

BLUEGRASS WORKFORCE INVESTMENT BOARD
Executive Committee
September 26, 2011
BGADD
Lexington, Kentucky

| Members Present | | Staff Present |
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| Bushnell, James | Smith, Daryl | Bradlee Burtner |
| Lindeman, Barry | Walker, Lynette | Jennifer Compton |
| Manuel, Mark | | Lori Ewing |
| | | Crystal Saunders |
| | | Chris Turley |
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| Call to Order | Chairman Smith called the meeting to order. | |
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| Consent Agenda | <p>Chairman presented the Consent Agenda which included the following items for August 2011:</p> <ol style="list-style-type: none"> 1. August 30th Minutes 2. Financial Report 3. Staff Reports <p>Jennifer Compton explained that staff is working on creating a dashboard that will give the board more specific</p> | <p>Motion was made by Mark Manuel with a second by Lynette Walker to approve items listed on the consent agenda. Motion passed.</p> |

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| | information on the number of referrals, job placements, etc. | |
| Old Business | <p><u>Strategic Planning</u> Jennifer Compton went over the progress that has been made towards each goal identified in the Strategic Plan.</p> <p>Goal #1 – Develop a more visionary and engaged board.</p> <p>Objective #1 – Help board members see the big picture and understand their role.</p> <ul style="list-style-type: none"> • Jennifer Compton and Chairman Smith have scheduled meetings with board members throughout the month of October. Crystal Saunders is still working on getting the final three scheduled. At these meetings, they are explaining our mission and vision, going over the goals in the strategic plan, as well as getting to know each member more personally, including their interests and passions. <p>Objective #2 – Set the stage for board success.</p> <ul style="list-style-type: none"> • The inventory of board member expertise, passion, and ideas will be captured during the one-on-one meetings that are scheduled with Chairman Smith and Jennifer Compton. • The August board meeting gave an opportunity for each member to discuss any concerns on workforce issues in their area. Staff will work on implementing this as a formalized agenda item with each meeting. • We are beginning to utilize technology in an effort to | |

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| | <p>allow for participation without having to attend in person. Teleconference was available during the August meeting and will be available for each meeting in the future.</p> <p>Objective #3 – Develop visionary, 100% engaged board.</p> <ul style="list-style-type: none"> Bradlee Burtner is still working on recruiting members for Madison, Harrison, and Franklin counties. The names of potential employers were distributed for review. <p>Goal #2 – Align the operations to better meet the needs of our regional workforce community.</p> <p>Objective #2 – Develop standard tools for measurement of daily operations and board effectiveness.</p> <ul style="list-style-type: none"> The Kentucky Workforce Investment Board has finalized the One Stop Certification process. A meeting for the One Stop Committee is scheduled for October 3rd. <p>Objective #3 – Explore and pursue alternate funding for workforce services.</p> <ul style="list-style-type: none"> We have purchased the foundation search software and staff has received training on how to effectively use it. | |
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| | <ul style="list-style-type: none"> • Some of the management staff will be going to Grant Writing Training in October at the University of Louisville. <p>Objective #4 – Increase opportunities for professional development of board and staff.</p> <ul style="list-style-type: none"> • Two trainings are available for the BGWIB Officers to attend. The National Workforce Association conference will be in St Petersburg, Florida December 3rd – 6th. Rooms have been reserved. Any officer who is able to attend should contact Jennifer Compton so that travel arrangements can be made. <p>The National Association of Workforce Boards is holding a conference in March. The dates and location will be sent out at a later date.</p> <p>Goal #3 – Align the Bluegrass Regional Workforce Solutions with the top priority sectors.</p> <p>Objective #1 – Identify priority sector companies and leaders in each sector as key resource partners.</p> <ul style="list-style-type: none"> • In addition to the Healthcare Consortium, we have created consortiums around Information Technology and Advanced Manufacturing. | |
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| | <ul style="list-style-type: none"> • Staff are members of the Bluegrass Economic Advancement Movement (BEAM) workgroup and research team. <p>Objective #2 – Conduct sector consortiums for identified sectors.</p> <ul style="list-style-type: none"> • Management staff went through a two day facilitation training at Eastern Kentucky University and will be the liaison for each consortium. • The Program Committee meeting will be scheduled prior to the October full board meeting. <p>Objective #3 – Conduct priority sector outreach</p> <ul style="list-style-type: none"> • Jennifer Compton and Bradlee Burtner are working with each county to submit a Work Ready Community application by October 12th. • Staff has completed presentations on the Work Ready Community application process and criteria to Boyle, Clark, Lincoln, and Mercer Counties. A presentation for Franklin County will be next week. <p>Goal #4 – Promote awareness of the Workforce Investment System’s purpose, programs and services.</p> <p>Objective #1 – Develop a marketing plan to market “who” we are.</p> <ul style="list-style-type: none"> • The mailers that were sent out during June and July were unsuccessful. Staff are continuing their efforts | |
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| | <p>through phone calls.</p> <ul style="list-style-type: none"> • We are utilizing social media to assist in our marketing efforts. We have a total of 239 people who like us on Facebook and 40 followers of Twitter. <p>Facebook and Twitter - ckycareers LinkedIn – Bluegrass Workforce Investment Board</p> <ul style="list-style-type: none"> • Business Services Staff are contacting a minimum of five businesses each week, making them aware of the services we have to offer. • Our Business Services Team hosted two job fairs, held three Mobile Career Center events, attended 12 chamber activities, and had 15 community involvements. | |
| New Business | <p><u>Technical Assistance Grant</u> The KWIB, in partnership with the Education and Workforce Development Cabinet, is making \$200,000 available for technical assistance activities related to High Impact WIBs initiative. Each local area may qualify for a grant of up to \$15,000 (with \$5,000 match) for a total of \$20,000.</p> <p>The Feedback report from the Kentucky High Impact WIBs was distributed to each member to review. It was decided that, with all the initiatives that are currently underway, we would hold off on applying for this grant.</p> <p><u>Industry Partnership Grant</u> An application for the Industry Partnership Grant will be submitted for the Information Technology (IT), Healthcare</p> | |

and Advanced Manufacturing sectors. This grant, released by the state for up to \$65,000, will be used to help assist with projects decided upon within each sector.

Budget

Jennifer Compton explained the budget process and went over the allocations from the Youth, Dislocated Worker, and Adult programs. Last year's numbers were provided to each member to show the percentages used for each category last year. The board was asked to determine the obligated amounts for each program this year.

It was determined by the board members that this year would have to be a base year in order to determine the appropriate amount of funding needed for each line item. It was noted that we need to be sure that the funds are employer driven instead of jobseeker driven. Staff will report back to the board at each meeting to address any concerns if needed.

With the continued shift in our direction from training to work first, staff is working on several changes. The Workforce Specialists are working together to completely revamp the orientation and process by updating the video and forms. The process of meeting with people after they have completed the orientation process is also being redesigned.

Policy changes will be made to only allow for occupational skills training in the priority sectors. The next change will be to only allow for training in specific careers that have been identified through each consortium.

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| | <p><u>Suggested State Priorities</u> A list of innovative fund ideas was distributed to the members to review. Jennifer Compton explained that the board needed to rank the fund ideas 1 – 3 on a state and regional level with 1 being the highest priority.</p> <p>Following discussion, the state priorities were as follows: 1 - Industry Partnerships 2 - Sector Entrepreneurial Effort 3 - High School Outreach – Career Coaching</p> <p>The regional priorities were the same three, with a different ranking: 1 - Industry Partnerships 2 - High School Outreach – Career Coaching 3 - Sector Entrepreneurial Effort</p> | |
| Adjournment | With no further business, the meeting was adjourned by Chairman Smith. | A motion was made by Mark Manuel with a second by Lynette Walker to adjourn meeting. Motion passed. |