



# KWIB Executive Committee Meeting

## MINUTES

January 29, 2025; 11:00am- 12:30pm EST

Via Zoom

---

**Committee Member Attendance:** Lori Ulrich, Chair, KWIB; LaKisha Miller (proxy to Beth Davisson, Chair, Employer Engagement committee; Johnny Collett, Chair Education Attainment committee, Kim Humphrey, Chair, Organization and Resource Alignment committee; JC Gregory, Chair, Workforce Participation committee; and Kim Menke, Past-Chair, KWIB

**Staff:** Mike Yoder, Commissioner, Department of Workforce Development; Alisher Burikhanov, LaChrista Ellis, Elishah Taylor, Sara Jagers, and Debbie Dennison

### **11:01am CALL TO ORDER / WELCOME**

**Lori Ulrich, Chair,** Kentucky Workforce Innovation Board (KWIB) and of Fleming-Mason Energy welcomed everyone and called the meeting to order. She referred to the agenda and asked for discussion or vote around last meetings minutes. **Kim Menke** *motioned* to approve the minutes and **Kim Humphrey** *seconded*. None opposed and motion passed *unanimously*. Lori reminded the committee of the upcoming quarterly board meeting on February 20, 2025 and asked Alisher to cover the next agenda item.

### **KWIB STRATEGIC ADVANCE NEXT STEPS**

**Alisher Burikhanov, Executive Director, KWIB** shared that two of four KWIB committees had met to discuss and prioritize objectives identified at the *Strategic Advance* event. The two-day collaboration held in November, focused on forward-thinking objectives tied to the four (4) board goals: Employer Engagement, Education Attainment, Workforce Participation, and Organizational and Resource Alignment. The other two committee meetings will be held in the first week of February. A discussion of prioritized objectives for the four committees will be of focus at the upcoming KWIB quarterly board meeting, including “what to measure” and “how to attain the measurements”.

Discussion was had around the timing of the committee work to the quarterly board meeting and if adequate time was allowed for prioritization of these objectives that will lead the committee work into the next several years. Additionally, inquiries were made about the consultant analysis availability and contents to include national assessments and gaps identified in Kentucky’s workforce landscape. Alisher confirmed that part of the final analysis from the consultant would include a national perspective and we will confirm their recommendations on any gaps identified in discussions around the primary goals. A request was made to share the *draft* copy provided by the consultant with this committee ahead of the final report forthcoming.

### **EDUCATION AND LABOR CABINET UPDATES**

Alisher introduced Mike Yoder, the newly appointed Commissioner of the Department of Workforce Development (DWD). Commissioner Yoder thanked Alisher and shared appreciation of the work of this committee and looks forward to continued thought leadership collaboration in strategies for connecting and equipping job seekers and industry.

Alisher shared that two (2) project recommendations were made using the Governor’s discretionary Workforce Innovation and Opportunities Act (WIOA) funds (“statewide reserve funds”) for projects, trainings or advancements and innovation. The first project will be a pilot program for military transitioning members and/or their spouses in the equine industry. The second, also a collaboration among partners, is

an effort to reduce recidivisms and increase employment opportunities for those leaving incarceration through an investment in career and technical education across several adult institutions. Alisher shared the Governor's office efforts towards engaging this population and acknowledged the appointed [Governor's Council on Second-Change Employers](#), of which LaKisha Miller, Director, Kentucky Chamber Foundation is member.

Continuing through the agenda, Alisher shared that the **Education and Workforce Collaborative Board** (Collaborative) continues to meet quarterly and alternate presentations and discussions of focus that include Kentucky's talent pool and workforce system improvements. The recent meeting, held earlier this month, focused on resources and perspectives around the refugee and immigrant population as a viable talent pool. Existing resources, barriers to employment for this population and best practices were shared. For a complete review of meeting resources, please visit the KWIB website [here](#).

Lori Ulrich, Chair, lifted discussion around possible state impacts of the [Trump Administration freezing of federal funding](#). Commissioner Mike Yoder shared that the state is reviewing all programs tied to federal funding, and more clarity and information seems to be forthcoming in early to mid-February and turned the discussion back to Alisher.

Continuing with the agenda, Alisher shared Sector Strategies continued workgroup's efforts around the KWIB approved **top 5 in-demand sectors**: Healthcare; Manufacturing and Logistics; Construction; Education; and Professional, Scientific, and Technical Services (PS&TS). He shared that the workgroup was concerned of possible marketing challenges understanding the occupations within the "professional, scientific, and technical services" sector. Discussion concluded that while the executive committee were open to having working definitions to better communicate the sector in layman's terms, the recommendation of it being "STEM + support services" would be most appropriate.

Collaboration with the local workforce development areas is anticipated and essential to understand any shifting or changing occupational demands. Continued sector work will include the creation of an occupational grids for each sector, and recommendations of definitions of high skill, high demand, and high wage. Brief discussion was had on the importance of the use of data in alignment within the workforce system. Upon completion of the definition, the information will be shared with the executive committee and on to the KWIB for final review / approval.

It was noted that the annual [Kentucky Collaboration Conference](#), held by the Kentucky Association for Economic Development (KAED) meeting will be in Paducah on April 14<sup>th</sup>, which provides an opportunity to connect economic development leaders with the local workforce area leaders. This provides another opportunity to share the work being done workforce development.

#### **KWIB QUARTERLY MEETING PREPARATION**

Alisher Burikhanov shared the plans for the upcoming quarterly board meeting which will be held on February 20<sup>th</sup>, at the Council on Postsecondary Education building at [100 Airport Road, Frankfort, KY 40601](#) in Frankfort.

KWIB staff will offer a new member on-boarding session beginning at 10:00am EST and invite executive committee members to attend and engage with new board members. The overview will include an overview of board functions, an overview of each committee goals, and compliance and strategic components of being a board member. The group will break for lunch and then resume board work at 1:30pm EST.

A briefing packet is forthcoming that includes consent agenda items and other materials useful for the discussions of the day. The primary focus of the board meeting will be around the Strategic Advance priorities and next steps.

Alisher shared a member resignation and discussion was had about possible distillery industry representative. KWIB staff will be reaching out to the Kentucky Distillers' Association (KDA) for board recommendations. Appointments to the board are made by the [Governor's Boards and Commissions Office](#).

### **NEW BUSINESS**

Alisher shared that two (2) request for proposals (RFPs) are due back for review in the first weeks of February including: *Work Ready Communities Re-vamp* and *Hybrid Career Services* analysis and recommendations. Both will include a review and possible interviews with DWD and technical interview team members, to be named. Discussion was had about the importance of standardization across workforce eco-system and how helpful both of these efforts will be to the local workforce development areas. Additional information will be forthcoming.

Finally, there is an initiative within the DWD that will include identifying assets around essential (basic, soft, hard, tough, etc.) skills and how best to align and organize efforts with the vast number of entities providing basic training (or upskilling) for workforce preparation and participation of youth and adults. Debbie Dennison, Deputy Executive Director, will be leading this effort within KWIB staff and facilitate group discussions over the course of three months beginning in March. More information will be shared soon.

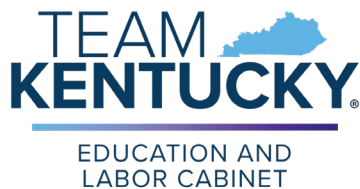
Additional new business was lifted and discussion held about the importance of gathering the perspective of workforce innovation board (WIB) chairs. Committee members shared that it was communicated that the local WIB chairs enjoyed being a part of the Strategic Advance in November. Lori Ulrich shared that quarterly conversations with the WIB chairs will be coming soon.

### **12:23PM      ADJOURNMENT**

Lori Ulrich shared final appreciation and asked for a motion to adjourn; **Kim Menke** *moved to adjourn* and was *seconded* by **Johnny Collett**. The meeting was adjourned.

### **Action Items:**

- Email follow up to Executive Committee with AIR Draft Analysis information
- Email follow up of brief and one-pager priority overview to the executive committee
- Email follow up to Sector Strategies work group of executive committee recommendation for marketing of Professional, Scientific, and Technical Services sector
- Follow up with the Kentucky Distillers' Association (KDA) on possible board nomination



**KWIB EXECUTIVE COMMITTEE  
AGENDA  
January 29<sup>th</sup> 2024  
11:00am EST – 12:30pm EST  
Virtual**

Join Zoom Meeting

<https://us06web.zoom.us/j/86544941587?pwd=uh7clh5XfvkElj6orBx0pb7abvBlxR.1>

Meeting ID: 865 4494 1587

Passcode: 932611

**11:00am Call Meeting to Order**.....*Lori Ulrich, KWIB Chair  
Fleming-Mason Energy*

- Approval of 08/12/24 minutes

**11:05am Group Discussion: KWIB Strategic Advance Next Steps**.....*Lori Ulrich, Chair  
Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board*

**11:35am Education and Labor Cabinet Updates**..... *Alisher Burikhanov*

- Statewide Reserve Recommendations
- Education & Workforce Collaborative: Immigrants and Refugee Talent Pool
- In-Demand Sectors Update

**11:45am Preparation for KWIB Board Meeting**..... *Alisher Burikhanov*

- Host: Council on Post-Secondary Education
- Review of Strategic Advance Priorities
- Consent Agenda Items: CTE Certifications, Perkins Leadership, Local Board Certification
- New Member Onboarding (scheduled for 10am-1130am)

**12:10pm KWIB New Business** .....*Lori Ulrich, Chair  
Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board*

- RFPs: Work Ready Communities & Hybrid Career Services
- Essential Skills Review

**12:30pm Adjournment** .....*Lori Ulrich, Chair*



# Kentucky's Top Five In-Demand Sectors

Recently, the Kentucky Workforce Innovation Board (KWIB) voted to adopt Kentucky's top five in-demand sectors. The two-phase, data-informed identification and verification process is described below with sample occupations provided. Additionally, the KWIB voted to incorporate a five-year review process utilizing the two-phase approach of quantitative and qualitative analysis.

## Kentucky's Top Five In-Demand Sectors:

1. Healthcare
2. Manufacturing and Logistics
3. Construction
4. Education
5. Professional, Scientific and Technical Services (PS&TS)

## Background

The process of identifying the top five in-demand sectors in Kentucky took place through a two-phase approach, through a quantitative and qualitative review process. The data gathering and analysis was provided by the Kentucky Center for Statistics (KYSTATS).

The quantitative review process initiated in the Sector Strategies Workgroup with membership

consisting of KWIB members, business and industry representatives, education partners, government representatives and workforce development practitioners. The workgroup settled on the key quantitative data approach of reviewing occupations that are in-demand, experiencing growth, and have living wages. Specifically, the formula set by the quantitative group:

1. Entry Annual Wages OR Median Wages (25%)
2. Occupational Demand (50%)
3. Growth Rate (25%)

Importantly, the business members of the workgroup emphasized the importance of occupational demand and giving it more percentage weight above the other elements. The list of key occupations was then connected to their respective industry sectors. The quantitative workgroup reviewed various ranking methods in the review process (i.e. incorporating location quotient) and ultimately settled on the fact that all methods lead to similar sector output.

Once the quantitative workgroup agreed on the formula and the data derived, the work of the qualitative workgroup began. The qualitative workgroup consisted of statewide





education and training organizations that not only administer various training dollars, but also understand industries that may be experiencing growth in the future not yet reflected in data.

### Example Occupations

#### 1. Healthcare

- a. Registered Nurse
- b. Medical and Health Services Managers
- c. Nurse Practitioner
- d. Substance Abuse, Behavioral Disorder and Mental Health Counselors
- e. Clinical Laboratory Techs

#### 2. Manufacturing and Logistics

- a. Assemblers and Fabricators
- b. Inspectors, Testers, Sorters, Samplers and Weighers
- c. Machinist
- d. Industrial Production Managers
- e. Heavy and Tractor-Trailer Truck Drivers

#### 3. Construction

- a. Construction Laborers
- b. Carpenters
- c. Electricians
- d. Plumbers, Pipefitters and Steamfitters
- e. Project Management Specialists

#### 4. Education

- a. Elementary School Teachers
- b. Secondary School Teachers
- c. Middle School Teachers
- d. Educational, Guidance and Career Counselors and Advisors
- e. Postsecondary Teachers

#### 5. Professional, Scientific and Technical Services

- a. Software Developers
- b. Management Analysts
- c. Paralegals and Legal Assistants
- d. Computer User Support Specialists
- e. Market Research Analysts and Marketing Specialists

### Impact and Future Review

Identifying these sectors allows Kentucky to focus time and investment into growing the opportunities in industries and occupations that are in high demand, are experiencing growth and pay living wages. Investment in these sectors and occupations go beyond the Workforce Innovation and Opportunity Act (WIOA) as the Kentucky workforce development ecosystem operates in a collaborative and strategic direction.

The five in-demand sectors provide a statewide lens, while local workforce development boards can incorporate an additional two sectors that are reflective of their local economies.

In addition to adopting the top five in-demand sectors, the KWIB voted to incorporate a review process every five years utilizing the two-phase approach of quantitative and qualitative review.

### Kentucky Workforce Innovation Board

500 Mero Street, 4th Floor

[kwib.ky.gov](http://kwib.ky.gov)