



# KWIB Sector Strategies Working Group Meeting

**Meeting Minutes**  
**March 12, 2024**  
**10:00am – 11:30am EST**  
**Via Zoom**

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**Attendees:** Beth Kelly, Sara Tracy, Carl Wilson, Nicki Stewart, Mike Yoder, Becky Gilpatrick, Lindsey Trent, Emily Sayers, Steve Rudolf, Matt Bacon, Tony Georges, Kim Menke

**Staff:** Alisher Burikhanov, Debbie Dennison, Elishah Taylor, LaChrista Ellis, Katy Lawrence

### **Call to Order at 10:00**

**Alisher Burikhanov, Executive Director of the Kentucky Workforce Innovation Board (KWIB)**, welcomed attendees and expressed gratitude for their participation. Alisher provided an overview of the workgroup's objectives and emphasized the importance of reviewing data to identify the top five high-demand sectors impacting Kentucky's workforce and to create a process in doing so. He referenced a PowerPoint included in the post-meeting packet. He reviewed the original methodology, the original list of the top five sectors, and the top occupations within those sectors provided by the **Kentucky Center for Statistics (KYSTATS)**. He asked **Beth Kelly, Research Director, Kentucky Center for Statistics (KYSTATS)** to share updated data for review, with the workgroup.

### **Key Industries/Sectors/ Occupation Overview**

**Beth Kelly** shared the "key\_sector\_identification\_mar\_2024" spreadsheet that was sent out to the group members prior to the meeting. She commented that she was sitting in for **Sam Keathley, Analyst** as he was unable to attend. During her presentation, she reviewed the tabs and discussed the basic methodology.

She highlighted updates to living wages by occupation, which resulted in some being excluded or altered slightly. The information was obtained through the [MIT Living Wage Calculator](#). Beth asked the group to keep this in mind as she covered the entire workbook. While the key sectors in the top five remain unchanged, there were notable shifts which were discussed.

Utilizing median wages as indicators was lifted. Removing occupations where the median wage is below a living wage (rather than just the entry wage), the list of potential key sectors change (shown on the "median2" sheet). With the adjustments, the top five sectors shift slightly as the construction sector climbs and finance and insurance falls. Beth emphasized the analysis as part of the process to review how these changes impact results, and what changes are (or are not) made.

**Steve Rudolf SPHR/JD, Baptist Health System KY & IN**, shared views he created within the spreadsheets based on data extracted from the key strategies spreadsheet, which showed how each sector moved positions based on various analysis.

Discussion was had regarding the prevalence of truck drivers in Kentucky and the necessity of considering overlapping occupations between sectors. Beth clarified that while truck drivers may not represent overall top growth, they do constitute a significant portion of employment within the region. There were discussions on establishing a cutoff point for data and considering educational requirements for occupations. Participants also raised whether to exclude occupations that were generalized and focus on occupations that drive key sectors. The group raised additional considerations, including the

methodology for downsizing the data, and the impact of different educational requirements. Beth detailed how occupational data is analyzed and suggested continuing discussions on refining methodology to ensure more comprehensive results. A recommendation was made to connect the favorable occupations to the sectors they belong to and to add various education attainment levels to reach those specific occupational roles.

### **Data Discussion**

Beth led a discussion on Artificial Intelligence (AI)'s potential impact on jobs, focusing on future implications and required skills. Participants discussed an "occupation exposure score" to categorize roles based on their AI task exposure. There are variations in AI exposure across sectors and within occupations. Beth informed the group that extra context about the construction of these occupation-level exposure scores are accessible in [this article](#).

Beth presented the "cred\_combos" tabs, which display various combinations of educational degrees and majors, highlighting degrees that are attained and career pathways followed.

Both the AI exposure and combination of degrees tabs served as informational to the group without necessarily having an impact in identifying the top 5 sectors.

Alisher asked the group if they were nearing a consensus on the methodology in identifying the top five sectors. Beth suggested looking at entry-level wages, median wages, and typical education levels when making decisions, emphasizing the need for consistency, and replicating the methodology. The group generally agreed on the top five sectors, but some felt the category of Professional, Scientific, and Technical Services was unclear. Recommendations were made to review the components of the Professional, Scientific, and Technical Services category to understand the occupations that belong to it. As a reference, the sector categories are derived from the [North American Industry Classification System \(NAICS\)](#). Further conversation was had combining ambiguous categories into broader, easily understandable classifications, such as categorizing professional, scientific, and technical services with the finance and insurance sector under one business sector.

Alisher proposed a follow-up meeting on April 16th at 1pm EDT, which was agreed upon by the group. Recommendations on how to effectively communicate the finalized methodology were made. A suggestion was made to send out questions and thoughts for consideration before the April meeting, with the goal of offering a presentable package for the methodology to be utilized in the future. The meeting concluded with thanks to everyone involved, along with a reminder to reconvene in one month.

### **Adjournment at 11:23 am.**

### **Next Steps:**

1. Looking at the favorable occupation list and connecting them to the sectors they belong to.
2. Adding the education attainment levels to the favorable occupation list.
3. Reviewing the occupations that comprise the Professional, Scientific, and Technical Services category.

**AGENDA**  
**March 12<sup>th</sup>, 2024**  
**10:00am – 11:30am EST**

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➤ Call Meeting to Order

*Alisher Burikhanov, KWIB*  
*Sara Tracy, Kentucky Chamber Foundation*

➤ Review of Methodology & Current Standing Presentation

*Alisher Burikhanov, KWIB*

➤ Data Review & Committee Discussion

- Occupations in Multiple Industries
- Occupations with AI Exposure
- Combinations of Certificates & Diplomas Earned

*Dr. Beth Kelly, KYSTAT*

➤ Next Steps

*Alisher Burikhanov, KWIB*  
*Dr. Beth Kelly, KYSTATS*

➤ Adjournment

*Alisher Burikhanov, KWIB*  
*Sara Tracy, Kentucky Chamber Foundation*



EDUCATION AND  
LABOR CABINET

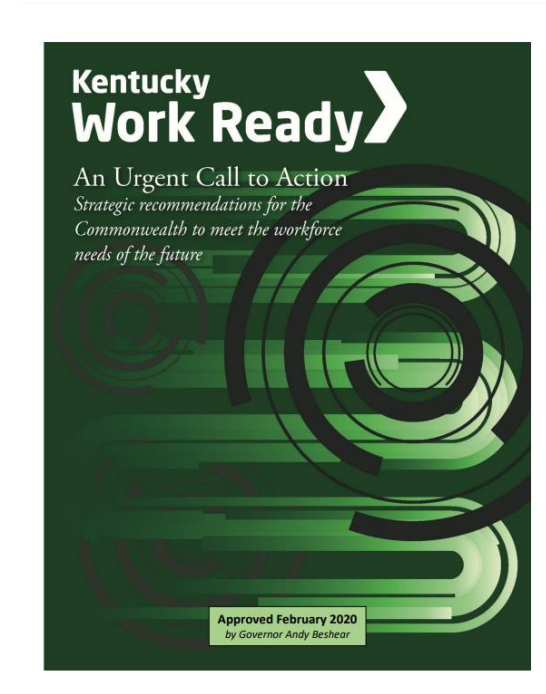
# **Kentucky Workforce Innovation Board (KWIB) Sector Strategies Review**

**March 12<sup>th</sup>, 2024**

# Discussion Topics

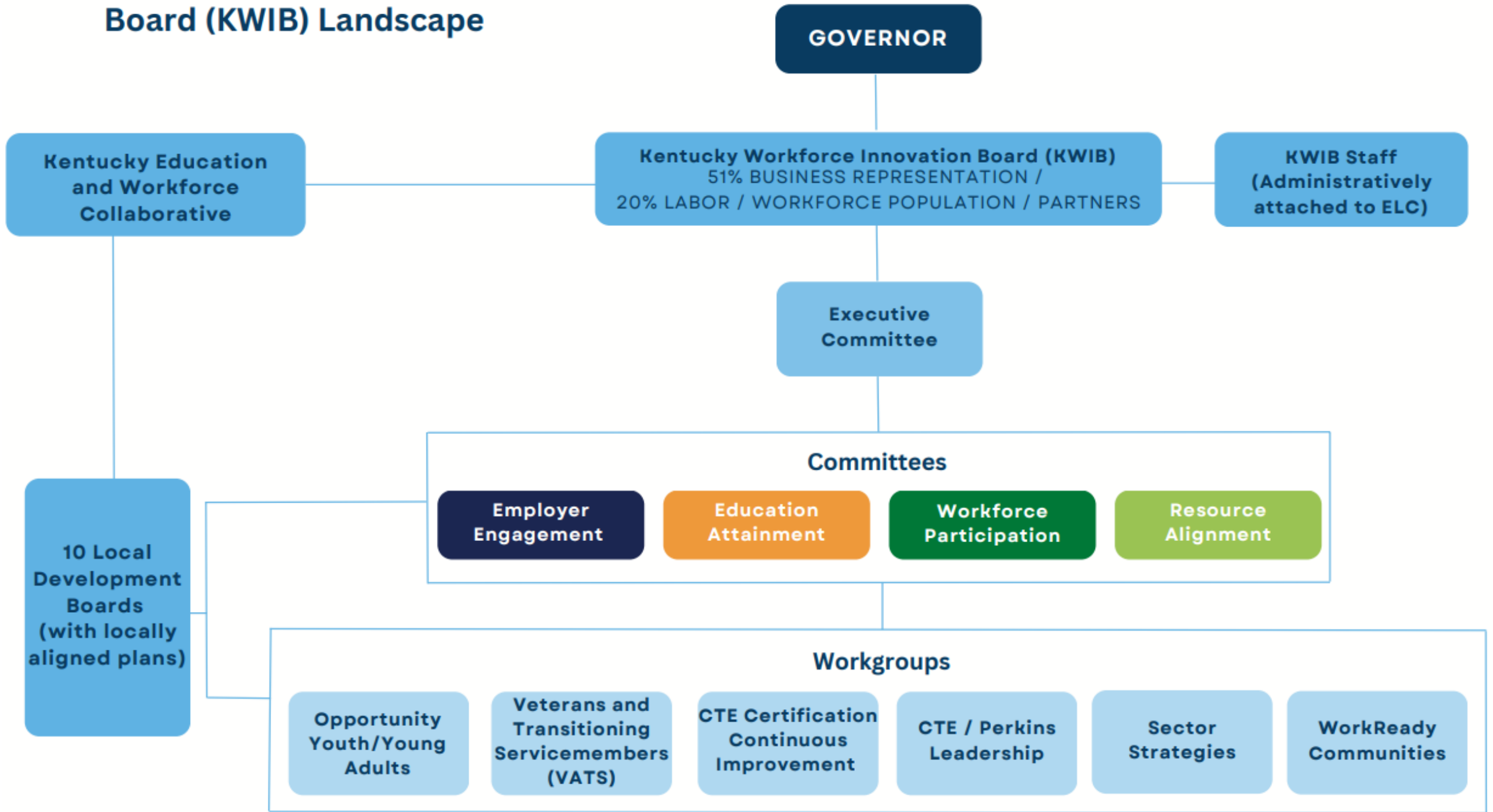
1. Review of workgroup activity
2. Median wages versus entry-level wages
3. Occupations that are in multiple industries
4. Occupations with AI exposure
5. Certificate and credentials earned in combination

# State Board Strategy



*“Create a workforce development system that is value driven for employers, aligns education with industry demands, prepares Kentuckians for the future of work, and drives economic development.”*

# Kentucky Workforce Innovation Board (KWIB) Landscape



# Beginning Methodology

Identifying top occupations based on:

Entry Annual Wages (25%)

Occupational Demand (50%)

Growth Rate (25%)

Performing a crosswalk of occupations to industries.



# First Edition of Top Sectors

1. Healthcare and social assistance
2. Professional, scientific, and technical services
3. Education services; state, local, and private
4. Manufacturing
5. Finance and insurance

# High Growth Occupations within Healthcare and Social Services

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
General and operations managers	Bachelor's degree	51,655
Registered nurses	Bachelor's degree	48,889
Home health and personal care aides	High school diploma or equivalent	31,404
Office clerks, general	High school diploma or equivalent	26,914
Bookkeeping, accounting, and auditing clerks	Some college, no degree	26,638

# High Growth Occupations within Professional, Scientific, and Technical Services

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
Laborers and freight, stock, and material movers, hand	No formal educational credential	62,936
Retail salespersons	No formal educational credential	53,295
General and operations managers	Bachelor's degree	51,655
Customer service representatives	High school diploma or equivalent	36,602
Heavy and tractor-trailer truck drivers	Postsecondary nondegree award	32,608

# High Growth Occupations within Education Services

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
Office clerks, general	High school diploma or equivalent	26,914
Bookkeeping, accounting, and auditing clerks	Some college, no degree	26,638
Janitors and cleaners, except maids and housekeeping cleaners	No formal educational credential	25,000
Fast food and counter workers	No formal educational credential	24,257
Secretaries and administrative assistants, except legal, medical, and executive	High school diploma or equivalent	21,628

# High Growth Occupations within Manufacturing

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
Laborers and freight, stock, and material movers, hand	No formal educational credential	62,936
General and operations managers	Bachelor's degree	51,655
Miscellaneous assemblers and fabricators	High school diploma or equivalent	50,906
Heavy and tractor-trailer truck drivers	Postsecondary nondegree award	32,608
Bookkeeping, accounting, and auditing clerks	Some college, no degree	26,638

# High Growth Occupations within Finance and Insurance

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
Retail salespersons	No formal educational credential	53,295
General and operations managers	Bachelor's degree	51,655
Cashiers	No formal educational credential	45,777
Customer service representatives	High school diploma or equivalent	36,602
Bookkeeping, accounting, and auditing clerks	Some college, no degree	26,638

# High Growth Occupations within Construction

Occupation Title	Typical Education Required	Ky 2031 Projected Employment
General and operations managers	Bachelor's degree	51,655
Heavy and tractor-trailer truck drivers	Postsecondary nondegree award	32,608
Bookkeeping, accounting, and auditing clerks	Some college, no degree	26,638
Construction laborers	No formal educational credential	16,870
Accountants and auditors	Bachelor's degree	13,454