



# Kentucky Workforce Innovation Board (KWIB)

## Education Attainment Committee Meeting

### Minutes

April 22<sup>nd</sup>, 2025

10:30 am – 11:30 am EDT

### Zoom Meeting

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**ATTENDEES:** Johnny Collett, Committee Chair; Cathy Hoehn, Chris Sanders, Chris Wooldridge, Donnie Holland, Dorian Moe, Eleri Gesler, Elizabeth Daniels, Jana Wright, Mayor JH Atkins, Justin Browning, Karen McFadyen, Laurie Mays, Mason Dyer, Mathew Cooper, Michelle DeEsch, Mickey Dunbar, Miles Feroli, Dr. Reneau Waggoner, Tom Thompson, Tara Roscoe

**STAFF:** Alisher Burikhanov, Debbie Dennison, LaChrista Ellis, Sara Jagers

#### Welcome

**Johnny W. Collett, Committee Chair, University of Kentucky Human Development Institute (HDI)**, welcomed members and thanked them for their participation and walked through the agenda before turning it over to Debbie Dennison.

#### Career and Technical Education (CTE) Recommendations

**Debbie Dennison, Deputy Executive Director, Kentucky Workforce Innovation Board (KWIB)**, thanked Chair Johnny Collett and updated the board on CTE efforts. She thanked **Cathy Hoehn, Education Academic Program Manager, Office of Career and Technical Education**, who manages CTE programs and works with the **Business and Education Alignment Teams (BEAT)** for their diligent work.

Debbie outlined the CTE certification review process found on the [KWIB site](#), which begins with applications from schools, business groups, or vendors and is reviewed by BEAT and 12 industry-specific panels to ensure pathway and workforce alignment. The process continues through workgroups and committee review and on to the KWIB for a vote. She highlighted the need for consistent communication among stakeholders and thanked contributors for helping improve the process over the last year. The latest certification recommendations were included in briefing packets: some were approved, others were under review, and a few were not recommended. Six outdated transportation certifications, flagged by a vendor, were proposed for phase-out by June 2026 to allow schools time to adjust.

Discussion was had before the vote, and Cathy Hoehn provided clarification including:

- Current students are allowed to complete phased-out programs.
- Schools can continue offering deprecated certifications locally.
- Phased-out certifications can return if needed, though reapproval takes 1–2 years.
- The diesel mechanic certifications being phased out are course-specific, while a preferred, broader certification (IMMR) remains active and relevant.

Chair Collett presented a motion to approve all BEAT recommendations as presented. **Mickey Dunbar, Green River, Local Workforce Board Director**, motioned, **Chris Wooldridge, Director, Murray State Center for Economic and Entrepreneurial Development**, seconded, and the motion passed unanimously. Johnny thanked Cathy, her team, and all involved in the CTE certification process.

### **Discussion on Suggested Committee Metrics**

Johnny Collett introduced an update on suggested committee metrics, following the November Strategic Advance meeting. **Alisher Burikhanov, Executive Director, KWIB** thanked participants and explained the focus on metrics tied to Kentucky's workforce goals, as it relates to Education Attainment. He presented a draft matrix aligned with KWIB objectives, including work-based learning, growing the teacher pipeline, and expanding access to education.

He emphasized clear definitions for work-based learning and better use of tuition reimbursement programs, alignment of technical instructor requirements for teacher recruitment, and expanding education access for underserved populations.

Johnny stressed the importance of consistent terminology, especially for work-based learning, and the need to assess how programs benefit specific subpopulations. He noted that metrics are still being refined for presentation at the KWIB Quarterly meeting in May.

**Chris Sanders, Deputy Executive Director, ELC Office of Educational Programs**, highlighted progress in the [Everybody Counts](#) initiative, focusing on the work-based learning network and career coaches. The career coaches use [Pathful](#) as a tool for helping high school students explore in-demand sectors before entering them. For more information, one may [email the team](#).

A brief discussion followed on leveraging industry experience in classrooms to address teacher shortages, with a committee member sharing their experience transitioning from corporate banking to teaching.

### **New Business**

Debbie highlighted work being done with workforce stakeholders to better understand essential skills and platforms currently being used in the state. She shared the importance of essential skills / soft skills for persons seeking employment. The work group requested by the Department of Workforce Development (DWD) leadership is to identify the naming convention of these skills and to identify the multiple platforms being used across the state. A final meeting will be held in May to provide an overview and submit recommendations to DWD leadership.

Discussion was had around continuing to build strong collaborations between businesses, educational institutions, and government bodies to address workforce challenges and promote sustainable economic growth. Participants highlighted the need for data-driven decision-making in developing training programs and advocating for policy changes that support long-term workforce strategies, including public-private partnerships to bridge skill gaps.

### **11:28pm Adjournment**

Johnny acknowledged everyone and thanked them for their contributions. A [Prichard Committee survey](#) was shared in the meeting chat. Alisher provided that next Education Attainment Committee meetings are set for **June 25** and **September 24**. He highlighted a one-pager from Harvard and the National Governors' Association, which recognizes "Everybody Counts" in Kentucky as a best practice for serving youth nationwide. These items can be found in the post meeting packet located [here](#). A motion was made to adjourn by Chris Wooldridge and seconded by Chris Sanders. The motion carried.



# Kentucky Workforce Innovation Board (KWIB)

## Education Attainment Committee Meeting

**AGENDA**  
**April 22<sup>nd</sup>, 2025**  
**10:30 am – 11:30 am EDT**

### **Join Zoom Meeting**

<https://us06web.zoom.us/j/84819250909?pwd=ZcKS3LSykY9yVpmb0jbcq2J2FL7ymf.1>

**Meeting ID: 848 1925 0909 Passcode: 953500**

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<b>10:30 am</b>	<b>Welcome</b>	<i>Johnny W. Collett, Committee Chair University of Kentucky Human Development Institute (HDI)</i>
<b>10:40 am</b>	<b>CTE Recommendations (Voting Required)</b>	<i>Debbie Dennison, Deputy Executive Director Kentucky Workforce Innovation Board (KWIB)</i>
<b>11:00 am</b>	<b>Update &amp; Discussion on Suggested Committee Metrics</b>	<i>Johnny W. Collett, Committee Chair University of Kentucky Human Development Institute (HDI)</i>
		<i>Alisher Burikhanov, Executive Director Kentucky Workforce Innovation Board (KWIB)</i>
<b>11:15 am</b>	<b>New Business</b>	<i>Johnny W. Collett &amp; Alisher Burikhanov</i>
<b>11:30 am</b>	<b>Adjournment</b>	<i>Johnny W. Collett</i>



**April 22, 2025**  
**Consent Agenda Item**

## **Career and Technical Education (CTE) Certification**

### **Recommendation**

The CTE Certification Review work group recommends that the KWIB approve the following applications for certification.

<b>Industry Certification Name</b>	<b>Industry Certification Program Area</b>	<b>Recommended Industry Certification List?</b>
AED High School Certification	Transportation	BEAT does NOT recommend the certification
Certiport – Generative AI Foundations Certification	Computer Science	PENDING review for integration with existing computer science pathways & those in development on local & statewide initiatives.
Certiport - Pearson IT Specialist AI Certification	Computer Science	PENDING review for integration with existing computer science pathways & those in development on local & statewide initiatives.
HAAS Basic Mill Operator and HAAS Basic Lathe Operator	Manufacturing	PENDING BEAT review
HAAS Basic Mill Operator and HAAS Basic Lathe Operator	Manufacturing	PENDING BEAT review
Social Media Marketing Certification	Business & Marketing	BEAT does NOT recommend the certification
ASK- 1 Management - <i>Approved vendor</i>	Business & Marketing	The BEAT recommends Management certification as a standalone option.
Ask – 2 Entrepreneurship - <i>Approved vendor</i>	Business & Marketing	The BEAT recommends Entrepreneurship certification as a standalone option.
TRACK Youth Apprenticeship Certification - <i>Previously approved program</i>	Education & Training	The BEAT recommends the certification as a standalone.

### **Deprecated Pathways: Industry Certification Program Area - Transportation**

- Entry-level mechanical and Electrical Repair Technician
- Entry-level structural Analysis and Damage Repair Technician
- Master Automobile Service Technician
- Diesel Front End Mech/Special Problems Option
- Diesel Engine/Electrician Technician/Preventative Maintenance
- Diesel Brake Repairer/Special Problems Option

### **Phase Out: Industry Certifications: ASE Student Certifications**

1. Diesel Brakes
2. Diesel Electrical Electronics Systems
3. Diesel Engines
4. Diesel Suspension and Steering
5. Mechanical and Electrical
6. Structural Analysis and Damage Repair

BEAT recommends removing the 6 certifications. Suggested phase-out date: June 2026

### **Career and Technical Education Certificate Programs**

#### **Certification Information**

##### **➤ AED High School Certification**

- **Description:** The AED Foundation's High School Certification Test is an end-of-program fundamental assessment that evaluates technical knowledge of pre-hire applicants and employed technicians in the heavy equipment industry upon high school graduation. The primary function of the test is to ensure industry standards are upheld by our members, schools, and partners by identifying the strengths and weaknesses of graduating high school seniors in the six core competencies: Powertrains, Diesel engines, HVAC, Hydraulics/hydrostatics, Electrical and Safety/administrative processes.
- **Website:** <https://aedfoundation.org/industry-testing/>
- **Recognized by:** Fairdale High School
- **Workforce Areas:** Statewide
- **Previous Program Status:** No

##### **➤ Certiport – Generative AI Foundations Certification**

- **Description:**
- **Website:** <https://certiport.pearsonvue.com/Blog/2024/September/Introducing-the-Generative-AI-Foundations-Cert.aspx>
- **Recognized by:** a consortium of companies requesting including Eyeconic, Inc. and the South Central Kentucky Regional Technology Council
- **Workforce Areas:** South Central
- **Previous Program Status:** N/A

##### **➤ Certiport – Pearson IT Specialist AI Certification**

- **Description:** Artificial Intelligence Professional Exam
- **Website:** <https://certiport.filecamp.com/s/i/n4mlgs8hJG6DV8kl/s/m40viexUc78ZJ5qG>

- **Recognized by:** A consortium of companies requesting including Eyeconic, Inc. and the South Central Kentucky Regional Technology Council.
- **Workforce Areas:** South Central
- **Previous Program Status:** N/A

➤ **HAAS Basic Mill Operator and HAAS Lathe Operator**

- **Description:** These courses are designed to provide the basic knowledge necessary to get started as a CNC machine operator or CNC machinist. They offer basic machine operation, proper safety, and fundamental machining processes including programming, metrology, blueprint reading, basic math, and materials. After the online course is completed, a hands-on test is given at an authorized facility. There is no cost for this certificate.
- **Website:** <https://learn.haascnc.com>
- **Recognized by:** C&R Machine & Fabrication LLC
- **Workforce Areas:** Bluegrass
- **Previous Program Status:** No

➤ **HAAS Basic Mill Operator and HAAS Lathe Operator**

- **Description:** No Cost
- **Website:** <https://learn.haascnc.com>
- **Recognized by:** Machine Time Inc.
- **Workforce Areas:** Bluegrass
- **Previous Program Status:** No

➤ **Social Media Marketing Certification**

- **Description:** N/A
- **Website:** <https://www.stukent.com/high-school-social-media-marketing-certification/>
- **Recognized by:** American Marketing Association
- **Workforce Areas:** Statewide
- **Previous Program Status:** No

To learn more about the item listed in the consent agenda above, please click the link to access the relevant information on Google Drive. [https://drive.google.com/drive/folders/1HuCx\\_urCenEEL7-uEz3JHkYyGrREs8da?usp=sharing](https://drive.google.com/drive/folders/1HuCx_urCenEEL7-uEz3JHkYyGrREs8da?usp=sharing)

## Publication from Harvard & National Governors Association

Harvard and the National Governors Association explored how governors are addressing the intricate dynamics of state and federal frameworks to develop policies that promote economic advancement and encourage workforce engagement. This paper offers a detailed analysis of governors' approaches to workforce development strategies, beginning with an overview of their core powers under WIOA and an explanation of the research methodology. It also examines five significant policy trends across various states and concludes by presenting actionable opportunities for governors to enhance state systems, better align them with employer demands, and support job seekers effectively.

➤➤➤ [View the Full Publication](#)



### Kentucky Highlighted in National Publication

In the publication "Governors Reshaping Workforce Development: Turning WIOA Challenges into Workforce Solutions," Everybody Counts is highlighted on page 32. Launched in 2021, Gov. Andy Beshear wanted to provide high school seniors with customized career coaching, ensuring they have a clear post-graduation pathway. The Everybody Counts initiative offers mentorship from career coaches even after students secure jobs or education placements after graduation.

#### Kentucky

*Strategy: Integrating job training and postsecondary pathways for high school seniors*

Strengthening Kentucky's workforce pipeline with Everybody Counts

**Kentucky Governor Andy Beshear launched the Everybody Counts initiative in 2021 to provide high school seniors with customized career coaching, ensuring they have a clear post-graduation pathway.** Everybody Counts is housed within the Education and Labor Cabinet and currently operates in five school districts, using multiple funding sources, including Pre-Employment Transition Services from the Office of Vocational Rehabilitation, and discretionary workforce development grants. Pathways include direct job placement with Kentucky businesses that offer employment for high school graduates, assistance with college applications and financial aid (e.g., FAFSA support), or entry into pre-apprenticeships or apprenticeships. The initiative boosts work for participation through continued mentorship

by career coaches even after students secure jobs or education placements. Career coaches maintain regular engagement during the initial transition into the workforce and education. Each career coach manages a portfolio of approximately 75 students and works closely with local school districts to address specific needs, tailoring their support to provide students with meaningful, individualized guidance. Career coaches operate in schools, providing focused and personalized career mentorship.

In the past two years, Everybody Counts has secured pathway placements for nearly 4,000 young people. Through the initiative, Kentucky's graduating seniors have access to high-quality job opportunities and pathways for advancement with Kentucky's top companies like Ford, Kroger, GE Appliances, and UPS. Students can also pursue post-secondary degrees while gaining valuable work experience, supported by the Kentucky Work Ready and Evolve502 scholarship programs.