

BLUEGRASS WORKFORCE INVESTMENT BOARD

April 19, 2011

Embassy Suites

Lexington, Kentucky

Members Present		Staff/ Guests Present
Allen, Alonzo	Moore, Chris	Lori Collins
Belcher, Matt	Roberts, Troy	Jennifer Compton
Bushnell, James	Smith, Daryl	Diane Dearing
Devers, Jeanne	Stockton, Beonca	Lori Ewing
Dyer, Ruth	Stoltz, Lenny	Erica Lupson
Elam, Lelia	Vater, Tami	Kevin Moore
Manuel, Mark	Walker, Lynette	Crystal Saunders
Melrose, Bret		Chris Turley
		Angela Wilson, National College
		Pamela Trautner, Commerce Lexington
		Cameron Sallee, Commerce Lexington
		Heidi Winans, Bluegrass Community Action Partnership

Call to Order	Chairman Smith called the meeting to order.	
Consent Agenda	<p>Chairman Smith presented the Consent Agenda which included the following items for March 2011:</p> <ol style="list-style-type: none"> 1. March 15th minutes 	<p>Motion was made by Mark Manuel with a second Lynette Walker to approve items one through five on the consent agenda.</p>

	<ol style="list-style-type: none"> 2. Financial Report 3. Staff Reports 4. March 8th Youth Council Summary 5. Program Committee Update (removed) <p>Item #5 on the consent agenda was removed by Chairman Smith since the meeting had been cancelled. No further discussion was needed.</p>	Motion passed.
Old Business	<p><u>Youth Competition Update</u> Youth Council Chair, James Bushnell gave a report of the 2011 Steps to Success Youth Competition.</p> <p>The Youth Competition was held on March 18th at BCTC. This was the 6th year of the competition with over 70 students in attendance. Tayna Fogle, Reentry Specialist, was the opening speakers for the competition. She related well to the students and they enjoyed her.</p> <p>The participants competed in different events including the Carpet Maze, Interview Process, Employment Application and Resume, Service Learning, Public Speaking and Decision Making. The Overall Awards were presented to the TREK program for the younger youth, and Career Track Richmond for the older youth.</p> <p>On Saturday, March 19th, the awards banquet and dinner was held at Embassy Suites with 144 in attendance.</p>	

Colman Eldridge, Executive Assistant to the Governor, was the speaker for the dinner and awards ceremony. We held an auction for the participants which included over 80 different prizes to bid on. Pictures of the winners are on our website at www.ckycareers.com.

A summary of the surveys completed by the students was distributed. They gave the overall competition a good rating. Their favorite things about the competition included Decision Making, Games and the Guest Speaker. Changes they would like to see for next year included lunch, dinner on same night of competition, and t-shirts. The youth competition is funded on donations that staff was able to solicit. Next year we hope to start soliciting donations sooner which will hopefully give us more funding to purchase lunch and/or t-shirts for the participants. Other event category the participants would like to see added are puzzles, handling money, dancing, singing, and team building/leadership.

Strategic Planning Update

Chairman Smith explained that the Kentucky Workforce Investment Board has really challenged each local WIB to up our game. We are hosting community workforce forums that will be held in an area where each of our Career Centers are located: Lexington, Danville, Richmond, Winchester, Frankfort and Georgetown. The community forum in Danville was held on April 15th at the Extension office. The Georgetown forum is schedule for this afternoon following this meeting.

To begin working on putting together a new strategic plan for July, Chairman Smith had the members in attendance including staff and guest to separate out into 4 groups. Each group went over the SWOT (Strengths, Weaknesses, Opportunities and Threats) Worksheet. At the end of the meeting, each group went over their responses to the worksheet and discussed any additional thoughts or concerns on each topic. The responses are listed below:

1. What are the internal strengths of the WIB? (*What is WIB doing well? What activity or projects would you boast about?*)
 - *Diversity of board members*
 - *Willingness to collaborate/partnerships*
 - *Rapid Response*
 - *Resources/services to job seekers*
 - *Class size projects (i.e. ARRA)*
 - *Knowledge of staff*
 - *Reentry & Youth Program*
 - *OJT (On the Job Training)*
 - *Grant Writing*
 - *Community Involvement*
 - *Partnerships/Facilitation*
 - *Flexibility*
 - *Open minded for new ideas*
 - *Communication*
 - *Connection to young people and education community*

	<p>2. What are the <u>internal</u> weaknesses of the WIB? <i>(What is WIB not doing and/or or what could be done more effectively or efficiently?)</i></p> <ul style="list-style-type: none"> • Community Awareness (Lack of identity) • Communication • Marketing of services and/or programs • WIB members understanding their roles • Lack of clarity of the purpose of the WIB • Professional development for staff • Too reactive instead of proactive • Assessing future needs • Need to outreach to unemployed with social media • Not available to receive certain grant funds due to not being a non-profit • Staff levels (transition with new projects; funding structure; time efficiencies) • Employer/Participant Connection • Regional Goal • Don't promote success stories • Need to educate public in rural counties with ads in local papers, public interest stories, letters to the editor • Career Centers (can't get through, understaffed) • Deeper involvement with chambers • More specialized OJT (On the job training) contracts • Funding stream 	
--	--	--

	<ul style="list-style-type: none"> • Loss of WIB organizational memory • Not clear on what grant opportunities are available <p>3. What are the <u>external</u> opportunities/ trends available to the WIB?</p> <ul style="list-style-type: none"> • Potential engagement of workforce and how to use as a strength • Mobile Career Center, Career Center staff • Potential partnerships with key organizations (i.e. United Way) • Assessing future needs • Identify skill gaps in high school seniors; High Schools/GED Program • Support/encourage training opportunities that are not 2 or 4 yr degrees • Improvement in the economy/retirement of baby boomers • New/additional funding opportunities (Grants/foundation funding) • Small business • Promote employer and WIB connection • Social Media • Identify fast growing businesses • Involve chambers, local officials, local businesses • Keeping the new board engaged • Economic advantages to increase skill, more participants 	
--	---	--

	<ul style="list-style-type: none"> • Better alignment and guidance • Marketing of program, services, opportunities, successful participants • Technology – Online education <p>4. What are the <u>external</u> threats to the WIB?</p> <ul style="list-style-type: none"> • Congressional funding • Employers not using Rapid Response services • Lack of support from Community and/or Businesses • Enabling Legislation (unemployment extensions) • Lack of Federal Leadership • Economy – Lack of hiring by businesses, etc • A recovered economy will look much different; employers have become more efficient • Use of temporary workers • Lack of interest • Time & efficiency • Dissection of services/too much overlap • Lack of money • Dislocated workers refuse to take jobs paying less than previous (underemployment) • Political fallout – multiple governments, regions, cities, etc <p>Chairman Smith explained that he will be doing a SWOT analysis with the entire staff as well. This feedback will be given to the EKV Facilitator and will help with determining and implementing our strategic plan.</p>	
--	--	--

Adjournment	Chairman Smith reminded members of the upcoming strategic planning sessions in May. With no further business to discuss the meeting was adjourned by Chairman Smith.	A motion was made by Tami Vater with a second by Lynette Walker to adjourn meeting. Motion passed.
-------------	--	---