives and Deliverables**

Leslie Slaughter brought up deliverable #4 and opened the discussion to look beyond this.

Successful Deliverable #4: Technical education courses are aligned to postsecondary credits and programs offered by local institutions of higher education, increasing the availability of dual credit and “stackable” credentials.

She stated that this brings an opportunity to think broadly about secondary education and dual credit. Matt Bacon also commented and asked if there is anything there to align K-12 with technical programs to the actual needs in the next 5-10 years. He stated that he is asking because there are two new area technology centers being built and from what they have gathered it is up to the schools to decide what they are going to offer. Beth replied that KYSTATS has data on demand projections that will help and she can provide help if he needs to speak to employers. She stated that she hopes the schools are looking into these projections.

Karla Tipton also commented on Matt’s question and discussed how the Perkins fund works for schools that use that opportunity. She stated that each school has to take part in a local needs assessment that is done every year. This builds the community insight and shows what the community is in need of when it comes to what programs they provide. Matt Bacon stated that employers need to be present in schools to state what they need. From this discussion, Beth Hargis and Matt Bacon exchanged information to discuss this topic more. Sara Tracy and Leslie Slaughter added how guidance counselors and parents need to be a part of this conversation in schools to know what pathways students can take.

#### **Discussion - Joint Committee Structure**

Beth Davisson asked the committee what they thought about splitting Goal #1 Employer Engagement and Goal #2 Education Attainment into two committees instead of one so it aligns with the strategic plan. Karen McFadyen explained why they merged the two, how covid did not help, and how they were education heavy. The two committees were merged because there was confusion between Employers and Education on what the goals should be. To help they merged to help explain what the Employer's needs were, but when covid came along the goals were not defined enough. Therefore, they were education heavy and did not have enough Employer engagement. Beth stated that the two parts would still need

to work together and break down silos without building new ones. Some of the committee members were on the fence about splitting the committee into two separate goals. Karen McFadyen commented on the push for educators to engage with employers. Beth pointed out that she thinks the group is more focused on education attainment instead of employer engagement. Sara Tracy brought up that the groups were doing better with employer engagement when they were separate and if they separate again it would be nice to be updated on what they are doing. Lisa Banner also added to what Sara Tracy said by stating that she likes the idea of Employers being separate, but Education will need to work with Employers occasionally. LaKisha Miller also added that they could stay as one but for employer engagement, another person could be the head, or if they separate there should be a bridge between the two. Tanelle Sawyer added to what LaKisha said by adding that she thinks Education and Employers thrive when they are together or separate. She would recommend that there should be clear deliverables that outline how the two will connect to each other with being separate. From this conversation, Beth Davisson stated that she and Alisher would review the comments and come back with an update since. Karen McFadyen asked to be a part of that conversation.

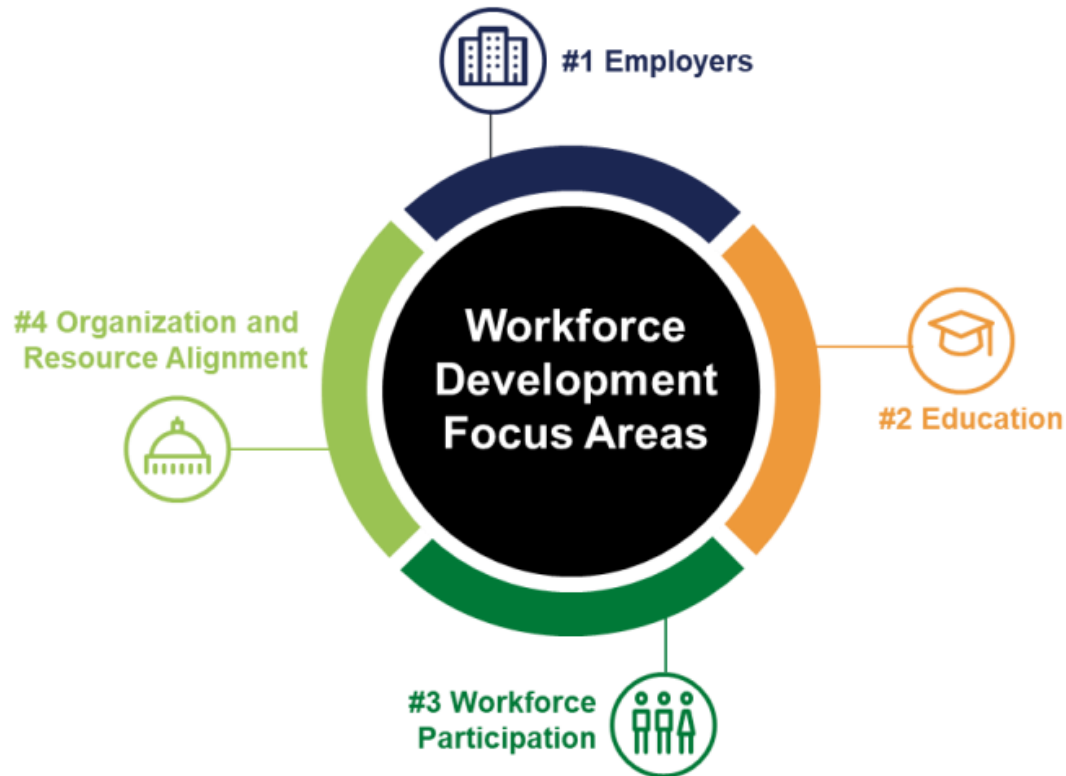
Alisher thanked everyone for attending the meeting and for the excellent discussion and comments. Beth opened the floor for the last comments and thanked the KWIB team for their help. Alisher also stated that the Collaborative meeting is tomorrow, April 20th at 1:30 pm. For this meeting, the Collaborative will be focusing on Work-Based Learning (WBL), which is part of Employer Engagement and Education Attainment. This meeting is recorded and available on the [Kentucky Workforce Innovation Board Website](#).

#### **4:11 p.m. ET Adjourn**

**Leslie Slaughter** moved the motion, and **Karen McFadyen's** 2nd motion to adjourn. Beth Davisson took back the motion to ask a question about how to update the website if there are any changes. Beth then closed the meeting at 4:12 pm.

## Committee: Education Attainment and Employer Engagement

### (Strategic Plan: Goal #1 & Goal #2)



Chair: Beth Davisson

KWIB Staff Contact:

#### **Connected Workgroups:**

1. Sector Strategies (Goal #1)
2. CTE Certification & Continuous Improvement (Goal #2)
3. CTE/Perkins Leadership (Goal #2)

**GOAL #1: Actively engage employers to drive Kentucky's workforce development system**



## **Strategic Objectives**

1a: Create a workforce development system that is valued by employers.

1b: Establish a clear channel for employer engagement in workforce development services.

1c: Increase the number of employers participating in work-based learning experiences and apprenticeships, while also establishing employer champions.

1d: Engage employers in education efforts from early childhood through Kindergarten, Grade 12, and postsecondary study.

1e: Leverage employer data on workforce projections and training needs, using the talent pipeline management system of the Kentucky Chamber of Commerce and a revamped business service team network.

## **Successful Deliverables:**

1. An increase in employer engagement in education and workforce development, scaling to 3x current levels and mirroring that of neighboring states
2. A drastic (5x) increase in the number of registered apprenticeships and work-based learning opportunities sponsored by employers
3. An established set of best practice industry exposure experiences aligning P-12 delivery with industry needs in local workforce regions
4. At least 40% of Kentucky youth participating in work-based learning during their P-12 years to gain invaluable exposure to workplace skills early in life
5. Streamlined business services team efforts by workforce region which focus on business retention and expansion (BRE) via quality delivery of workforce services
6. Establishment of 50 localized statewide talent pipeline management system consortia, which assist in delivery of real-time data, allowing for better alignment of supply and demand in the workforce

**GOAL #2: Align and integrate P-12, adult education and postsecondary education to provide lifelong opportunities for Kentuckians that prepare them for the rapidly shifting realities of work in the future.**

**Strategic Objectives**

2a: Increase career exploration opportunities while students are in P-12, and provide all students an opportunity to earn a certificate or credential prior to graduation, with emphasis on those credentials where dual secondary /postsecondary academic credit is awarded.

2b: Review and adjust the structure (locations, pathways, and resources) of Pre-K through postsecondary delivery to align and integrate the Commonwealth's educational infrastructure based on employer needs.

2c: Increase awareness of all market-relevant career pathways among students, educators, guidance counselors, career counselors and parents.

2d: Improve the sharing and use of data to inform the ongoing curriculum design for P-12 and postsecondary institutions.

2e : Create opportunities for early, mid, and later-career learning for all Kentucky workers to provide a range of learning opportunities for growth, upskilling, and adaptation to changes in the nature and structure of work.

2f: Encourage the agility, responsiveness and desire for lifelong learning among older Kentucky workers.

**Successful Deliverables:**

1. An adequate supply of middle and advanced skill workers to meet the hiring projections of Kentucky's employers
2. At least 40% of Kentuckians possess training sufficient to fill a "middle skill" job, with 70% having acquired some postsecondary training or credential beyond a high school diploma
3. High school graduation requirements reformed to give more credit to technical training and promote work-based learning as part of the curriculum
4. Technical education courses are aligned to postsecondary credits and programs offered by local institutions of higher education, increasing the availability of dual credit and "stackable" credentials
5. Implementation of program-specific goals and metrics for K-12 technical education programs aligned with industry needs

Full Strategic Plan can be viewed and downloaded here:

[https://kwib.ky.gov/About/Documents/KWIB\\_Strategic\\_Plan\\_2020.pdf](https://kwib.ky.gov/About/Documents/KWIB_Strategic_Plan_2020.pdf)

## **Workgroup Goals**

### **Goal #1, Employer Engagement**

#### In the short term, we will:

- Create a cross-cabinet team to unify statewide leadership, eliminate operational siloes, and communicate consistently with respect to areas of employer need and program service delivery
- Advance the top-line priorities of employers (large and small) for the workforce development system as a cross-cabinet initiative

#### In the near term, we will:

- Provide direction to regional / local business services teams led by economic development to streamline the level of effort required for employers to access and acquire workforce services
- Recruit regional, sectoral cohorts of “employer champions” from the business community who can collectively influence businesses to participate in work-based learning experiences (through scale, through supply chain, through vendor networks)
- Form an outreach campaign that places employers “front and center” to educate parents, teachers and counselors on industry opportunities in high-demand fields
- Embed assistance for employer champions that helps them direct educational institutions and workforce providers to deliver value-adding workforce services
- Align and enhance workforce system performance metrics to reinforce accountability of each workforce partner

#### In the long term, we plan to:

- Modernize the Commonwealth’s Unemployment Insurance (UI) technology systems to increase claims process efficiency and minimize overpayments
- Perform a recurring review and analysis of data system intelligence on workforce supply compared to economic growth demands and projections to inform the regional emphasis on specific career pathways and alignment of educational programs
- Provide an integrated and valued experience for employers to engage by way of an ombudsman-style coordination with the workforce development system for businesses

## **Workgroup Goals**

### **Goal #2, Education Attainment**

#### In the short term, we will:

- Identify shortages in current supply versus demand of incumbent worker training
- Assess alignment of technical education and postsecondary programs for both locations and programs
- Create awareness by students of professional opportunities within Kentucky's high-demand fields by leveraging existing networks and modes of communication with employers
- Align P-12 educational assets and infrastructure against documented workforce needs communicated by industry employers
- Create a resource network for older Kentuckians to retrain and upskill for late career opportunities

#### In the near term, we will:

- Establish statewide advisory committees to aggregate and streamline employer feedback to educators and providers on technical and workforce training needs
- Use data to identify enhancements and augment curricular design to align educational delivery to labor market demand as students transition from P-12 to full-time employment
- Craft messaging targeted to specific audiences (students, parents, teachers, counselors, etc.) to convey the scope and scale of today's available job opportunities, including competitive salaries, exciting and innovative work, tuition reimbursement, and rapid advancement for enthusiastic learners
- Support additional capacity for re-skilling adult populations
- Pilot a P-12 suite of career exploration activities at the school district, city, and county level, leveraging successful existing program models to create a scalable approach

#### In the long term, we plan to:

- Institutionalize a continuous feedback loop between employers and the education and workforce development community
- Maintain an ongoing balance within the incumbent worker training portfolio
- Structure incentives that keep older workers productive in the workforce longer
- Identify additional opportunities to access, share, and integrate workforce development and education data across workforce partner sources