



**KWIB
Executive Committee
Meeting**

AGENDA
August 10, 2022
11am – 12:30pm EST

In person – 500 Mero Street, 4th floor Frankfort; or via zoom

<https://us06web.zoom.us/j/88413032827?pwd=ZE1lY3l5YndVSDRMSGJpYUeWNRnQT09>

Password: v6QA4W

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- Call Meeting to Order / Welcome *Kim Menke, Chair, TMMK*

 - Review / Approval of Minutes from last meeting 05/11/22 *Kim Menke, Chair, TMMK*

 - Cabinet updates *Secretary Jamie Link*

 - Department of Workforce Development *Commissioner Kish Cumi Price, Ph.D*
 - New Structure for OKWIB Staff
 - Strategic Planning Light Take-Aways

 - Review of Projects in Progress & Completed
Discussion of Priorities moving forward *Stefanie Ebbens Kingsley, KWIB*

 - KWIB Quarterly meeting walk through *Stefanie Ebbens Kingsley, KWIB*

 - New Business *Kim Menke, Chair*
 - Replacing the current Labor Exchange System (Focus)

 - Adjournment *Kim Menke, Chair*



KWIB Executive Committee Meeting

DRAFT MINUTES

August 10, 2022; 11am – 12:30pm EST

In person (no one chose) or Via zoom - Join from PC, Mac, Linux, iOS or Android: Join from PC, Mac, Linux, iOS or Android:

<https://us06web.zoom.us/j/88413032827?pwd=ZE1Y3l5YndVSdRMSGJpYUwNlRnQT09>

Password: v6QA4W

IN-person MEMBERS PRESENT: Kim Menke, Lori Ulrich, Kevin Smith, Scott Pierce, Amy Luttrell;

Virtual MEMBERS PRESENT – Heidi Margulis, LaKisha Miller (proxy to Beth Davisson)

OTHERS PRESENT: Jamie Link, Cabinet Secretary, Commissioner Kish Cumi Price, Sam Flynn, Adrian Jacobs, Fran Farris, Stefanie Ebbens Kingsley, Debbie Dennison

CABINET SCHEDULED A FIRE ALARM DRILL THAT DELAYED THE START OF THE MEETING AS THE BUILDING WAS CLEARED

11:42AM CALL TO ORDER

Kim Menke, new KWIB Chair called the meeting to order and welcomed everyone.

Minutes from previous meeting were provided to the group; Kim asked if there were any changes.

No changes requested **and motion to approve lifted by Heidi Margulis** and seconded by Kevin Smith.

*Motion carried unanimously. (Kevin Smith advised that in his new role as Past Chair, he is not able to vote and recused his second motion; **Second motion to minutes offered by Lori Ulrich**).*

Mr. Menke introduced **Jamie Link, Secretary of the Education and Labor Cabinet (ELC)** to share updates with the committee. Secretary Link shared that ELC is busy with the E. Kentucky Flood response including getting skilled trade volunteers to work in the area.

He advised that **Beth Brindley will be taking the role of Deputy Secretary** and has an extensive background in workforce that will compliment the work being done by the KWIB. She starts on October 1, 2022.

Secretary Link also mentioned that the cabinet has been working on a new **labor exchange system** that will connect to Kee Suite and modernize how state government is working and tracking within the workforce ecosystem. More to come on this new resource in coming weeks.

Scott Pierce asked about the ability to ramp up trades in Kentucky. Secretary Link commented that the merging of the two cabinets should enhance the collaboration for all partners within the workforce force development ecosystem.

Commissioner Kish Cumi Price was in route and her piece of the agenda was moved to later in the meeting.

Mr. Menke asked **Stefanie Ebbens Kingsley, Executive Director, KWIB** to share information on a **Special meeting** request. Stefanie shared that there was an urgent need to broaden the requirements for participants to access the dislocated workers grant that was initially installed in

Western Kentucky into Eastern Kentucky. The special meeting will be held in the next 24-48 hours obtain a KWIB member vote.

Stefanie also shared updates on several on-going projects within KWIB staff including:

1. Family Resource Simulator feedback meetings – they continue through September 8, 2022, and there are additional requests coming from local areas on the use of this tool; we are continuing to work with communications department and the KYSTATS folks making this tool useful for all who view, use, and share information based on the tool.
2. Healthcare – there are lots of different collaborations happening in this space and KWIB is working to create an asset map of all of the resources within this space. The Chamber had a Summit in July, and they will be partnering with us at the November quarterly to dig into the opportunities and possibilities and make sure employers and educators are all aware of the wonderful existing opportunities. Heidi Margulis shared the continuing tremendous need for nurses; Scott Pierce shared the name of someone from the Hospital Association in his area; Travis Burton – 606-308-1204. Kim Menke mentioned that the KWIB's purview on this is to develop opportunities for support; how do we include broader business support for students? We want to build a FAME model for healthcare. Chamber has created industry focused TPM Managers in response to the increasing needs of growing sectors in our state.
3. Inclusive workers – KWIB and several members are discussing how to engage employers additionally on the many populations of workers that are not current being employed. Looking at what other states have in place to offer recognition levels for employers who identify and recruit folks from underserved populations. Need to build out levels of participation. Thinking of a summit in early 2023 to deploy to employers.
4. Sector Strategies / Career Pathways – reviewing the current sectors and analyzing data for possible expansion of the top 5. Early Childhood, utilities, energy, advanced manufacturing, and other jobs of the future are in these discussions. Goal is to create a policy for annual or bi-annual review of these sectors in Kentucky. What is the motivation to bring people back or into the pipeline? What is working? How can we duplicate?
5. Partner Spotlights – will continue monthly; receiving really positive feedback and folks are reaching out to share their best practices.
6. Collaborative / Metrics and budget presentations – working with workforce partners to review current federal and state funds received and division between educating and training employees and providing services increasing transparency and in response to the directive of the Collaborative EO 2020-551 dated July 7, 2020.

Kim Menke asked **Commissioner Kish Cumi Price** to share recent *Strategic Planning Light* take-aways. She shared that the meeting included the Executive team within the Department of Workforce Development. Discussions were had about the lack of leadership in past meetings within the KWIB. The team is focusing on building upon the working relationships between the workforce development, and economic development teams, making sure we are evaluating progress and not just tracking movement and solving employer problems with available pools of employable individuals seeking jobs.

Stefanie Ebbens Kingsley said that KWIB staff would circulate the upcoming KWIB quarterly agenda to the committee members.

1:25PM ADJOURNMENT

Mr. Menke asked for any new business, and as there was none, adjourned the meeting.

DRAFT

THE KENTUCKY WORKFORCE INNOVATION BOARD

BY-LAWS

ARTICLE I

NAME AND AUTHORITY

The Kentucky Workforce Innovation Board (“Board”) has been established in accordance with the Workforce Innovation and Opportunity Act and is the State Workforce Development Board for Kentucky. The principal office of the Board shall be located at 500 Mero Street, 4th Floor, Frankfort, Kentucky 40601. The Board serves as the Governor’s advisory board for the Kentucky workforce development system. The Board was reestablished through Executive Order 2020-857, dated October 7, 2020, which is attached and hereby incorporated by reference. The following By-Laws contain the requirements specified in 20 C.F.R. § 679.110(d).

ARTICLE II

GOALS AND PURPOSE

SECTION 1. The primary goals of Kentucky’s workforce development system are to create and retain jobs in the Commonwealth by enabling Kentucky residents to acquire the competencies, skills, supportive services, and education necessary to support themselves and their families, and to provide Kentucky employers with a skilled and educated workforce to remain competitive in a dynamic global economy.

SECTION 2. The Board’s purpose is to assist the Governor in creating an integrated statewide strategic plan for the workforce development system of Kentucky which will link workforce policies, education and training programs, and funding with the economic development needs of the Commonwealth and its areas and regions. Specifically, in accordance with 20 C.F.R. § 679.130, the Board will assist the Governor with:

- (1) Development, implementation, and modification of the 4-year State Plan;
- (2) Review of statewide policies, programs, and recommendations on actions that must be taken by the State to align workforce;
- (3) Development and continuous improvement of the workforce development system which includes:
 - Identification of barriers and methods to remove barriers to better coordinate, align, and avoid duplication among workforce development programs;
 - Development of strategies to build career pathways for

priority of service participants with workforce investment activities, education and supportive services to enter or retain employment;

- Development of strategies to provide effective outreach and improved access for individuals and employers who benefit from the workforce development system;
- Expansion of strategies to meet the needs of employers, workers, and job seekers through industry or sector partnerships related to Kentucky's High Demand Industry Sectors;
- Identification of regions, including planning regions for WIOA Local, Regional & State Plan efforts, and the designation of local areas, in consultation with the Local WDBs and chief elected officials;
- Provide assistance to Local Workforce Development Boards (WDBs), One-Stop Operators, and Providers on continuous improvement of the one-stop delivery system in the local areas, including assistance with planning and delivering services, training and supportive services to support an effective delivery of services to workers, job seekers and employers;
- Development of strategies to support staff training and awareness across the workforce development system and its programs.
- Develop and update comprehensive State performance and accountability measures to assess core program effectiveness under WIOA sec. 116(b);

(4) Identification and dissemination of information on best practices, including best practices for:

- Effective operation of one-stop centers relating to the use of business outreach, partnerships, and service delivery strategies for serving individuals with barriers to employment;
- Effective training programs that respond in real-time labor market analysis, that effectively use direct assessment and prior learning assessment to measure an individual's prior knowledge, skills, competencies, and experiences for adaptability, to support placement into employment or career pathways
- Development of effective Local WDBs, which may include information on factors that contribute to enabling Local WDBs to exceed negotiated local levels of performance, sustain fiscal integrity, and achieve other measure of effectiveness;

(5) Development and review of statewide policies affecting the coordinated provision of services through the State's One-Stop

delivery system described in WIOA sec. 121(e);

- (6) Development and review of statewide policies affecting the coordinated provision of services through the State's one-stop delivery system described in WIOA sec. 121(e), including the development of:
 - Objective criteria and procedures for use by Local WDBs in assessing the effectiveness, physical and programmatic accessibility and continuous improvement of the one-stop centers. Where a Local WDB serves as the One-Stop operator, the State WDB must use criteria to assess and certify the one-stop center;
 - Guidance for the allocation of one-stop center infrastructure funds under WIOA sec. 121(h); and
 - Policies relating to the appropriate roles and contributions of entities carrying out one-stop partner programs within the one-stop delivery system, including approaches to facilitating equitable and efficient cost allocation in the system;
- (7) Development of strategies for technological improvements to facilitate access to, and improve the quality of services and activities provided through the One-Stop delivery system;
- (8) Development of strategies for aligning technology and data systems across One-Stop partner programs to enhance service delivery and improve efficiencies in reporting on performance accountability measures;
- (9) Development of allocation formulas for the distribution of funds for employment and training activities for adults and youth workforce investment activities, to local areas as permitted under WIOA secs. 128(b)(3) and 133(b)(3);
- (10) In conjunction with the Department of Workforce Development, preparation of the annual reports described in paragraphs (1) and (2) of WIOA sec. 116(d);
- (11) Development of the statewide workforce and labor market information system described in sec. 15(e) of the Wagner–Peysner Act; and
- (12) Development of other policies as may promote statewide objectives for and enhance the performance of the workforce development system in the State.

SECTION 3. The Board shall develop and issue policies, guidance, and manuals in coordination

with the Governor and the Department of Workforce Development.

The Office of the Kentucky Workforce Innovation Board (OKWIB), which provides administrative support and policy guidance to the Board, is located within the Education and Labor Cabinet's Department of Workforce Development (DWD). Under this structure, the OKWIB and the DWD staff shall assist the Board with the following required functions:

- 1) The One-Stop Certification process for all Kentucky Career Centers (KCC) shall be reviewed by appropriate DWD staff after completion by the Local Workforce Development Boards, and the Board shall vote to re-certify all Comprehensive, Affiliate, and Access Point sites after the DWD has determined the submitted certification applications contain all required information;
- 2) The Partnership Memorandum of Agreements and Infrastructure Funding Agreements (IFA) shall be negotiated by all partners in the respective KCCs for each local area and approved, as to form and legality, by the Education and Labor Cabinet's Workforce Development Legal Division. DWD and the Office of Administrative Services for the Education and Labor Cabinet will review and approve the IFAs submitted by the Local WDBs. All policy and guidance related to IFA formulas and identification of shared non-personnel costs to be included within the IFA shall be jointly issued by the Board and the DWD.

The DWD and the Board shall jointly issue policy/guidance at a regular interval regarding negotiated levels of performance. The negotiation of local area performance measures with the Local WDBs shall be conducted by Division of Technical Assistance in DWD. Any additional measurements for high performing Local WDBs will be issued jointly by the Board and the DWD and disseminated to the Local WDBs.

- 3) The Board and the DWD shall jointly issue the allocation formulas for the distribution of funds for employment and training activities for adults and youth workforce investment activities as permitted under WIOA sections 128(b)(3) and 133(b)(3).
- 4) The Board, relying on the technical expertise of the Kentucky Center for Statistics and their longitudinal data system, and Labor Market Information system, will jointly develop statewide workforce data collection tools and LMI systems described in sec 15(e) of the Wagner-Peyser Act.

ARTICLE III GENERAL MEMBERSHIP

SECTION 1. The composition of the Board and length of members' staggered terms is specified in Executive Order 2020-857 and aligns with the requirements of the Workforce Innovation and Opportunity Act. Members of the Board were initially appointed by the Governor to serve staggered terms and thereafter shall serve terms of three

(3) years. Board members representing the business and workforce categories shall not serve more than two (2) full, consecutive three-year terms. Any vacancy shall be filled for the balance of the unexpired term in the same manner as the original appointment. Members of the Board may continue to serve beyond the expiration of their terms until their successors are appointed. Should a member retire, or leave the industry in which they represent, the Governor's Office of Boards and Commissions will assess whether the member still meets the business and industry requirements for membership.

SECTION 2. The membership of the Board shall include thirty-one (31) voting members and nine (9) non-voting members appointed by the Governor. The Board membership shall reflect statewide geographic and diverse population representation. Members of the Board, and non-members serving on committees or workgroups, shall serve without compensation, but may be reimbursed for all actual and necessary expenses incurred in connection with their duties in accordance with state travel expenses and reimbursement administrative regulation.

SECTION 3. Board Member nominations shall be directed to the Governor's Office of Boards and Commissions, who shall bring forth eligible candidates for consideration by the Governor. The Governor shall appoint the Chairperson of the Board ("Board Chair") from the business representative membership to serve at the pleasure of the Governor. The Board Chair shall appoint a Vice-Chair and an Executive Committee. Executive Committee members shall serve a term of two (2) years, and no member shall remain on the Executive Committee for more than two (2) consecutive terms. The Executive Committee shall have at least seven (7) members and may have up to nine (9) members at the discretion of the Board Chair.

SECTION 4. As a general condition of Board membership, each appointed member or any authorized designee must have optimum policy-making authority as defined in 20 C.F.R. § 679.120. A member cannot represent an entity in more than one (1) of the following three (3) categories: business representatives, workforce representatives, or government representatives. Except where a single government agency is responsible for multiple required programs, a member shall not represent more than one (1) entity within a category.

SECTION 5. A Board member may resign at any time by filing a written resignation with the Board Chair, the Executive Director of the Office of the Kentucky Workforce Innovation Board ("Executive Director"), and the Governor's Office of Boards and Commissions. All vacancies shall be immediately reported, in writing, to the Executive Director, who shall notify the Commissioner of the Department of Workforce Development, the Secretary of the Kentucky Education and Labor Cabinet, and the Governor's Office of Boards and Commissions within five (5) business days of receiving notice of the vacancy.

ARTICLE IV
ETHICS AND CONFLICTS OF INTEREST

- SECTION 1.** Board members and the non-members serving on committees and workgroups of the Board are subject to the provisions of Executive Orders 2008-454 and 2009-882 as well as the gift and conflict of interest rules for Executive Branch public servants set forth in KRS Chapter 11A. Any unresolved conflict of interest issue shall be submitted to the Ethics Officer for the Kentucky Education and Labor Cabinet for review and recommendation.
- SECTION 2.** A member of the Board may not vote on a matter under consideration regarding the provision of services by such member (or by an entity that such member represents) or that would provide direct financial benefit to such member or the immediate family of such member.
- SECTION 3.** If a matter before the Board presents a conflict of interest for a Board member, she or he shall bring the conflict of interest to the attention of the Board Chair and shall recuse himself or herself from participating in discussion and/or voting on the matter by leaving the meeting. The member's recusal shall be reflected in the meeting minutes. The member may return to the meeting once the discussion and voting on the matter has concluded.
- SECTION 4.** It shall not be a conflict of interest for a Board member to serve on a Local Workforce Development Board, as defined by section 107 of Workforce Innovation and Opportunity Act. Members are required to adhere to Article IV, Section 3 of these By-Laws if a matter before the Board presents a conflict of interest with members' membership on a Local Workforce Development Board.

ARTICLE V
BOARD MEETINGS

- SECTION 1.** The Board shall meet at least four times each calendar year at such time and place as designated by the Board Chair in coordination with the Executive Director. In order to promote Board member participation at the meetings, members may attend in-person or through web-based video conferencing software (e.g., Zoom).
- SECTION 2.** The Executive Director shall provide members with a written schedule of all regular meetings for the upcoming year. Special meetings of the Board may be called by the Board Chair as circumstances require.

- SECTION 3.** Meeting information, including the dates, times, locations, video conference links, and agendas, for all Board meetings, Board committees and task forces, shall be posted on the Kentucky Workforce Innovation Board website.
- SECTION 4.** The Board Chair shall approve an agenda for each meeting. Members shall submit a written request for consideration of an agenda item to the Board Chair and Executive Director no less than five business days in advance of the meeting. The agenda item may be placed on the meeting’s agenda at the discretion of the Board Chair in consultation with the Executive Director.
- SECTION 5.** If a Board member is unable to attend a meeting, he/she may assign a proxy or designee to attend the meeting on his/her behalf if the designee meets the requirements of 20 C.F.R. § 679.110(d)(4) and 20 C.F.R. § 679.120. If a member assigns a designee to attend a meeting, that member must notify the Board’s Chair and Executive Director in writing at least 24 hours prior to the meeting date of the name of the designee and attest that the designee meets the applicable requirements of 20 C.F.R. § 679.110(d)(4) and 20 C.F.R. § 679.120.
- SECTION 6.** The Executive Director shall keep proper records of all meetings in typewritten form and maintain all records in accordance with the General Records Retention Schedule for State Agencies. The written minutes approved by the Board, Committee or Task Force shall be the official record. A copy of the official minutes shall be posted on the Kentucky Workforce Innovation Board website.
- SECTION 7.** In addition to attending Board meetings, Board members are invited and encouraged to participate in all workforce activities across the Commonwealth and in their respective areas, such as employer-focused meetings, hiring functions, and employer round table meetings. These activities aim to engage members in convening the workforce development system’s stakeholders, brokering relationships with a diverse range of employers, and leveraging support for workforce development activities.

**ARTICLE VI
QUORUM AND ATTENDANCE**

At all Board meetings, a quorum shall be a majority of the members appointed to the Board. Attendance is required at all meetings. Board members who miss more than two regularly scheduled Quarterly Business Meetings of the Board in a 12-month period may be subject to replacement at the discretion of the Governor upon the advice of the Board Chair and Executive Director as appropriate.

**ARTICLE VII
VOTING & NEW BUSINESS/MOTIONS**

SECTION 1. New business orders or motions must be filed in writing with the Executive Director and Board Chair at least five business days before a regularly scheduled meeting of

the Board in order to be included on the agenda for that meeting. Orders or motions so filed with the Executive Director and Board Chair will be placed on the agenda and copies will be supplied to Board members in advance of the meeting. Requests for new business orders or motions filed later than five business days before the regularly scheduled meeting shall be placed on the agenda at the discretion of the Board Chair in consultation with the Executive Director.

SECTION 2. Votes of the Board shall be taken by voice vote. A vote shall be taken by yeas and nays when at least one member of the Board so requests.

SECTION 3. Any member may request immediate consideration of any matter on the agenda. If any member objects, the matter must be referred to the Chair for action at its next meeting. This rule may not be suspended unless two-thirds of the membership present agrees.

ARTICLE VIII OPEN MEETINGS

SECTION 1. The Board shall adhere to Open Meeting requirements as specified in the Kentucky Open Meetings Act, KRS 61.800 *et seq.*

SECTION 2. All meetings of the Board shall be open to the general public. Those members of the public in attendance at any meeting of the Board may address the Board only with the prior approval or at the request of the Board Chair.

ARTICLE IX COMMITTEES AND TASK FORCES

SECTION 1. The Board shall establish an Executive Committee. The Executive Committee shall be made up of the Board Chair (who shall also be chair of the Executive Committee), the Vice Chair and include private industry and workforce representatives appointed by the Board Chair to ensure representation of the major groups identified in the Workforce Innovation and Opportunity Act. The Executive Committee is empowered to meet on an interim basis between regular full Board meetings and make emergency or time-sensitive decisions when necessary. The Executive Committee shall monitor the work of other Board committees, task forces, and the Board staff and make policy recommendations to the Board. Specifically, the Executive Committee may provide guidance and recommendations to the Board in the areas of strategic planning, legislation, operations, and other areas. The Executive Committee may also assist in the development of board meeting agendas.

SECTION 2. Issues that are of importance to the Board may be referred to a committee or task force. The Board Chair may appoint, authorize, or abolish committees, task forces

or other bodies to serve the Board. The Board may invite non-members, to be approved by the Board Chair, to serve on committees and task forces created by the Board.

SECTION 3. The Board Chair will appoint chairs to Board committees and task forces. Each committee or task force will have a specific mandate with clear timelines for addressing the questions put to them by the membership or the appointing authority. Board staff shall provide a resource person for each committee upon consultation with the committee chairperson. The committees may be staffed and attended by other workforce partners, education partners, or interested non-profit partners who express an interest in the subject matter but are not full members of the Board.

SECTION 4. Meetings of committees may be called by the committee chairperson. Committees may hold meetings concurrently with other committees. All committee members shall be notified in writing as to the date and time of the committee meeting.

SECTION 5. All recommendations of these committees and task forces will be referred to the full Board membership.

ARTICLE X CONDUCT OF MEMBERS

SECTION 1. When a member speaks, he or she shall address the Board Chair and confine his or her remarks to the question under debate.

SECTION 2. No member shall be interrupted while speaking except by their consent or by a point of order; nor shall there be any conversation among the members while a question is being stated, while a member is speaking, or while there is a presentation before the Board.

SECTION 3. Board members shall strive to make their remarks succinct and productive to the discussion while speaking on any question where debate is unlimited. The Board Chair shall control Board discussions and may limit the amount of time a member may speak on a topic.

ARTICLE XI PARLIAMENTARY PROCEDURE

The Board shall be governed based upon the general premises of Robert's Rules of Order, in all questions of parliamentary procedure not provided for by these By-Laws. Board members may ask questions during meetings as a point of order or point of clarification.

ARTICLE XII
ADOPTION AND AMENDMENT OF BY-LAWS

- SECTION 1.** These By-Laws were discussed and voted on at the August 19, 2022 meeting of the Board and became effective on August 20, 2022. The By-Laws became effective with the approval of a majority of members present and voting.
- SECTION 2.** The membership shall have the power and authority to alter, amend, or repeal these By-Laws at a subsequent regularly scheduled Board meeting by the majority vote of the Board members present. Advance notice of intent to alter, amend or repeal the By-Laws must be given in writing to the members at least twenty (20) days prior to the scheduled vote.
- SECTION 3.** Advance notice of intent to alter, amend, or repeal any policies, procedures, or guidance shall be provided by the Executive Director to the Commissioner of the Department of Workforce Development, the Secretary for the Education & Labor Cabinet, and the Governor’s Office.

Governor Andy Beshear

Stefanie Ebbens-Kingsley
Exec. Director of the Office of the Board

Kim Menke, Board Chair



Partnership Proposal

Cultivating better career outcomes for Kentuckians using modern tools & insights from the world's leading professional network.

Contents:

(1) Vision, (2) Partnership, (3) NASWA/LinkedIn, (4) Contracting, (5) Solutions Overview, (6) Cost of Services



Confidential | August 2022



Vision

To be effective in today's rapidly changing environment, workforce professionals require real-time, granular, and robust labor market insights. They must identify, build, and sustain relationships with local job seekers in order to drive employment outcomes. Furthermore, they must help businesses locate and hire the talent they need to be successful.

LinkedIn's vision is to create economic opportunity for every member of the global workforce. LinkedIn is excited to partner with the Kentucky Education and Labor Cabinet (ELC) to affect better work outcomes for Kentuckians, helping job seekers find meaningful careers while supporting economic growth across the region.

LinkedIn's Talent Solutions will modernize the approach of Kentucky's workforce professionals to enable more effective labor exchange at scale. Using tools & insights from the world's largest professional network, ELC will be more equipped to make smart, nimble decisions while supporting both job seekers and Kentucky's many growing employers.



Partnership

LinkedIn aims to build a long-standing partnership with the Commonwealth of Kentucky to support workforce & economic development. To that end, LinkedIn will provide:

- Account Director – Dedicated representative to manage the business relationship, partner on strategic vision, and ensure you understand the impacts and ROI of your investments.
- Customer Success Manager – Dedicated representative to support product adoption and tactical success, including onboarding and regular strategy calls.
- Technical Support – Ad hoc technical services will be available at all times for product troubleshooting.
- Modular on-demand product training via Talent Solutions Learning Center.
- Access to a developing “community of practice” across LinkedIn's clients in the Workforce Development space, facilitated by LinkedIn and NASWA.
- Education on additional LinkedIn resources such as rotating free online courses for job seekers and no-cost tools such as LinkedIn Career Explorer.

LinkedIn is committed to helping you be successful immediately with LinkedIn Talent Solutions. We are also eager to work with you over time to understand your specific needs

and challenges to shape the future of LinkedIn's tools, workforce integrations, and business model.

As with any new partnership, LinkedIn expects a mutual commitment to this project's success. LinkedIn Talent Solutions will be new or unfamiliar to many of your workforce professionals, which may include state and non-state employees. LinkedIn and ELC must work together to help these professionals incorporate LinkedIn's tools into their ongoing workflows. ELC should be prepared to build capacity and change-management resources including but not limited to:

- Dedicated members of the ELC team to enable successful product adoption, including promotion/awareness, license management, and answering questions from Recruiter/LTI end-users.
- Marketing/Communications resource to manage ELC's LinkedIn Career Page, including publishing the Life views, posting regular content to the LinkedIn network, and tracking key metrics such as followership and impressions.
- Job posting strategy to ensure ongoing utilization of Job Slots to maximize employment outcomes through LinkedIn promoted jobs.

Upon reaching a signed agreement, ELC staff members will participate in planning calls with LinkedIn to discuss implementation timeline, recommendations, expectations, and success metrics.

NASWA / LinkedIn

NASWA and LinkedIn have worked closely for several years beginning with the NLx to training thousands of career coaches. This national partnership provides opportunities to improve the delivery of workforce development services for state workforce agencies.

The goal of the partnership is to empower workforce agencies with best-in-class tools to strengthen how they engage with job seekers and employers, understand the labor market in real-time, and develop in-demand skills among program participants. This new commercial collaboration will facilitate stronger public-private partnerships by providing state workforce agencies the ability to partner with LinkedIn and access their full suite of LinkedIn Talent Solutions products

Through NASWA's referral, ELC is eligible for 5% discounting on their investment in LinkedIn Talent Solutions. This discount is added to the heavy price breaks already afforded to workforce development agencies per LinkedIn's government pricing model.



Contracting

LinkedIn's Talent Solutions are available through the GSA Schedule, a national cooperative contracting vehicle leveraged by governments across the U.S., including the Commonwealth of Kentucky. LinkedIn's trusted procurement partner, Carahsoft, is the vendor registered with GSA to provide LinkedIn services. Carahsoft will handle official quotes, procurement, and billing for ELC's partnership with LinkedIn.



Solutions Overview

Services Included in Partnership (3-year subscription term)

Career Page – Advanced:

Enhance your brand presence in Kentucky by sharing compelling content and viewing actionable insights from the world's largest professional network. Comes with 5 "What we do" views to highlight ELC's value propositions to businesses and job seekers. Hundreds of thousands of "traffic driver" ads will be presented to LinkedIn members based on your specified targeting criteria.

LinkedIn Recruiter – 300 licenses:

Equip 300 Kentucky workforce professionals with access to LinkedIn's flagship sourcing tool. Unlock the entire LinkedIn network for unlimited access to 810+ million members globally, including 1.5+ million members in KY alone. Create project folders to collaborate across your teams. Pinpoint talent with over 27+ search filters, incl. postcode radius. Spotlights tell you who is confidentially open to a new opportunity and other key insights. Dashboards provide a top-down view into your success with Recruiter. Contact LinkedIn members directly and in bulk to save time. Source job seekers into workforce programs and/or connect them directly to job opportunities. Source HR/Talent leaders to grow business/industry relationships in your region.

LinkedIn Talent Insights – Leader Package:

Equip all 300 Recruiter users with LTI, LinkedIn's Labor Market Insights tool. Quickly gain a picture of the workforce and employment trends by region or industry. Discover where professionals are clustered, what are their top skills, which companies are growing and hiring, what schools are producing talent and where members are employed. Integrations with LinkedIn Recruiter make data actionable and workflows seamless. Ability to run Talent Pool reports and Company reports to understand both sides of the hiring marketplace.

Job Slots – 101 Slots:

Advertise up to 101 jobs on the LinkedIn network at any given time. LinkedIn’s algorithms push targeted relevant jobs to active/passive candidates on LinkedIn, in email, and on mobile app. Over 50% of job applicants on LinkedIn come from promoted jobs. Job Slot model offers flexible, unlimited rotation of postings throughout the year in your designated slots. Up to 50 relevant profiles are provided that match each job description. Flexibility to post jobs on behalf of various local employers in Kentucky. Applicants may apply via LinkedIn or through another website. Jobs may be posted by any Recruiter user or by up to 100 additional users.

Cost of Services

- 3-year subscription term
- GSA contract
- NASWA discount applied

Annual Investment	Total Investment (3 years)
\$1,090,473.91	\$3,271,421.73

Closing

LinkedIn is excited for the opportunity to partner with the Commonwealth of Kentucky on this meaningful project. By supporting the future of Kentucky’s workforce and business communities, we also advance our corporate vision. Should you have any further questions, do not hesitate to reach out. Thank you,

Charlie Gill
Account Director
cagill@linkedin.com
781-367-3552