

Cumberlands Workforce Development Board
Meeting Minutes
April 16, 2019

The Cumberlands Workforce Development Board met on April 16, 2019 at the Lake Cumberland Area Development office in Russell Springs. Chairman Daryl Hammond called the meeting to order.

Ms. Beverly Grimes called the roll. There were twenty (20) of the twenty-seven (27) members present, thus constituting a quorum of the board. Fifteen (15) members present were Business and Workforce representatives which meets the requirement of 51% of members present be a combination of Business and Workforce representatives. Board staff included: Myra Wilson & Beverly Grimes. Lake Cumberland Area Development District Staff included; Darryl McGaha, Marsha Wells, Barb Campbell, Tony Meeks, Brentley Bault, Shirlene Taylor, Lisa Gosser, Karen Miller, Michelle Whitis, Jenny Hughes, LaQuita Goodin, Amy Leach, Jennifer Burton, Cassie Bertram, Kim Gibson, Larry Hatfield, Martina Hadley, Kristine McCollum & Sandy Birkholz.

Mr. Daryl Hammond introduced our new Workforce Director, Ms. Myra Wilson. She is very excited to be the Workforce Director for the Cumberlands. She has spent nearly 20 years working with Staff Management and Integrity Staffing Solutions to staff Amazon across North America and Canada. High-volume hiring with an extremely steep hockey style ramp became the norm when hiring thousands of people. Adapting to multiple business lines that required flex schedules, creative part time schedules, contingency plans for attendance, no shows, turnover and natural occurrences that required scaling very quickly was a typical week. She had responsibilities for the implementation of new buildings for the direct and temporary hires. She is very committed to working with all the teams to continually improve our area and expand our footprint with the different organizations and employers. She thanked the Board for selecting her for the job.

All members were e-mailed copies of the minutes from the February 19, 2019 meeting. Questions/corrections were asked for; there being none, motion was made by Sam Brown to approve the minutes as presented, seconded by Janet Slayden. Motion carried.

Mr. Darryl McGaha presented the Cumberlands Workforce Area Business Service Rapid Response Plan for consideration. Melody Haynes, which is the Rapid Response Coordinator, is attending a Rapid Response so she was unable to attend the meeting. There have been some changes made due to the re-alignment of the Cabinet, just minor clean-up. Motion was made by Scott Pierce to approve the Cumberlands Workforce Area Business Service Rapid Response Plan as presented, seconded by Brent Sturgill. Motion carried.

Mr. Darryl McGaha presented the Regional Plan Integrated Trade Services for consideration. The Office of Career Development (OCD) has changed to Career Development Office (CDO). This will be changed in the document that was presented. We have gone from EKOS to KEE Suite. The Kentucky Integrated Business Engagement System (KIBES) has been added to this document. There have been some changes made due to the re-alignment of the Cabinet, just minor clean-up. There have been some changes with Trade. The Central Office Trade Peer Review Team reviews each individual's request and submits a recommendation of approval or denial for final determination. Motion was made by Sam Brown to approve the Regional Plan Integrated Trade Services with the change of OCD to CDO and add an expanded glossary, seconded by Steven Sanders. Motion carried.

The Board was presented a Success Story of Brad Willis by video. Mr. Willis is a 2018 graduate from Taylor County High, nineteen (19) years old and an apprentice lineman at Taylor County RECC. He met Ms. LaQuita Goodin his senior year of high school. Ms. Goodin and some other ladies from the Kentucky Career Center (KCC) Campbellsville came to talk to the high school seniors about the WIOA program. When he met with Ms. Goodin he knew he wanted to pursue a career as a lineman and attend Somerset Community College (SCC) Lineman Training Center. The price for the lineman training was higher than he thought it would be, but the WIOA Program helped out with part of the cost. Ms. Goodin stayed in close contact, always putting his name out to people in the lineman field, telling him about openings and where to apply for jobs. She let him know that there was an opening at Taylor County RECC. She had already sent them his resume, contact information and set up an interview. All he had to do was show up for the interview. He was hired by Taylor County RECC as an apprenticeship lineman. He stated that the staff at the KCC-Campbellsville was very professional. He highly recommended the WIOA program and thanked Ms. Goodin for her help through the whole process.

Our slate of officers is on a two (2) year term, with term ending June 30, 2019. Mr. Daryl Hammond appointed the following people to the Nominating Committee; Steven Sanders, Brett Traver, Janet Slayden, Scott Pierce & Robert Akin. They will recommend a slate of officers at the June meeting. There will be a meeting scheduled in the near future.

Ms. Myra Wilson gave an update of the Strategic Plan.

Goal 1- "To increase the number of certificate and career-focused credentials for local/regional in-demand careers in the working population by 20% by 2020."

- Action Step-Create an asset map. Mr. Kirby Stephens with Kinetic Strategic Design did a website demonstration of the asset map that has been added to our web-site, this is part of our continuous improvement plan. We are continually working on our website in an effort to increase

the traffic with click through to Focus. Ms. Wilson and Mr. Stephens will meet later to explore other enhancements for the web-site.

- Action Step- Credentialing Success. The information for the benchmark as of 4/9/19. Active participants in Occupational Skills Training 7/1/17 to 6/30/18. Cumberlands had a total of 622 which was #1 within the 10 workforce areas. Recorded credentials, the Cumberlands was #2 at 208, and participants still enrolled as of 6/30/18, we were #1 at 288.

There are 15 current apprenticeships. 11-Dr. Schneider Automotive, 2-Bennett's Carpet, 1-Stapp Trucking & 1-Russell County Board of Education. Russell County Hospital and Morgan Smith have shown some interest.

- Action Step-Workforce Director attending Apprenticeships Summit on April 10th in Elizabethtown. The Summit was held at Elizabethtown Community and Technical College. The purpose was to bring awareness to our service area, the benefits of what the apprenticeship brings. It can be customized to meet the needs of every business. You can choose a time-based program where workers complete a specific number of hours, or a competency-based program, where they demonstrate skill through proficiency testing. Mr. Stephen Tressler, Registered Apprenticeship Program Coordinator, has been invited for a presentation with our Business Service Team (BST).
- Action Step-To streamline the path for ATC students to post-secondary opportunities. They are scheduling meetings with the Presidents of Somerset Community College (SCC), Campbellsville University (CU) and Lindsey Wilson College (LWC). The results of these meetings will be reported after the meetings occur.

Goal 2 – “Develop all Business Services Teams to be the single point of contact for business.”

- Action Step-Clearly defines BST Plan with partner agreement and training plan. They received a draft Business Service Team Manual from Frankfort. They met as a team and their responses will be submitted today.

As we review the last two actions under goal #2 and actions under goal #3 we will reference the last page, (Local Workforce Area Dashboard) obtained from the web-site <https://kystats.ky.gov/>. She pulled out the information for our area so we could see where we are at.

- Action Step-Total Employers Engaged & Employers Repeat Customers- Under Employer Metrics for employer penetration, we ranked #9 at 12.2% or 899 employers, the State is 16.2% or 19,014 employers. We are ranked #10 for repeat customers at 4.2% or 219 and the State is 6.9% or

5,321 repeat customers. What are we going to do and how are we going to change this? We are going to work to increase the rankings in both of these areas. At the Workforce Director's meeting she is going to request an expansion of the data fields in Sales Force. Those fields could identify contacts and call to action for each of the contacts.

Goal 3 – "To increase the 2016 59% labor force participation rate in the Cumberland region by 2% annually through 2020."

- Action Step-Compile Region Specific Workforce Participation Data. Our workforce data participation rate shows we are #9 at 51.6%, the State is 60.6% and National is 65.1%.
- Action Step-Compile Annual Talent Report. Each member was given a copy of the Strategic Plan Annual Talent Report. At the arrow, this is the condensed version of the economic overview. Mr. Darryl McGaha compiled this for the CWDB. This is for you to take home and read and if you have any questions please e-mail Mr. McGaha (darryl@lcadd.org) or Ms. Wilson (myra@lcadd.org).
- Action Step-Current Unemployment Rate. Our current unemployment rate in March was 6.1%, in April 5.8%, which is #8 ranking. The State is at 4.9%, national at 4.4%. This number fluctuates monthly. Staff plans on meeting with local employers to discuss part-time, flex scheduling, on call scheduling & job sharing. This has to be a focus point because these are challenges we face in our area. There are people that are willing to work but they face some kind of barrier; such as transportation, etc. Are there employers that are willing to give people that have graduated from drug court, felons, etc. a second chance? We need to put together a strategy on how to put these people back to work.
- Action Step-Outreach for UI Exhaustion Rate. Ms. Wilson has been working with Mr. Joshua Pierce on this action step. We are ranked #10 at 41.9% which is 1,330 people. This has started in Northern Kentucky and they are having minimal results. We will take the following steps:
 - Each week pull a report for all Cumberland area counties of individuals that have exhausted.
 - E-mail all on the list inquiring about their interest in additional KCC services and finding a job.
 - Then send a follow-up e-mail potentially including individualized job referrals as matched in Focus Career.

At each board meeting, the data will be reported to reveal how we are moving the matrix in each of these categories related to our strategic plan.

Mr. Daryl Hammond wished that they had made more traction on the facility in Somerset. This may be something that the new slate of officers can address in the updated Strategic Plan. He thinks we could have a more powerful presence if we had a new building or better exposure if we moved to an existing facility. Our facility in Somerset is still considered by many as the old unemployment office.

Ms. Vickie Wells, Chairman of the Budget & Finance Committee gave an update for the Budget & Finance Committee. The Budget for WIOA Programs for PY'18 is \$4,569,241.85. We have expended 69.81% thru March 29, 2019. The Board was given a breakdown of WIOA Expenditures by Grant Number and a breakdown that comes from the Area Development District software for WIOA Admin., which includes Board Support, Direct Services and One-Stop Operator. We received a grant for Paid Work Experience in the amount of \$151,500.00. This will be an addition to our current budget. We had always asked for Rapid Response funds to pay for our case management, but we are not able to get this anymore. They are charging this to Dislocated Worker because all Trade participants are co-enrolled. If you see a difference in Trade Career Services, which is lower and the Dislocated Worker Career Services is higher, this is the reason. Motion was made by Mike Buckles to approve the budget as presented, seconded by Wendell Emerson. Motion carried.

Ms. Karen Miller gave an update on the MOU/IFA from the 3/29/19 review. They have some changes that they have recommended as well as including some additional verbiage that the legal department felt needed to be included in all the MOU's. Ms. Darlene Bussell invited Ms. Miller to come to Frankfort to work on the changes that needed to be made. Ms. Bussell and the review team complimented our MOU. Ms. Miller was told that the reason for them working together on what had to be changed was because she plans to make our MOU the example she uses for other ADD's to follow. There is nothing in the MOU that was added or changed that requires a signature because no guidance or policy was changed; only some wording that does not affect policy or law.

Ms. Marsha Wells requested the Cumberland WDB allow the use of funds for Summer School for 6 credit hours, in the amount of \$177.00 per hour in-class for total of \$1,062.00 or \$197.00 per hour on-line class for total of \$1,182.00. Last year we served 35 Adults, 5 Dislocated Workers and 14 Youth, spending a total of \$40,213.24. Motion was made by Scott Pierce to budget for 100 participants at 6 credit hours in the amount of \$177.00 per hour in-class or \$197.00 per hour for on-line classes, seconded by Darin DeShazor. Motion carried.

Ms. Shirlene Taylor informed the Board that a copy of the minutes from the Cumberland Unified Regional Core Business Services Team Meeting was included in the packet they received via e-mail. If anyone has questions she would be happy to answer

them. She gave a few highlights of activities that are coming up. They are ready to go into the high schools. They will be attending Career Days at Pulaski County High School & Southwestern High Schools. They are waiting on information from some of the other high schools. They will be helping Sandy Birkholz with a Job Fair at the Wal-Mart Distribution Center. There was a Job Fair in Wayne County and 292 people attended, it was a huge success.

Ms. Karen Miller was able to attend the Workforce Directors meeting with Ms. Myra Wilson last month. The Communications Dept. within the Career Development Office is working with KET on a new marketing campaign called, "In Demand". Ms. Miller had a poster and there will be more information coming from Holly Neal that will be distributed to all of our centers. They made 10 videos showcasing different sectors of work and each video is 3 to 4 minutes long. One of the videos allows people to see what doing maintenance in a factory looks like and the video also includes wages and graduated wages if you work your way up the ladder. KET is a very well-known and trusted source. To view the videos go to; <https://www.KET.org/InDemand>. They are sending Ms. Miller the videos and they are going to put them on their computers so people can watch them.

Ms. Myra Wilson gave the Director's Report.

- Staff received an update in March that we needed to update our Strategic Local Plan. There are four goals listed. The listed Goal #1 aligns with Goal #2, listed Goal #2 aligns with Goal #1 and listed Goal #3 aligns with Goal #3 in our current Strategic Local Plan. Staff will be adding Goal #4 to our current Strategic Local Plan and the action steps that it takes to achieve this goal. This will be brought to the Board at the next meeting for approval.
- Ms. Wilson met with Doctor Robert Boone regarding the Regional Innovation Plan. This document needs to be updated and is due by September 30th. There has to be a 14 day public review. They are going to try and get this completed by early September.
- The Disability Committee has been identified with Virginia Dial, Chairperson.

Mr. Darryl Hammond informed the Board that they accepted Alane Mills's letter of resignation. She was still working on some grants. The Executive Committee met on January 16th and voted to approve a Personnel Service Contract for Alane Mills for 10 hrs. per week, until they deem it's no longer necessary. Mr. Darryl McGaha was acting Interim Director. Motion was made by Sam Brown to terminate the Personnel Service Contract for Alane Mills, seconded by Steve Sanders. Motion carried.

Mr. Darryl McGaha introduced our guests: Elizabeth Hack, Executive Assistant and Ray Leathers, Special Advisory. Mr. Leathers presented a power point presentation on Kentucky's NEW Workforce System Alignment with Integration. This included; WIOA Integration and Strategic Plan Implementation, KWIB Strategic Plan Goals, Organizational Chart, WIOA Core Partners...All Located within EWDC/DWI, Additional

WIOA Required Partners in the Kentucky Career Center System, "Kentucky Work Ready: An Urgent Call to Action", KentuckyWorks Collaborative: Major Tasks, Operational Plan, Kentucky Workforce Alignment, 18 Collaborative Members, Timeline of Events, Strategic Action Plan, Strategic Local Plan and New Strategic Local & Regional Plan Updates. He also complimented the Board on discussing their Strategic Plan at the beginning of the meeting. This is very important and is what the Board is here for.

Mr. Darryl McGaha introduced Mr. Reecie Stagnolia, Executive Director for Kentucky Skills U.

Mr. Scott Pierce asked if Larry King could be on the agenda at our next Board meeting to discuss some issues that Job Corp is going through.

Motion was made by Sam Brown to adjourn, seconded by Steve Sanders. Motion carried.



Darryl Hammond, Chairman



Vickie Wells, Secretary/Treasurer