



**Executive Committee**  
**March 25, 2013**  
**BGADD**  
**Lexington**

Executive Committee Members Present	Staff Present
Kidwell, Monica	Compton, Jennifer
Lindeman, Barry	Lupson, Erica
Manuel, Mark	May, Staci
Smith, Daryl	McNeill, Owen
Walker, Lynette	Saunders, Crystal
Wright, Jim	Turley, Chris

**Call to Order**

Chairman Smith called the meeting to order.

**Community Involvement Report**

- Turfway Park hosted the first-ever BCTC International Catch A Riding Star Challenge race on March 23<sup>rd</sup>, featuring top riders who have attended racing schools around the world, including the North American Racing Academy (NARA), based at BCTC in Lexington.
- The U.S. Assistant Secretary of Education, Dr. Brenda Dann-Messier, toured BCTC’s Leestown Campus in March to get an up close view of the programs offered through BCTC. She then visited Toyota’s Advanced Manufacturing Center.
- MCSI planning is still underway and has received approximately \$11,000 in monetary donations. The applications have been delivered to all the middle schools in the region, and are due on April 26<sup>th</sup>. Beginners Session will be offered to middle school students (6<sup>th</sup> - 8<sup>th</sup> grade), and will be held June 10-14; Advanced Session will be held June 17-21. An awards dinner will be held at the end of each week to celebrate the achievements of the students throughout the week.
- Bluegrass Healthcare Consortium is currently working on developing a career path for Medical Coders with the ICD10 release expected in 2014. Hospitals are struggling with how to be able to train existing staff as well as new graduates in the field. BHC is working with Southside Technical School in Fayette County to incorporate a Career Path for Healthcare into the school, where students would graduate with a high school diploma and Associate Degree in Medical Coding.
- Senator Rand Paul is meeting with all WIB directors on Thursday, March 28<sup>th</sup> in Somerset, and Chairman Smith welcomed members to attend if possible.
- Chairman Smith met with LFUCG Social Service Committee explaining the services provided through the WIB, and the successes we have had in Fayette County.

- Jennifer Compton and Chairman Smith were asked to represent Workforce Development for the Bluegrass Higher Education Consortium.

## Consent Agenda

Chairman Smith presented the Consent Agenda which included the following items:

1. Minutes (February 22, 2013)
2. Financial Report (February)
3. Staff Report (February)
4. One Stop Certification Update

*Motion: To approve items 1 through 4 listed on the consent agenda.*

*Made by: Lynette Walker*

*Second: Barry Lindeman*

*Motion passed*

## Old Business

### Strategic Plan

Jennifer Compton discussed that the marketing plan was still being developed and was not presented at the last Executive Committee meeting, and she presented the marketing Plan for approval.

### **Directional: Create marketing plan (Lead: Staci May)**

- Training on marketing concepts
- Promotion of significant events through news and social media
- Promotion of board services through news and social media

*Motion: To approve 2013 Annual Plan for Marketing.*

*Made by: Mark Manuel*

*Second: Lynette Walker*

*Motion passed*

Jennifer Compton explained that each staff lead will give monthly updates on their annual plans, and the updates would be included in the meeting materials. Staff distributed the updates and presented them for approval.

### Monthly Updates

### **Directional: Achieve Work Ready Communities status (Lead: Jennifer Compton)**

- Clark County application for Work Ready Community has been submitted and is scheduled to present the first week of April.
- Madison County is finishing up their soft skills curriculum for 9<sup>th</sup> graders, and the NCRC committee is developing ideas on how to promote the certificate. Madison County was selected to present as part of the state summit.
- Staff is working with Bourbon County, and will be presenting at the next Bourbon County WRC Committee meeting.
- Fayette County progress is pending BEN determination.

### **Directional: Focus on priority sectors (Lead: Owen McNeill)**

- Staff is currently working to identify employers in the region for the Information Technology Consortium and the Transportation, Distribution, Logistics Consortium.
- RJ Corman has agreed to help develop the Transportation, Distribution Logistics Consortium and will host a meeting to assist with getting group together.

**Directional: Increase student career interest in priority sectors (Lead: Chris Turley)**

- Staff contacted students from last year's MCSI camp and all are interested in returning for the Advanced Camp. Applications have been distributed and are due by April 26<sup>th</sup>.
- Chris met with BCTC to discuss the roles for the Career Craze Camps which will be held during the month of June. The first camp will be held at the Danville Campus during the week of June 17<sup>th</sup>, and the second camp will be held the week of June 24<sup>th</sup> at the Leestown Campus. BGWIB has agreed to work on securing business leaders from the Danville Community and Lexington area to serve as mentors for each of the students during the week of the camp.

**Directional: Create a standard board orientation (Lead: Crystal Saunders)**

- A Board orientation was held on February 22<sup>nd</sup> at Embassy Suites with 17 members in attendance throughout the day. Tim Aldinger with the National Association of Workforce Boards conducted the orientation, and surveys received indicated that they were satisfied with material presented.
- Staff is currently reviewing board orientation s from the Texas WIB and many others across the country. The current board member Orientation guide was sent to Mr. Aldinger to review and provide recommendations.

**Directional: Achieve One Stop Certifications (Lead: Erica Lupson)**

- A planning meeting was held with EKU's Facilitation Center staff on March 7<sup>th</sup>, and revised plan to include Career Center planning sessions and mystery shoppers once staff has had an opportunity to implement improvements outlined from the planning sessions.
- All Career Center staff will complete an individual Career Center self assessment by April 1<sup>st</sup>

**Directional: Create marketing plan (Lead: Staci May)**

- Staci will be attending the Social Media Strategies Summit in Chicago on April 23-25.
- The Annual Report and Economic Profiles were posted on BGWIB.com. MCSI Marketing Brochure was developed and printed for distribution to the schools.
- Staff promoted job opportunities through BGWIB.com and CKYCareers.com and social media sites. Staff is currently working on development of an eNewsletter.

**Economic Impact Study Progress Report**

Chairman Smith discussed the Economic Impact Study Progress Report that was included in the packets which included the efforts for the month.

- Gathering information to support development of a matrix of the educational requirements for each position in the Standard Occupational Classification
- Gather data to develop a comprehensive list of the "in-house" criteria (AR 50-6) that needs to be met in order to work for BPBG on the project (i.e. Personnel Reliability Program).
- Collaborate on re-programming of funds to maintain BGCAPP project to ensure the Phase 1 study continues to be relevant.
- Continuing interaction with Pentagon, ACWA Army Element, the Systems Contractor, and Elected Officials to both acquire data and secure ongoing support for the Study.
- Brief the Chemical Destruction Citizens Advisory Board on the status of Phase I.

Chairman Smith announced that the May Executive Committee meeting will be held on May 29<sup>th</sup> at the Bluegrass Army Depot.

### **Youth Competition**

The annual Youth Competition was held at Eastern Kentucky University on March 1<sup>st</sup> with 96 students in attendance representing the Younger Youth Programs in Clark, Estill,

Fayette, Franklin, Lincoln, Mercer, Powell and Scott Counties. Events included Carpet Maze, Decision Making, Employment Application/Resume, Employment Interview, Essay, Logo Design, Photography, Public Speaking, Scrapbook and Service Learning. Each provided an opportunity to showcase the skills they have obtained throughout the year.

Awards were given to the first and second place winners in each event. Following the competition, a banquet and auction was held to celebrate the achievements, and Colmon Elridge, Executive Assistant to Governor Steve Beshear, provided the message for the evening.

The Whatever is Needed (WIN) program of Franklin County took home the honors as Outstanding Program of the Year, awarded annually to the younger youth program with the overall best performance to date. Franklin County's WIN program assisted 43 out-of-school youth, enabling 41 participants to raise their educational functioning level and 28 to obtain a GED.

### **New Business**

#### **Budget**

Jennifer Compton discussed problems with the Gazelle program pulling reports needed to easily review the budget. Gazelle staff is aware of the issues, and is working with ADD staff to rectify. Once this is completed, the Executive Committee will review before submitting to the full board for approval.

#### **NAWB Forum**

Jennifer Compton and the officers attended the NAWB Forum in Washington, DC. The importance of notifying congressional delegation of the successes that we have in the area was discussed. We have to keep them involved so that they understand the importance of WIA and services and programs it provides.

### **Adjournment**

With no further business, the meeting was adjourned by Chairman Smith.

*Motion: To adjourn meeting.*

*Made by: Jim Wright*

*Second: Monica Kidwell*

*Motion passed*