



KWIB Work Ready Communities Review Committee Meeting Agenda Friday, January 13, 2023, at 9:30 a.m. EST

Zoom: <https://us06web.zoom.us/j/85405943919?pwd=WS9mZkZ6ZkppdHZkMENQeWMMyaStRQT09>
9:30 AM
Passcode: XU5j4z

Call to Order

Lori Ulrich, Chair called the meeting to order at 9:30 a.m. ET.

Committee Members Present:

Lori Ulrich - CHAIR	Yes	Kristina Slattery	Yes
Jeremy Faulkner	Yes	Morgan Kirk	Yes
Cody Davidson	No	Jon Sowards	No
Moochie Hart	Yes	Myra Wilson	Yes
Rolando Thacker	No	Mark Hohmann	Yes
Robert Boone	Yes	Sara Jagers	No

*Others in attendance: Correy Eimer, Bill Sandell, Ethan Schrage, Brenda Hagan, Lynn Baker, Dr. Tonika East, Alisher Burikhanov, Elishah Taylor

Welcome and Introductions

Lori Ulrich, Chairperson, welcomed and thanked the committee for attending the meeting today and for being available even with such busy schedules. It is essential for us all to participate in meeting quorum for the counties that put in all the time for their applications.

Approval of December 2, 2022, Minutes

Lori Ulrich, Chairperson, asked for any input on the minutes from the last meeting, August 5, 2022.

Lori motioned to approve the previous meeting minutes; Moochie Hart approved the motion; Jeremy Faulkner seconded the motion. All voted to approve, so the motion carried.

Lori went over the agenda and passed the floor to Alisher.

Goals / Mission Overview

Alisher Burikhanov, Executive Director of KWIB thanked everyone for being there on the call. He stated the goal of this session is to nail down the roadmap for the future of the Work Ready Communities. We need to find out what challenges the communities are having. There is a focus on the reentry population and not leaving people behind. We will review the criteria later in the meeting. The goal is for the committee to share what they all see for the WRC.

Strategy Discussion:

Introduction of Work Ready Subcommittee members. Icebreaker question: "What do you see as the relevance of the Work ready Communities program?"

Lori asked the committee members for feedback on where they see the relevance of the current WRC program. Correy commented stating the process itself is the reward and went into detail. Kristina added that the program keeps people talking and elaborated on how the program teaches the counties how to present information and gets them organized. Lori asked from an economic standpoint we are not using Work Ready Communities as an advertisement. Kristina stated that is not how we typically do that. Lori also asked if there was any discussion moving to a regional platform instead of doing county by county. Kristina stated that there was nothing official. Myra discussed Pulaski County's process. Dr. Tonika East asked what an incentive is to participate and become a work ready community besides saying you are a work ready community. This opened the discussion on if Work Ready Communities are relevant anymore. Lori pointed out the two points that she is hearing from the committee 1. The process itself is important. When the communities are getting together, that is beneficial. They can use that going forward with other things in the community. 2. Question: how do we incentivize that? Right now, our communities are not seeing the value in the process. How do we make them understand and want to be about of it?

Alisher asked a question and opened the floor to the local WIB directors. Correy commented on Alisher's question about if their county came to the directors to discuss their Work Ready Communities. Jon Sowards discussed the issues of Work Force Participation. Mark Hohmann from Goodwill commented on some of the barriers people have in the workforce. Leslie Sizemore commented after Mark asking if we should use Work Ready Communities as a badge system. Brenda went back to Mark's comment and stated that they address Work Force due to Early Care and Education having such a high turn over rate. One of the goals they have is to grow and strengthen the Workforce by having Youth Apprenticeships, looking at the job gaps, etc. Brenda then apologized for speaking since she is not a committee member. Lori stated that they welcome all thoughts because we are working on the same goal. Jon Sowards commented on the criteria for the Work Ready Community and asked if there is a way to take some of the work from the Work Force Participation Committee and build that into the Work Ready Community Criteria. Lori stated that they are open to reviewing the criteria and that this is the year that they are due for a review. She voiced one of the conversations that her and the Deputy Secretary have had is going to meet with stakeholders about the program and what they want to see in the program. She opened the floor to more comments on the current relevance of the Work Ready Communities Program. Correy commented gave an update and spoke about his Work Force Participation Rate. He discussed how Northern Kentucky has two jobs for each person and how to get people in the area. He commented on a regional approach instead of a county approach. Lori stated that Work Force Participation is a complicated issues right now and brought up how a number of people have retired, the workforce is aging, women left after covid, there is a low birthrate, so we are not replacing works, etc. Lori then gave the floor to Jeremy.

Historical Context of WRC

Jeremy Faulkner went over the Historical Context and how WRC started about a decade ago under the Steve Beshear administration. It was apart of the Work Smart Kentucky Strategic Plan for the 2012 KWIB. Robert Curry overseed the program and Josh Benton was involved in it. The Economic and Development Program has always been involved. The program was designed, in a way, to take parts of a program that existed in Georgia so that communities would be move involved in the certification of a talented and available workforce. This made communities easier to market and that these areas were ready for investment. These areas were ready from a human capitalism standpoint. The idea was if we could come up with a way to standardize the community's human capital access then we can sell and attack that no other state is doing. The rewarding of certificates and road signs where a big deal because it was seen as an honor. Best practice summits were held to teach other communities how they did it. There have been leadership changes in the last 5 years with the administration change in the governor's office, the KWIB, leadership in Economic Development Program and with this program. Once the certificate was earned by some they have been waiting for the Economic Development Program to provide jobs. That was not the plan, but that is what it has turned into. There has been some revamping, but this became about a price to win the game instead of enjoying the journey. After a decade we have not been able to tie a benefit to the engagement in this process. That has not clearly been defined. He asked the question, what is our sells pitch for the Work Ready Process, what is this program all about, what does this program need to be, and why do we need to continue to do it? He stated before moving forward we need to look at where we are and were we came from. He then opened the floor to comments and questions. Dr. East thanked Jeremy for the Historical Context and asked him his current role. Jeremy is the Director of Business Services for the TENCO Workforce Board. Lori thanks Jeremy and moved to the Metrics. She gave the floor to Alisher to discuss the metrics and go over the visual table.

Metrics Evolution

Alisher Burikhanov thanked Jeremy for going over the Historical Context. He went over the Criteria and the metrics that are met over the entire state of Kentucky. This map is on the KY Stats website. He then went over the original criteria that was put in place and are still requested on the Work Ready Form. Alisher pointed out that Workforce Participation does hinder on high school graduation. He has looked at a data point recently for outcomes on people that do not need a high school diploma or equivalent do not have great prospects. Dr. East stated that 303,000 people, in Kentucky, do not have a high school degree in Kentucky. He went over the certificates and how each region uses the certificates. After he moved to the revised criteria that took effect two years ago at the beginning in 2021. He pointed out that the plan and criteria do not have the metrics behind it but shows you want to move forward. Alisher went over the technology and internet criteria. He pointed out that some areas are not engaged and have barriers for people to come back to the workforce and that this is an opportunity to bring them back and give them the meaning of work back. The criteria are to have a plan to develop this path forward and move to execution. The workforce supply and demand should be used to map out and meet demands. One of the key factors is to hear from communities on what they would like to see as a criteria. Lori opened the floor to comments on changes that have been made in the last 2 years. Leslie Sizemore added a comment on the concept of adding the work base learning component and one of the points that are being measured. She talked about the 60 by 30 goals. It is 60% of all working age adults will have a post-secondary credential of some kind by 2030. That post-secondary is not necessary a college degree but a micro credential,

apprenticeship, etc. Brenda added that four out of the five criteria's are pathways to education. We need to think about pathways to employment. Education and employment should work together and just like the 60/30 goal it does not always have to be a degree. Lori thanked Brenda for her perspective. She pointed out that the metrics have changed over the years. Through conversations committee members feel there is a gap in some of the data that is being pulled. (1:04:46)

Strategic Revamp of WRC

Listening Session

Ownership and Involvement of the Committee Members

Strategy Discussion

Lori Ulrich,

- Introduction of Work Ready Subcommittee members. Icebreaker question: "What do you see as the relevance of the Work ready Communities program?"
- Historical context of WRC - Jeremy Faulkner
- Criteria review - Alisher Burikhanov
- Metrics evolution
- Strategic revamp of WRC
 - Listening session
 - Ownership and Involvement of the committee members

Next Steps

Lori Ulrich,

- Who to invite to the local meetings
- where to host the local meetings
- communication plan to communities

Adjournment

Lori Ulrich, Chair adjourned the meeting at 10:37 a.m. ET.