



# KWIB Executive Committee Meeting

## MINUTES

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

Via Zoom

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

**Staff:** Mike Yoder, Ph.D., Commissioner, Department of Workforce Development; Alisher Burikhanov; 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 **Johnny W. Collett** *seconded*. None opposed and motion passed *unanimously*.

### **MEMBERSHIP UPDATES**

**Chair Ulrich** shared that Kim Humphrey's term had expired and thanked her for serving as Chair of the Organizational and Resource Alignment committee and her participation over the past three years. She shared that Johnny Collett agreed to serve as Interim Chair. She also shared that Tony Georges term has ended and welcomed two new members, Susan Hershberg and Alice Houston. Appointments to the board are made by the [Governor's Boards and Commissions Office](#).

Finally, she shared that Dianne Owen was directly impacted by the April tornado in the loss of her husband and asked for thoughts and prayers to be with her and her family.

### **KWIB STRATEGIC PLAN**

**Alisher Burikhanov, Executive Director, KWIB**, shared an outline draft of objectives to the 4 goals confirmed at the two-day Strategic Advance in November 2024. He asked the committee members to review the objectives and share thoughts and comments. Further, this information would be shared at the upcoming KWIB Quarterly meeting for discussion.

Discussion included including pre-apprenticeships in the discussion of apprenticeships as a viable pathway for education attainment. While Registered Apprenticeship Programs are easier to track and analyze, other forms of work-based learning are as important and should be considered. Alisher also shared that LeeSa Page is the new Executive Director of the Office of Employer and Apprenticeship Services (OEAS) within the Department of Workforce Development (DWD).

### **EDUCATION AND LABOR CABINET (ELC) UPDATES**

Alisher transitioned to **Education and Workforce Collaborative Board** (Collaborative) updates including that **Mike Yoder, Ph.D., Commissioner, DWD** would serve as Interim Chair.

He shared that at the recent Collaborative meeting sector discussions were had about what employers need. In light of that discussion the **Kentucky Department of Veterans Affairs (KDVA)** will be offering monthly job fairs beginning in the summer, for all interested job-seekers (in addition to military personnel) highlighting each of the states top sectors and industries. Discussion was lifted that the monthly [KWIB Partner Spotlight](#) could also align with the focus. Additional discussion was had about the importance of continuing to

communicate the alignment of state initiatives to the needs of employers and the resources available within the workforce eco-system. Alisher highlighted the work of the Council of Postsecondary Education and the recent launch of [Futuriti](#) website that educates job-seekers and employers alike on resources available and connectivity options.

Alisher shared collaboration efforts with the Cabinet for Health and Family Services (CHFS), Department of Community Based Services (DCBS). Eastern Kentucky Concentrated Employment Program (EKCEP) is partnering with the USDA funded [SNAP Employment and Training](#) partners on the "50/50 SNAP" Program (where federal funds can be shared for non-federally provided programs). Additional partnerships included the Northern Kentucky Workforce Innovation Board (NKWIB) seeking to add a one-stop location within an existing SNAP and TANF benefits provider location.

Alisher shared the Governor's office efforts towards engaging employers and the formerly-incarcerated population and acknowledged the [Governor's Council on Second-Change Employers](#) work that is ongoing. A discussion was lifted of the importance of obtaining essential skills for populations with barriers. He shared that the DWD is facilitating a workgroup of workforce stakeholders reviewing skills that employers have identified as needing, and how to attain them. Recommendations will be provided to the KWIB for review at the May meeting.

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

Alisher Burikhanov shared the plans for the upcoming quarterly board meeting which will be held on May 15<sup>th</sup>, at the Kentucky Department of Education (KDE) building in Frankfort at 1:30pm EDT.

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 Artificial Intelligence (AI) Impact on Workplace and Workforce with a demo from the University of Louisville. Discussion was had to include the possibility of a workgroup to further analyze the impact on the workforce, post meeting.

Additionally, the meeting will review the measurements for the Strategic Plan. The Organizational and Resource Alignment Committee recommended to include the following as Foundational Return on Investment (ROI) metrics: (1) number of participants, (2) number of job placement, and (3) wages attained.

#### **NEW BUSINESS**

Alisher shared an overview of the Winter National Governor's Association Conference. He shared reviews are on-going for proposals received in response to Request for Proposals for the "Work Ready Communities – Next Generation" Project.

Alisher also shared work on-going within the SWATT (Statewide Workforce and Talent Team) Initiative. The work continues on organizing and coordinating efforts of employer engagement across workforce stakeholders. They are building the framework and accountability measures for the initiative.

Chair Ulrich shared the dates for the next Executive Committee Meeting, June 30th and the next August KWIB Meeting, August 21, 2025 to be held at the Cumberland Area Development District Office. Also mentioned was Kim Humphrey's retirement slated for July 11th.

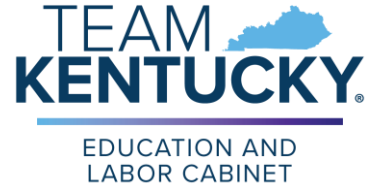
**12:23PM**      **ADJOURNMENT** Lori Ulrich shared final appreciation. The meeting was adjourned.



**KWIB Executive Committee Meeting Briefing Packet**  
**April 30, 2025, 11:00 - 12:30 pm EDT**

**Table of Contents**

	Page
Agenda .....	2
January 29, 2025 Minutes .....	3
New Members Executive Order .....	6
KWIB Strategic Plan Priorities Matrix .....	7
KWIB Strategic Plan Draft Outline .....	8
KWIB Quarterly Consent Agenda Items	
Career and Technical Education Certifications .....	15
Kentucky Career Center Certifications .....	18
National Governors Association (NGA) Winter Meeting Highlights .....	20
Updated KWIB Governance .....	22



**KWIB EXECUTIVE COMMITTEE  
AGENDA  
April 30<sup>th</sup> 2025  
11:00am – 12:30pm EDT  
Virtual**

Join Zoom Meeting

<https://us06web.zoom.us/j/86766917748?pwd=DGQhHm4Q7SdthLloObuwiMNjG27WHu.1>

Meeting ID: 867 6691 7748

Passcode: 073166

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

- Approval of 01/24/25 minutes

**11:05am Membership Update**.....*Lori Ulrich, Chair*

- KWIB Vicechair: Johnny W. Collett
- New Members & Exiting Members
- Impact of West KY Tornado

**11:15am Group Discussion: KWIB Strategic Plan**..... *Alisher Burikhanov, Executive Director  
Kentucky Workforce Innovation Board*

- Draft Outline, Review of Measurements & Timeline

**11:30am Education and Labor Cabinet Updates**..... *Alisher Burikhanov*

- Education & Workforce Collaborative
- SNAP 50/50 Partnership
- Governor’s Council of Second Chance Employers
- 4/30 Deadlines: Local Board Certifications, Local and Regional WIOA Plans, MOU/IFAs, & In-Demand Certifications
- Essential Skills Review

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

- Host: Department of Education (300 Sower Blvd., Frankfort, KY 40601)
- Consent Agenda Items: Local Board Certification, CTE Certifications, KCC Certifications
- Meeting Focus: Artificial Intelligence (AI) Impact on Workplace and Workforce with Demo from UofL
- Review of Strategic Plan Measurements
- Resource Alignment Committee Recommendation: Foundational ROI Metrics: Participants, Job Placement, & Wages

**12:10pm KWIB New Business**.....*Lori Ulrich & Alisher Burikhanov*

- National Governors Association (NGA) Recap
- Work Ready Communities – Next Generation Project
- SWATT – State and Local Integration
- August KWIB Meeting (8/21) Location: Cumberland Workforce Development Board – Russell Springs, KY
- Next Executive Committee Meeting: Monday, June 30<sup>th</sup>, 2025

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



# KWIB Executive Committee Meeting

## MINUTES

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**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



**ANDY BESHEAR**  
**GOVERNOR**

**EXECUTIVE ORDER**

**Secretary of State**  
Frankfort  
Kentucky

**2025 – 224**  
**April 15, 2025**

By virtue of the authority vested in me by Sections 69 and 81 of the Kentucky Constitution and Executive Order 2020-857, I, Andy Beshear, Governor of the Commonwealth of Kentucky, do hereby appoint the following as members of the Kentucky Workforce Innovation Board to serve for terms expiring April 14, 2028:

Susan Hershberg, Louisville, representing business, to replace Tony Georges, Crestwood, whose term has expired; and

Alice Houston, Louisville, representing business, to replace Kim Humphrey, Morganfield, whose term has expired.

Please issue commissions to them.

A handwritten signature in blue ink that reads "Andy Beshear".

ANDY BESHEAR, GOVERNOR  
Commonwealth of Kentucky

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MICHAEL G. ADAMS  
Secretary of State

## KWIB Strategic Plan: Team Kentucky Forward

Goal 1: Employer Engagement	Priority 1: Work-Based Learning (Business Perspective): Expand, Scale, and Improve Priority 2: Growing Talent Pools for Business Hire Priority 3: Unified Business Services: Statewide Workforce and Talent Team
Goal 2: Education Attainment	Priority 1: Work-Based Learning (Learner Perspective): Expand Access to Earn and Learn Opportunities Priority 2: Growing the Teacher Pipeline Priority 3: Expansion of Access & Achievement in Education for all Kentuckians
Goal 3: Workforce Participation	Priority 1: Addressing Barriers to Employment & Solutions Priority 2: Employment Best Practices, a Worker Perspective Priority 3: Addressing Barriers to Hiring, a Business Perspective
Goal 4: Organization and Resource Alignment	Priority 1: Common Return on Investment (ROI) Metrics Priority 2: Continuous Focus on Supply and Demand Priority 3: Continuous Organizational Collaboration

KWIB Strategic Plan Outline - DRAFT

*suggested timeframe: 4 years*

Page 1: Opening from Governor Beshear (highlight importance of New Kentucky Home)

Page 2: Intro from Chair Lori Ulrich

Page 3: Names of KWIB Members

Page 4: Executive Summary

- Items to keep in mind – advancements in technology (AI); five in-demand sectors; WRC-Next Gen

Page 5: Cross Cutting Themes

- From Strategic Advance: WBL; barriers to employment; employer engagement & partnership; use of data; storytelling/communication; growing talent pools; system alignment and collaboration

Page X: Table of Contents

----- Into the Strategic Goals (page #s can increase based on content) -----

**Page 6: Goal #1: Employer Engagement**

As a business led board, employer engagement is of a critical importance, highlighting the opportunity for businesses across the commonwealth to play an active role in the impactful work of getting individuals to good jobs and hiring, training, and developing worldclass talent. Of critical value to the workforce development system in engaging business involvement is to provide tools, resources, and solutions that are simple, easy to understand, and actionable with the appropriate government technical assistance available to support engagement.

Page 7: Strategy Priorities

- **Priority #1: Work-Based Learning (Business Perspective): Expand, Scale, and Improve**

*Strategic Action: Develop Business-to-Business WBL Guide & Best Practices (ex: 5 steps to starting apprenticeship; 5 steps to hiring WBL high schoolers; 5 steps to utilize government-based on-the-job training incentives; 5 steps to hiring WBL postsecondary learners).*

o **Qualitative Metric:**

- Immediate Measurement (within one year): completed guides on (1) registered apprenticeship, (2) HS internship/co-op, (3) WIOA/government on-the-job training, (4) Postsecondary internship/co-op
- Midterm Measurement (within two years): utilization across businesses through assessment of industry associations; improvement where necessary
- Longterm Measurement (within four years): success case studies, increase of WBL opportunities based on qualitative analysis from industry association

- **Quantitative Metric Measurement:** Registered Apprenticeship growth will be measured quarterly and annually, with analysis of base line numbers and a demonstration of the last 3 year & 4 quarter trends
  - # of companies in RA
  - # of apprentices
  - # of programs
  - Wages
  - Retention
  
- **Priority #2: Growing Talent Pools for Business Hire**

*Strategic Action: Grow access to all talent pools by leading with skills and widening avenues to hiring Kentuckians.*

  - **Qualitative Metrics (with Quantitative Metric of # of Case Studies Produced):**
    - Immediate Measurement (within one year): five case studies in skills-first widening of talent pools; five case studies per year at minimum
    - Midterm Measurement (within two years): utilization across businesses through assessment of industry associations; improvement where necessary
    - Longterm Measurement (within four years): increase of employment opportunities based on qualitative analysis from industry association
  
- **Priority #3: Unified Business Services: Statewide Workforce and Talent Team**

*Strategic Action: Streamline systems, processes, and services to manage state, regional, and local relationships across the workforce and education ecosystem for better, more coordinated service delivery.*

  - **Qualitative Metrics (with Quantitative Metric of Milestones Reached):**
    - Immediate Measurement (within one year): Develop a SWATT Framework, including launch of a common needs assessment, workforce planning templates, and a framework for streamlined relationship management
    - Midterm Measurement (within two years): State and local integration with the implementation and assessment of progress, identification of challenges, and scaling expansion to more local workforce development areas
    - Longterm Measurement (within four years): development of a statewide unified business services training model with standardized resources and a train-the-trainer framework to support continuous improvement in creating the “Kentucky Unified Business Services Professional”

**Page 8: Snippet of a Business Case Study**

*Potential Examples to use:*

- Apprenticeship in construction, healthcare, & bourbon mfg.
- Postsecondary internship in professional, scientific, and technical services
- Business led model of KY-FAME

## **Page 9: Goal #2: Education Attainment**

Education attainment in the commonwealth is of great importance individuals to reach their full career potential; to create an environment of growth across the entire education continuum from preschool to adult learners; to reach the statewide focus of having 60% of Kentuckians with a postsecondary credential by 2030; and to further attract global investment in the commonwealth by demonstrating the worldclass potential of Kentuckians. It is of importance to recognize the development of technology and its impacts on education, the general demographic decline in population, the limited potential of growing the educator workforce due to stagnate wages, and critical need of investments in early childhood education to equip young Kentuckians with foundational skills.

Page 10: Strategy Priorities

### **- Priority #1: Work-Based Learning (Learner Perspective): Expanding Access to Earn & Learn Opportunities**

*Strategic Action: Create seamless opportunities and expand options for learners to engage in WBL by developing clear explanations of commonly used terms, accessing available funds, and establishing a network of WBL experts that support learners.*

#### **o Qualitative Metrics (with Quantitative Metrics as Milestones reached):**

- **Immediate Measurement (within one year):** Gather data of WBL outcomes as it relates to postsecondary attainment (CPE data) & employment; including subpopulations outcomes
- **Midterm Measurement (within two years):** Create informational definitions for internships, mentorships, job shadowing, work exposure, registered apprenticeships, etc.
- **Midterm Measurement (within two years):** Research and maximize opportunity with tuition reimbursement – number of employers providing tuition assistance (used and unused); Provide case studies of best practices for employers & learners to increase awareness and encourage taking advantage of these opportunities
- **Midterm Measurement (within two years):** Launch a statewide network of experts on WBL, specifically with Career & Technical Education (CTE) across Kentucky school districts
- **Longterm Measurement (within four years):** Measure and report on utilization of created materials based on learners involved, businesses with WBL growth, and number of WBL experts across Kentucky supporting CTE students

### **- Priority #2: Growing the Teacher Pipeline**

*Strategic Action: Establish a strong and accessible educational foundation for the next generation of educators. Growth of educators involves an understanding and awareness of current statewide and regional needs, creative and innovative strategies to attract dedicated professional into education as “next-career” opportunity, and marketing all possible pathways.*

#### **o Qualitative Metrics (with Quantitative Metric of Milestones Reached):**

- Immediate Measurement (within one year): Present baseline data on teacher demand statewide and regionally; focusing on demand for K-12, CTE, and postsecondary technical instructors; additionally, gather data on the demand for early childhood educators
  - Immediate Measurement (within one year): Research and create a guide to qualifications requirements to be a technical instructor in the commonwealth; from K-12 CTE instructors, KCTCS technical instructors, government technical instructors (example Department of Corrections), registered apprenticeship instructors, and other opportunities.
  - Midterm Measurement (within two years): Increase awareness and understanding of future educators and technical instructors regarding the full spectrum of opportunities and options to enter the education sector.
  - Longterm Measurement (within four years): Measure annually the enrolled and graduate students in various education pathways (K-12, postsecondary institution, registered apprenticeship, etc.); measure annually number of instructors across the education spectrum; and strive for growth based annual trends
- **Priority #3: Expanding Access & Achievement in Education for all Kentuckians**
- Strategic Action: Ensure all Kentuckians can achieve across the educational spectrum including credentials earned, WBL opportunities, early postsecondary opportunities (such as dual credit), and employment.*
- **Quantitative and Qualitative Metrics:**
    - Immediate Measurement (within one year): Present state and regional baseline data on access and completion of dual credit opportunities, CTE completions, engagement and completion of WBL, postsecondary entry and achievement, and employment; the data should include disaggregation categorized by learners
    - Midterm Measurement (within two years): Increase awareness and understanding of stakeholders on gaps related to achievement, opportunity, and expectations, best and promising practices, and the importance of engagement with employers throughout
    - Longterm Measurement (within four years): Measure impact from baseline numbers collected to annual data gathered to understand the impact of implementing best practices.

**Page 11: Snippet of an Education Attainment Case Study**

- Educator/Teacher Apprenticeship & 2<sup>nd</sup> Career Instructor (example: KCTCS lineman training)

**Page 12: Goal #3: Workforce Participation**

Workforce participation is the strategic approach to providing access to high demand career fields for working-age Kentuckians to maximize opportunities to align the right person with the right knowledge, skills, and abilities with the right employment options. Workforce Participation is a leading indicator that

impacts future the Labor Force Participation Rate. Workforce Participation represents the talent acquisition, development, and management processes in support of increasing the depth, skill, acumen, and flexibility of the workforce to meet the demands of emerging employment trends and priorities across the Commonwealth to include but not limited to barrier mitigation and deployment of support services to promote employment sustainability and career advancement. Workforce Participation strategies in conjunction with educational attainment and employer engagement on reversing the current Labor Force Participation Rate for Kentucky.

Page 13: Strategy Priorities

- **Priority #1: Addressing Barriers to Employment & Solutions**

*Strategic Action: workforce participation is critically connected to job-seeker and worker experience and emphasis is placed on the individual as the “center-of-gravity” through the approach of understanding barriers for those unemployed, underemployed, and seeking employment opportunities.*

o **Quantitative and Qualitative Metrics:**

- Immediate Measurement (within one year): Conducting focus groups of individuals that are unemployed, underemployed, and seeking employment. Written analysis will lead to the overarching themes in the barriers to employment from the individual perspective.
- Midterm Measurement (within two years): Analyze baseline data in the barriers to employment that are impacting all Kentuckians: access to childcare, reliable transportation, and affordable housing. Data will reflect statewide and regional perspectives, with best practices gathered from successful approaches.
- Longterm Measurement (within four years): Growth of public-private partnerships that address the barriers of employment. Growth number of programs and individuals that have successfully increased access and opportunity to employment, while reducing barriers to employment.

- **Priority #2: Employment Best Practices, a Worker Perspective**

*Strategic Action: leveraging information gathered in overcoming unemployment, underemployment, and career growth, best practices will be used to grow career access and opportunities through the partnership between organizations that serve Kentuckians with barriers to employment and employers that have strategically embraced growth talent pipelines.*

o **Quantitative and Qualitative Metrics:**

- Immediate Measurement (within one year): Development of case studies on overcoming unemployment, underemployment, and career growth; at least three per category.
- Immediate Measurement (within one year): Development of case studies from organizations that serve individuals with barriers to employment; gathering of participants, placements, wages, and retention data points
- Midterm Measurement (within two years): Supportive service data base established that address barriers to employment

- Longterm Measurement (within four years): Growth in individuals attaining employment by the utilization of services, best practices, and stronger employer involvement; base line quantitative data will be measured against annual updates on labor force participation rate, wages, placements, and retention
- **Priority #3: Addressing Barriers to Hiring, a Business Perspective**
  - Strategic Action: Critical to the workforce development formula is employer willingness to hire, train, and develop all potential talent. Having a constant pulse check on employer perspective in hiring, development, training, and skills required will be conducted.*
  - **Qualitative Metrics (with Industry Pulse Check):**
    - Immediate Measurement (within one year): creation of a simple survey administered to industry associations (starting with Kentucky's top industries) regularly to keep track of challenges and barriers to employment, training, and development; similar data points gathered on benefits and quality of job indicators
    - Midterm Measurement (within two years): ongoing analysis of data points gathered that can be shared regularly with stakeholders

**Page 14: Snipped Case Study (organization that serves individuals with company that hires)**

**Page 15: Goal #4: Organization and Resource Alignment**

As the culmination of all workforce development efforts across the commonwealth, it is of great importance for system alignment, continuous collaboration, cross-government partnerships, and serving individuals and employers at the highest impact level possible. Such alignment requires common metrics to measure progress, ongoing friendly criticism, and encouragement to flexibly serve all customers of the workforce development ecosystem.

Page 16: Strategy Priorities

- **Priority #1: Common Return on Investment (ROI) Metric**
  - Strategic Action: a creation of common ROI metrics that are easily understood by businesses and all stakeholders is critical in reviewing snapshot and long-term analysis. The common metrics include participants, placement, and wages.*
  - **Quantitative Measurement:**
    - Immediate Measurement (within one year): Deploying common metrics and ROI analysis within the public workforce system as defined by WIOA
    - Midterm Measurement (within two years): Deployment of common metrics and ROI analysis within the larger workforce development ecosystem by leveraging the Education and Workforce Collaborative.
    - Longterm Measurement (within four years): Utilization of real-time snapshot of ROI with comparison to trends over the past four years, updated annually. Demonstration of ROI based on pre-program wages (ex: pre-WIOA) to post-program wages over a period of time

- **Priority #2: Continuous Focus on Supply and Demand**

*Strategic Action: With a special emphasis on the Kentucky's top sectors, ongoing understanding of the demand of jobs & skills employers have compared to the supply of talent produced training and education partners.*

o **Quantitative Measurement:**

- Immediate Measurement (within one year): creation of supply and demand dashboard demonstrating jobs and skills compared to supply of talent
- Midterm Measurement (within two years): analysis of supply and demand with wages, opportunities, and career ladders in the specific top sectors
- Longterm Measurement (within four years): ongoing analysis including measuring job opportunities compared to family sustaining wages (demonstrated as a statewide and regional figure)

- **Priority #3: Continuous Organizational Collaboration**

*Strategic Action: system alignment, continuous collaboration, cross-government partnerships, and public-private partnerships that leverage limited investment through combined (or braided) services; allowing for unified education and outreach opportunities by all stakeholders.*

o **Quantitative Measurement:**

- Immediate Measurement (within one year): development of cross-agency practices that demonstrate service versus agency (example: collaboration on reentry)
- Midterm Measurement (within two years): development and launch of a streamlined approach to access services by external users without having to understand intricacies of government
- Longterm Measurement (within four years): develop unified outreach opportunities with industry associations, social clubs; equipping all stakeholders with training materials to educate stakeholders on workforce development services in the commonwealth

**Page 17: Snippet Collaboration Case Study**

- Collab on reentry -> Governor's Council of Second Chance Employers
- Appalachian Regional Health (ARH) – public-private partnerships that leverage all resources available to employers

Page 18: Conclusion

Page 19: Resources

-----Max 30 pages-----



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

**Recommendation**

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

Industry Certification Name	Industry Certification Program Area	Recommended Industry Certification List?
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/n4m1gs8hJG6DV8kl/s/m40yiexUc78ZJ5qG>

- **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)



April 30, 2025  
Consent Agenda Item

## Kentucky Career Center (KCC) One-Stop Certification and Recertifications KCC Comprehensive Center

### Recommendation

The following Kentucky Career Center has been reviewed and recertified by their respective Local Workforce Development Boards.

DWD staff have received and reviewed all necessary documentation required for certification, and the below are recommended for approval of KCC One-Stop certifications.

LWDA	Center Location	Center Type	Previous Type
EKCEP	412 Roy Campbell Drive, Hazard, KY 41701	Comprehensive Center	Comprehensive

**Comprehensive Kentucky Career Centers** offer customized career exploration, training, support, and employment services to career seekers and businesses. These comprehensive services give career seekers the tools they need to succeed in today's job market and connect employers to a pool of competent personnel they need to compete in the economy and reassure them in their hiring process.

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/1kdfGleH0teWi9FgOEIL2SrBWHsXKTY4x?usp=drive\\_link](https://drive.google.com/drive/folders/1kdfGleH0teWi9FgOEIL2SrBWHsXKTY4x?usp=drive_link)



April 30, 2025  
Consent Agenda Item

## Kentucky Career Center (KCC) One-Stop Certification and Recertifications KCC Affiliate Center

### Recommendation

The following Kentucky Career Center has been reviewed and recertified by their respective Local Workforce Development Boards.

DWD staff have received and reviewed all necessary documentation required for certification and the below are recommended for approval of KCC One-Stop certifications.

LWDA	Center Location	Center Type	Previous type
EKCEP	138 College Street, Pikeville, KY 41501	Affiliate	Affiliate

**Kentucky Career Center Affiliate Locations** offer job and training services to workers, youth, and businesses. These locations refer career-seekers, veterans, youth, and businesses to additional services.

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/1EEk6tNwRzJXU1O30okThxZwy0KaDWqEH?usp=drive\\_link](https://drive.google.com/drive/folders/1EEk6tNwRzJXU1O30okThxZwy0KaDWqEH?usp=drive_link)

## Meeting Highlights: National Governors' Association (NGA)

*Workforce Development Policy Institute – Winter 2025*

### State Innovation

- **Youth Apprenticeship:** “Youth Apprenticeship Center of Excellence” is being created in CO with \$12.5M DOL grant
- **New Americans:** “Office of Global Talent” created in several states to serve new Americans – ND & MN anchor to workforce development; MN Chamber of Commerce released business case report
- **Funding from State Legislature(s):** TN Workforce Board received \$4M from state legislature for operations, supplementing WIOA
- **Infrastructure Workforce:** State workforce plans for infrastructure development – MI & PA have dedicated workforce activities with their respective state departments of transportation
- **Hybrid Services:** virtual one-stop centers; access to a live career coach via dedicated computers in rural areas, such as libraries; mobile units that go to grocery store for increased visibility
- **First Lady & Vocational rehabilitation:** Utilizing the visibility of the governor and the first lady, highlighting the key talent of individuals with disabilities by having first lady focus on work vocational rehabilitation
- **Maximizing SNAP Employment & Training:** serving SNAP E&T with workforce services by workforce agencies
- **Workforce Enterprise Fund:** using a portion of UI funds to create a workforce fund to supplement WIOA; most funds are distributed to LWDAs, portion is also used for SNAP 50/50
- **Department of Juvenile Justice & Work-Based Learning (WBL):** using WBL to target youth in DJJ to decrease of progressing to DOC
- **Upskilling Tax Credit:** \$5K in tax credit to any employer that upskills employees and demonstrates 25% wage increase; validated through UI data
- **Serving Military Spouses:** often drive the relocation after service is complete; use of dislocated worker funds to provide training, upskilling, and on-the-job experience for spouses

### Common Themes Across States

- **Work-Based Learning (WBL):** Apprenticeships growth, WBL, and short-term credentials; “reskill, upskill, and next skill”
- **Federal Workforce Reduction:** Serving RIF impacted federal workers through workforce services
- **Workforce Return on Investment (ROI):** ROI on workforce activities; common metrics that matter to stakeholders (ex: workforce board members, businesses, legislators)
- **Government-Led Boards:** “Coordinating Councils” with Labor Departments as the quarterbacks; like KY’s Education and Workforce Collaborative
- **Eligible Training Provider List Modernization:** Review of outdated ETPLs; states using performance metrics and utilizing Credential Engine; reviewing credentials of value
- **Teacher Apprenticeship:** Teacher apprenticeships starting in many states
- **Talent Retention:** Focus on retaining talent, many states note “education does a good job at exporting talent”

*National Governors' Association (NGA) | Workforce Development Policy Institute – Winter 2025*

## **DC Beltway Priorities for Workforce Development**

- Workforce Innovation and Opportunity Act (WIOA) Reauthorization: package stays (including 50% training); ~18 months to implement
- Career connected learning & ensuring HS students graduate with certificates
- Opportunity youth (16-24) are of focus, including addressing low HS graduate literacy rate
- Mid-career upskilling
- Public-private partnerships

## **Artificial Intelligence (AI)**

- No unified playbook exists, need of common definitions
- Impacting EVERY occupation in EVERY industry
  - o Skilled trades are often viewed not impacted, but are highly involved in building the powerful data centers required to power AI
- Perspective of augmenting & assisting VS dismantling & displacing
- Businesses are leading organizing councils
  - o AI Skills & Workforce Roundtable = Microsoft + IBM + Google + Cisco + Business Roundtable + US Chamber + AFL-CIO
- Worker voice is important during technology shifts
- According to Brookings, it takes 10 hours of AI training to be proficient; however, shelf life on AI training is short (less than 6 months) as technology advances fast

## **Opportunity for Workforce Development in AI:**

- o Sector based partnership to answer questions on AI
- o Upskilling digital literacy now
- o Focus on the essential/soft skills that are in constant demand; critical thinking is a must have with AI development
- o Use of resources, such as Microsoft's free AI training ([found here](#))
- o Use of Rapid Response Layoff Aversion funds to upskill
- o State example:
  - Wisconsin used AI in UI during the pandemic – auto paid claims without mistakes; claims with issues were sent for human review
  - Indiana uses AI generated training opportunities to share with UI recipients based on similar individual profiles; humans must groom AI to avoid systemic inequities

# Kentucky Workforce Innovation Board Governance

