

Program Oversight Committee Meeting Minutes

April 22, 2022

9:00 a.m. – 10:30 a.m.

Zoom Meeting

Members Present: Mike Hesketh, Jenny Lampton, Patricia Williams, Lisa Thompson (proxy for Sadiqa Reynolds), Tamara Cook

Staff: Chris Locke, Aleece Smith, Bailey Preston, Brian Luerman, Michael Gritton, Cindy Read, Latricia Swope, Katie Elliot, Lada Gasparac, Mary Rosenthal, Patrick Garvey, Stacy Roderick, Lori Hiser, Alicia Pardo, Angella Wilson, Sarah Ehresman, Mikc Karman, Regina Phillips

Contractors/Guests: Ashley Janicki, Chris White, Eric Hicks, Rena Sharpe, Sara Dodeci, Lori Hiser, Kimberly Boyd-Lane, Regan Wann, Renee Walters, X'Zashea Lawson-Mayes, Bria Henson, Rosell Hamilton

Welcome and Introductions: *Mike Hesketh*

Chairman Hesketh welcomed the Program Oversight Committee, staff and guests to the meeting. Valerie Hughes was not in attendance, but Chair Hesketh announced that she will be going off the Program Oversight Committee due to a new work assignment at GE Appliances. He recognized the great job Valerie did as a committee member, including volunteering for additional duties such as participating in selecting service providers. He welcomed Tamara Cook who will be the new representative from GE Appliances. Tamara is the External Workforce Development Trainer at GE Appliances for Supply Chain. Her work includes working with JCPS Academies and SummerWorks. Tamara requested to abstain from voting until she is more educated on the topics being voted on.

Review & Approve Minutes from February 18, 2022 Meeting - *Mike Hesketh*

A motion to approve the minutes was made by Lisa Thompson and seconded by Patricia Williams. The motion passed without opposition.

Labor Market Intelligence Report – *Sarah Ehresman*

Sarah Ehresman focused on the workforce participation rate in Kentucky in her presentation. Kentucky's workforce participation rate has been declining for decades, but fell significantly at the height of the COVID-19 pandemic before starting to bounce back. The labor force participation rate in Kentucky is 58%, and nationally, it is 62%. There have been changes to the unemployment insurance program. In order to receive UI benefits, you have to be actively looking for work, so individuals on UI are already counted in the labor force. Because the unemployment rate index is from the previous quarter and is not counting current conditions or accounting for disparities across geography, it can potentially be harmful during a recession. This can limit the benefits. Sarah also mentioned that unemployment insurance benefits are good for workers. It gives the cushion for better matches between workers and jobs. There were no major changes in employment between states ending benefits prematurely and states keeping benefits until September. Retirements, disability or illness, being in-school, and care

responsibilities have been increasingly taking more Kentuckians out of the labor force. The 2021 labor force participation rate for prime-working-age adults (age 25-54) rebounded to 2017 levels nationally at 82% and in Kentucky at 79%. Care responsibilities and disability are the primary reasons Kentucky's prime-working-age adults are not in the workforce. She concluded with a map from 2019 that showed that labor force participation rates are unevenly distributed across the Commonwealth. She then opened the floor for questions and comments. Lisa Thompson pointed out that nothing is more damaging than lack of resources coming in for support. The Program Oversight Committee had no additional questions.

Executive Director's Report – Michael Gritton

Mr. Gritton explained that educating everyone on the labor force participation rate across the state was important. There were legislators in both parties who opposed the reduction in unemployment insurance benefits system because they know that what Lisa Thompson had described is going to happen. This means that less money will be going to the Eastern Kentucky families, for example, which means Eastern Kentucky businesses will be hurt worse. If this happens, they will be faced with the economic consequences of leaving Eastern Kentucky to find employment. He went on to say that KentuckianaWorks made two additional requests for additional funding from the city in this year's Mayoral budget. One is for funding for the KentuckianaWorks College Access Center because of the loss of one of two federal grants we've had for more than 44 years. The second request was for an additional one million dollars for The Spot, which is serving young adults. The Mayor's budget has to go out to the Metro Council by the end of this month by statute. KentuckianaWorks is still in a holding pattern around the request for the American Rescue Plan funding like many others. We are still waiting for the responses and results of our request and we will keep everyone updated as soon as there is news.

Staff Recommendation: Selection of Vendor for SummerWorks Payroll Services – Chris Locke

On March 14, 2022 the contract with Management Registry Inc. to serve as the Employer of Record and to administer payroll services for the SummerWorks program expired. At the February 18, 2022 Program Oversight Committee meeting, the POC approved issuing a Request for Proposals for this service and the full Board approved it on February 24, 2022. The contract was put up for bid through Louisville Metro Government's Purchasing Department. A committee made up of two KentuckianaWorks Fiscal staff members and one KentuckianaWorks Board member reviewed proposals from three companies: Crown Services Inc., Management Registry Inc., and Trimen Solutions LLC. On Thursday March 10, 2022 the Committee reconvened to review scores, discuss the process, and make the final selection. Although the scores were close, the committee recommended Management Registry Inc. (MRI), who currently holds the contract. Lisa Thompson moved to approve the selection committee's choice and issue a contract to Management Registry Inc. (MRI) to serve as the SummerWorks Employer of Record and to distribute payroll to SummerWorks participants. The contract is for April 6, 2022 – April 5, 2023 with the option of four additional one-year renewable terms. Due to the SummerWorks schedule, the contract started on April 6, 2022. Jenny Lampton seconded the motion. Tamara Cook abstained from voting. The motion passed.

Staff Recommendation: Contract Renewal for SNAP E&T, TANF Program – Mary Rosenthal

Goodwill Industries of Kentucky, Inc. is approaching the final months of its current, one-year contract to operate the Power of Work program for recipients of the TANF program. KentuckianaWorks serves as the fiscal agent for the program and has partnered with Goodwill since 2007 to provide program services. Goodwill operates the program under a contract to KentuckianaWorks. A contract with the Cabinet for Health and Family Services (CHFS) funds both the TANF and SNAP programs. The current contract with CHFS began on July 1, 2020 and will expire on June 30, 2022. The contract with CHFS has already been renewed with KentuckianaWorks for two additional years beginning July 1, 2022 through June 30, 2024. The contract amount for TANF is at level funding for each of the next two years in the amount of \$1,273,000. Of that annual amount, approximately \$1,011,200 is designated for Goodwill to operate the program and an additional \$30,000 is designated for Goodwill to manage the wage subsidy component. The remainder of the funding is held in KentuckianaWorks' budget to pay facility expenses, IT and communications expenses, program reporting and fiscal management. The program is currently located at 6th & Cedar, but we are anticipating moving the program sometime in 2023 to the new Goodwill West Broadway Opportunity Center and another Goodwill location on Preston Highway. The moving expenses would also be covered in KentuckianaWorks' budget. The Power of Work program is responsible for maintaining compliance with CHFS rules and regulations and has received no major findings from state monitoring visits.

The Power of Work program offers services including, but not limited to: job readiness classes; work experience and community service placements; connections to occupational skills training; subsidized employment opportunities; and unsubsidized employment placement and retention services.

Goodwill has consistently met performance over the years. During the pandemic, CHFS has granted "Good Cause" to participants resulting in a very limited number of individuals being referred to the program. Goodwill is only able to serve individuals who are referred to the program from the Department of Community Based Services (DCBS). For context, in February of 2019 the program received 494 referrals and enrolled 374 participants compared to the 87 referrals and 64 enrollments reported as of March of this year. CHFS recognizes that the period of "Good Cause" and resulting decrease in referrals has impacted the program's ability to meet outcomes during this time.

Mary brought forward the request to finalize a contract with Goodwill Industries of Kentucky, Inc. in an amount not to exceed \$1,042,000 to operate the Power of Work program from July 1, 2022 – June 30, 2023. The final contract amount listed above may vary based on costs planned for relocating the program as it is the intent to redirect funds unneeded for relocation-related costs to be applied to program services. A motion for approval was made by Patricia Williams and seconded by Lisa Thompson. Tamara Cook abstained. The motion passed without opposition.

Mary Rosenthal continued to discuss the SNAP E&T program contract. Beginning July 1, 2020, the Kentucky Cabinet for Health and Family Services (CHFS) executed a two-year contract with KentuckianaWorks to operate both the SNAP E&T and TANF programs with Goodwill as the contractor. The CHFS contract with KentuckianaWorks has already been renewed for another two-year term beginning July, 1 2022 with an annual contract amount of \$183,500 for the SNAP

E&T program. Of that contract amount, \$164,000 is designated for Goodwill to provide implementation services for the program, such as assessments, case management, and placement into training or employment. The remainder (\$19,500) is in the KentuckianaWorks budget to pay IT and communication expenses, program reporting and fiscal management.

Mary stated that Goodwill has met all contractual requirements since it began operating the SNAP E&T program in January 2018. Participants have been granted “Good Cause” by CHFS during the pandemic leading to a decrease in the number of participants opting into to services. Goodwill has continued to support program operations. They have conducted over 85 assessments. Since the inception of the new data system approximately six months ago, the team has completed over 800 “tasks” in the data system of record in support of participants. In addition, the team has connected with over 180 individuals independent of referrals by holding “SNAP Days” to connect with potential participants. Mary brought forward the request for approval to renew the contract with Goodwill Industries of Kentucky, Inc. for operation of the SNAP E&T services in Jefferson County from July 1, 2022 – June 30, 2023 for a total not to exceed \$164,000. A motion for approval was made by Lisa Thompson and seconded by Jenny Lampton. Tamara Cook abstained. The motion passed without opposition.

Staff Recommendation: Contract Renewal for Adult Career Services, One Stop Operator, Kentuckiana Builds – Angella Wilson

Angella stated that KentuckianaWorks seeks approval to negotiate the renewal of Equus’ contract as the adult career services provider for the program year 2021-2022, not expected to exceed the amount of \$1,800,000. Equus Workforce Solutions will enter its fourth year of this contract cycle on July 1, 2022. The current Equus contract is funded primarily by the Workforce Innovation & Opportunity Act, a source through the U.S. Department of Labor. The agreement includes providing essential, sector-specific, and mobile career services in Jefferson and six surrounding counties at the Kentucky Career Centers.

- In May 2021, the comprehensive center’s physical location moved to KCC NIA.
- In October 2021, the new Project Director started with the project
- In October 2021, the grand opening ceremony and ribbon cutting for the Buckman St. Center (Bullitt County Career Center) occurred
- In January 2022, Kentucky Adult Education began offering services two days a week on-site at KCC NIA
- In January 2022, the implementation of the KentuckianaWorks customer service satisfaction survey began within the Kentucky Career Centers
- In February 2022, the Mobile team began offering an increased onsite schedule at the Bullitt, Shelby, and Henry county career centers
- In April 2022, a multi-lingual outreach coordinator began work for our community and social media engagements

As of March 31, 2022, Equus is currently on track to meeting 14 of 18 contract profit and vision metrics for the year. Due to Equus’ overall performance in providing adult career services this year, Angella brought forward the recommendation that KentuckianaWorks begin negotiations for contract renewal. The final contract amount may vary based on final determinations of staffing levels and funding allocations for the 2022-2023 program year. She noted that we have been notified that a 10% reduction in our WIOA funding is likely. While we have applied for

American Rescue Plan Act (ARPA) funds through Louisville Metro Government, we do not know if we will receive the funds or what the timing would be. The contract for the 2021 – 22 program year is \$1,756,814, which includes a provision for performance-based profit. KentuckianaWorks seeks approval to begin negotiations to renew the contract with Equus Workforce Solutions as the service provider for adult career services for the seven-county region. The budget is not expected to exceed \$1,800,000 for the program year starting July 1, 2022, and ending June 30, 2023. A motion to approve was made by Patricia Williams and seconded by Jenny Lampton. Tamara Cook abstained. The motion passed without opposition.

Angella continued with the next contract. The One Stop Operator (OSO) role is required by the Workforce Innovation & Opportunity Act (WIOA). At a minimum, the OSO must coordinate service delivery of the KentuckianaWorks system providers. In 2019, the KentuckianaWorks board approved the four-year contract for Equus Workforce Solutions as the One Stop Operator service provider for the KentuckianaWorks region. The four-year contract consists of four one-year renewable terms. Equus Workforce Solutions will be entering its fourth and final year on July 1, 2022 prior to the contract being re-procured in 2023.

As of March 2022, the contractor is on track to meet all deliverables. Since the contract's start, the OSO has onboarded two system engagement specialists who act as a front door to job seekers accessing KentuckianaWorks career services. Since July 2021, there has been a significant increase in the usage of the Unite Us platform, our system referral tool. The Kentucky Manufacturing Career Center has been certified as an affiliate career center while the county career centers are in progress. The current contract is \$220,938, which includes \$10,235 in performance-based profit. Jenny Lampton complimented Regan Wann for her work as One Stop Operator. Angella brought forward the recommendation to renew the contract with Equus Workforce Solutions for One Stop Operator services for an amount not to exceed \$225,000 for the program year starting July 1, 2022, and ending June 30, 2023. A motion to approve was made by Jenny Lampton and seconded by Lisa Thompson. Tamara Cook abstained. The motion passed without opposition.

Angella continued with the last contract in discussion. Since October 2016, the Louisville Urban League has been operating the Kentuckiana Builds program, a free 6-week training program for adults who want to gain employment in the construction industry. KentuckianaWorks began a funding partnership with the Kentucky Department of Workforce Investment to launch the training program in late 2016. Thus, the program has been co-funded yearly (2016, 2018-2021) by a \$250,000 matching investment from KentuckianaWorks' Workforce Innovation and Opportunity Act (WIOA) funds and Kentucky Education and Workforce Cabinet WIOA reserve funds. In February 2022, KentuckianaWorks received approval from the Education and Workforce Cabinet to increase the match support to \$270,000 starting in the 2022 program year.

In 2021, The LUL won a competitive bid to continue to operate the Kentuckiana Builds program for five years in renewable one-year terms. We are entering the second year under that procurement. Since the start of the program, employer engagement has grown to include employer sponsorships of each of the six yearly cohorts. As part of the sponsorship, the employers provide job shadowing opportunities at their worksites, pay for the graduation ceremony, teach selected classes, and have an agreement to interview participants. As a result of

this enhancement, we see more offers made to graduates more quickly and even onsite at the graduation ceremony. Messer Construction Company is an excellent example of employer engagement and sponsorship with the Kentuckian Builds program. To date, Messer has hired 48 program graduates, with 19 of them admitted to its DOL-registered apprenticeship program.

Because of the exceptional learning and training in Kentuckian Builds, graduates of the program seeking an apprenticeship with the International Brotherhood of Electrical Works (IBEW) can now fast-track the application process to the interview. They can now “check a box,” selecting they are a Kentuckian Builds graduate, eliminating the Aptitude Test requirements. Since the start of the program, nine graduates have entered this apprenticeship.

Over 200 employers have recruited employees from Kentuckiana Builds, and graduates have been placed on important regional revitalization projects in housing, infrastructure, and commercial development. Since Kentuckian Builds’ inception in late 2016, 411 students have graduated from the program earning national credentials. Of that number, 374 identify as minorities, primarily African Americans, and 98 are female. The job placement of 328 people is a 79.8% conversion rate, with the average wage around \$18.00 per hour. Part of the success of Kentuckiana Builds comes from the intentional selection of trainers and facilitators. Two essential NCCER trainers are minority construction business owners, and the third trainer is from the 900-member Builders Exchange of Kentucky.

While program participation numbers have dipped this fiscal year due to the lingering effects of COVID-19 and the shift to most of the coursework being online, we expect participation in PY22 to pick back up so that we would return to our yearly targets of at least 80 participants completing the program. At least 75% of participants gained employment in construction at an average wage of at least \$18 an hour.

Angella brought forward the request to enter into contract negotiations with Louisville Urban League to continue services as the provider for the Kentuckiana Builds program. The budget will not exceed \$400,000 for the next program year starting July 1, 2022, and ending June 30, 2023. A motion to approve was made by Patricia Williams and seconded by Jenny Lampton. Tamara Cook abstained, and Lisa Thompson recused from voting due to avoid a conflict of interest. The motion passed without opposition.

Staff Recommendation: Contract Renewal for WorkBay – Regina Phillips

Regina Phillips explained that she while we have already renewed the contract with WorkBay (it was due in December), she is now officially asking for POC approval. In November 2020, the board approved a one-year contract (with up to four renewable terms) for WorkBay, the technology provider behind KentuckianaEARNNS.com, the region’s work-based learning platform for youth ages 16-21. WorkBay entered into the second year of its contract on December 15, 2021. Through an oversight, the renewal was not brought to the Program Oversight Committee for approval at that time.

WorkBay’s product provides our region with a single “front door” digital platform that makes it easier for youth in our region to connect to various work-based learning opportunities such as summer jobs, part- and full-time jobs, internships, apprenticeships, and co-ops. This platform is

a critical tool in helping us build a more integrated and comprehensive youth talent development system. KentuckianaWorks branded the WorkBay platform, KentuckianaEARNNS, a name voted on by young people via an Instagram poll. WorkBay's year one contract scope of work included: Platform and all of its features, Homepage branding and design, Support services to KW administrators, Access to platform for first 5000 users. This significant customization to the platform in a very short timeframe accommodated the SummerWorks program, which was successfully piloted in March 2021. In 2021, more than 100 private companies (offering over 3300 job opportunities) hired young people via the EARNNS platform to fill vacancies and meet their business needs. There were over 1400 job applications submitted through EARNNS this past summer.

After the SummerWorks season closed, WorkBay pivoted to build out the platform for the general youth job seeker community in the 7-county region. This platform was built in such a way that EARNNS could accommodate adding or subtracting different programs when needed. This work was completed in mid-October. Year One served as a baseline year for SummerWorks and a launch year for the overall platform. Regina shared that they had learned a lot about what worked and what didn't work and used these learnings to inform the Year Two contract. Some improvements for Year Two include:

- Employer feedback loop (Employers can check if they hired a candidate and select additional drop-downs to highlight information about the candidate)
- A Spanish version of the site
- Access to mobile app branded KentuckianaEARNNS
- Career card tracking (tracking minority and women featured)
- Regional college programs further mapped
- Regional salary information instead of national
- Reporting improvements
- 15 employer career card videos highlighting regional employers and embedded within EARNNS
- Other improvements to the site as needed

Since its launch in mid-February, SummerWorks has over 625 young people who have already registered on EARNNS for the 2022 season. From October 2021 to present, over 660 young people have registered on EARNNS who are not a part of SummerWorks. Currently, there are over 600 job posts offering over 3400 job opportunities on the site. SummerWorks has already seen over 120 employers list their open opportunities for this season. It is anticipated that these numbers will improve since KentuckianaWorks is working with a marketing firm to help market the site to youth, with the initial target audience being graduating seniors. Considerable efforts are being made to build relationships with school personnel in the 7-county region so they will promote EARNNS to their student population.

Regina concluded the presentation, explaining that the current WorkBay contract is paid for entirely by SummerWorks funding. The budget will not exceed \$150,000 for the second contract year which includes access to the platform, all technical support and development, the employer videos and a virtual job fair component. In addition to the platform's functionality, KentuckianaWorks has appreciated the WorkBay team's responsiveness and solution-focused approach since the beginning of the contract with them. While KentuckianaWorks staff already renewed the contract in December 2021, Regina requested approval by the Program Oversight