

KANSASWORKS STATE BOARD

MEETING MINUTES **January 9, 2008 • 10 a.m.–2 p.m.** Ramada Inn • Jefferson Room 420 S.E. 6th St. Topeka, KS 66612

Call to Order

Gerald Cook called the meeting to order and introductions were made. Gerald Cook asked for a motion to approve the minutes from the last meeting. Doc Conder made a motion to approve the minutes with pm changed to am as the beginning time of the meeting. The motion was seconded by Lynn Peterson and was approved unanimously. Gerald Cook briefly went over the new local area reporting formats and turned the floor over to the policy committee.

Policy Committee Update

Doug Kinsinger and Susan Weidenbach explained the new incentive and sanction policy. Additional money has been placed into the incentive award pool in addition to funding for exemplary performance equaling over 110% of established goals. If not all of the incentive award funding was allotted those funds would be returned to the local areas through formula dollars. Lynn Peterson explained to the group the request is to release the policy for thirty day public comment and then it will be brought back to the Board for final approval in April. Doug Kinsinger made the motion to release the policy for public comment and return it to the Board in April. Secretary Kerr seconded the motion.

Rod Blackburn questioned the critical industries list in the policy and Senator Brownlee asked about flexibility. Rae Anne Davis explained each local area may have its own critical industries list. Doug added that the list in the policy is very broad and covers hundreds of occupations. A question was raised about the 35% training requirement. All dollars must be spent in accordance with WIA regulation and the funding must meet the 35% training dollar requirement. Gerald Cook called the question and with no further comments the Board approved the motion unanimously.

Doug Kinsinger went on to discuss the branding policy and how the **KANSASWORKS** Minimum Standards and Marketing Toolkit and **KANSASWORKS** Marketing Plan were being incorporated into the policy. Doug stated the Policy Committee fine tuned the signage portion of the policy since the toolkit was not as specific as they thought it should have been when branding in concert with **KANSASWORKS**. Exterior signage, main interior signage and other appropriate interior signage will carry the **KANSASWORKS** logo.

Secretary Kerr clarified the \$100,000 approved by the Board may be utilized for signage. He also recapped events leading to the agreement to allow co-branding in the negotiation process. Doug made a motion to release the policy for thirty day comment. Robert Giesen seconded the motion. Gerald called for questions.

Tim Cotter asked what the timeline was for implementation. Susan explained the local areas will be asked to submit materials bi-annually. Rod Blackburn asked if the **KANSASWORKS** minimum standards were tied to the one stop certification process. Susan explained it was not tied to the process.

Doug asked Rod if thought it should be tied to certification. Rod said the name may need to be part of the certification as it was there originally. Doug made the motion to pass the policy along with the modification to include one stop certification. Robert Giesen seconded the motion which passed unanimously.

Report from Workforce Study Task Force

Dr. Ed Berger summarized the recommendations of the Workforce Study Task Force as follows:

1. A list of demand occupations should be developed regionally and federal training dollars should support the list.
2. Numeric goals for closing specific gaps should be identified.
3. A message campaign that highlights the importance of postsecondary education and specific skills should be developed.
4. **KANSASWORKS** State Board should function more aggressively in the role as convener to help bring workforce stakeholders together to better leverage resources, prevent overlap and address gaps.
5. Request the Kansas Board of Regents mandate common course numbering and transfer of credits for a core set of courses to help support common competencies on a statewide basis.

Representative Ruiz asked the Task Force to elaborate on interaction with students and whether they were working with the local school districts on a general marketing plan to make people aware statewide. Secretary Jim Garner referred to item three of the report, which talks about increasing awareness of registered apprenticeship and working with the Board of Regents to ensure college drop outs are made aware of career opportunities available through college or technical school education. Ed also noted that students with college degrees were even coming back for technical education to assist them with getting a job.

Secretary Garner stated it is the job of this Board to start setting goals on where we want them trained and measure those goals. The Board discussed the wants and needs within the system. Gerald requested the Task Force convene another meeting and work on an action plan with timeline and determine who the stakeholders are and bring that information back to the Board at the next meeting.

Workforce Development Monitoring Activities

Bob North explained the make up and purpose of the monitoring unit. A report was presented on reviews that had been completed in the last year. Not all areas receive the same monitoring reviews. With the change in administration in Area's III and V those areas will receive review and be monitored on activity. The WIRED grants will also be looked at. The Fiscal Manual is under review and should be made available within the next sixty days.

Local Area Reports

Kris Kitchen told the Board she appreciated the new reporting format and asked if there were any questions about her report. Tim Cotter inquired about the status of a One-Stop at Topeka High. Kris told the Board the One-Stop was in operation and has been very successful. All students Local Area II are utilizing it as well as Highland Park and Seaman—not in the school district. Tim said he was also very impressed with the Literacy and Numeracy Gains. Kris credited the success in meeting the goals to having a Youth Coordinator and doing both the pre- and post-assessments.

Keith Lawing reported Local Area IV is being pressured to come up with skilled construction workers due to the many major building projects in Wichita. Keith said the *U.S. News* and *World Reports* did an article on the Winfield Re-Entry program. Keith thanked Secretary Kerr for his participation in the graduation ceremony. He also reported Local Area IV completely obligated all funding and would be looking at a priority of service policy at their next Board meeting. Rod Blackburn told the group there is a projection of one billion dollars in construction in the next five years and labor costs are projected at four to five million dollars. It is expected that sixty to seventy percent of the labor will have to be imported from other states.

Renea Caveness reported Local Area V was still working on the construction area. Construction curriculum will be added at Winfield, so that upon release offenders will have jobs. Doug Ewing further elaborated on the critical need for pre- and post-testing. He reported that during the third and fourth quarters assessments were not being administered—explaining the zeros reflected on the report.

David Brennan explained to the Board there were problems in the literacy numbers. There problems are related to date entry and the State is looking into training for the local areas.

Scott Anglemyer reported the pre- and post-testing had not been done in Local Area III in the last year. The area will not show gains because they cannot go back and do pre- and post-testing on last year's students. He explained the numbers on the report appear incorrect and that their fiscal officer had been in the hospital. He expects the cost per client to go down. Scott also reported Garmin began utilizing the workforce centers for customized assessments. Both workforce centers are seeing increased traffic.

Bob Dalke reported a rise in the number of workers needed and that Local Area I is in pursuit of workers. They are reaching out to the offender population.

Secretary Kathy Greenlee launched a discussion with Bob on the culture change piece of Health Care Support Specialist. Kathy told the Local Areas the Department of Aging had training dollars available to be utilized on culture change training and she wouldn't want to duplicate services. Kathy said she would hold a conference call to discuss how Local Areas can use the money.

The Board discussed a number of different conferences and trainings that had been held during the past few months. Gerald Cook announced the resignation of Doc Conder. Lloyd Lavin was chosen as his replacement on the Executive Committee.

Statewide Performance Update

Melanie Manry presented statewide data, which showed Kansas doing very well in all areas except the Literacy/Numeracy Gains. Commerce is planning to provide technical assistance to assist with meeting this goal. Gerald asked Melanie to present program data on the same form as the local areas. The numbers she presents will not include self service.

KANSASWORKS Brand Update

Cindy Nau reported the toolkit to be complete. A color version will be available online. Teaser commercials for **KANSASWORKS.com** began playing on the radio January 1st. A sneak peek of the new Web site was shown. Goals of the redesign are to make the front end look and feel cleaner, take out the governmental language, make the site more customer-friendly and continue to improve the site based on feedback. The resume writer is being rewritten and work is being done to transfer old resumes into the new format. The site will include web spidering. Discussion took place in regards to the necessity of a login and it was clarified that job searches may occur without a login. A statement will assure users that login information will not be sold to a third party. The mock-ups of the State Board's Web site were also presented. The new State Board site should be live in late January or early February.

Chair's Update

Gerald reminded the Board of the Kansas Workforce Summit being held on January 23rd and 24th and of the Board Training also on the 24th from Noon to 4:30. A draft agenda was presented to the Board. It was clarified that Board members need not attend the Summit to attend the training, which is free of charge.

State's Update

Rae Anne Davis presented a new report format for WIA Set Aside dollars. Discussion was had on 10% of the funding—how it was being utilized and future needs. Gerald thanked the staff for putting the new format together and asked that timeframes be added to the report.

Rae Anne informed the Board the President had signed a budget that included a rescission of WIA dollars. The rescission for Kansas is \$5.9 million. A conference call will be held with USDOL next week and then a meeting will be held with the Executive Directors to explain the outcome. The rescission was based on two years of unspent funding as of July 1, 2007. It did not take into consideration obligated funding. The budget will need to be changed and funding in administration will be lost. Discussion took place on discontinuing program marketing. Everyone was reminded that while there may not be training dollars workforce centers will still be able to provide services to job seekers and businesses.

Gerald Cook adjourned the meeting at 1:38 p.m.

ATTENDANCE

BOARD MEMBERS	PRESENT
Gerald Cook , Chair	X
Eddie Estes , Vice Chair	X
Senator Jim Barone	U
Dr. Ed Berger , President, Hutchinson Community College	X
Rod Blackburn , Co-Owner, WB Construction LLC	X
Senator Karin Brownlee	X
Representative Steve Brunk	X
Secretary David Kerr	X
C.B. Doc Conder , Teamsters Local #41	X
Tim Cotter , Director HR, Envision	X
Mike Fleming , Attorney	X
Secretary Jim Garner , Kansas Department of Labor	X
Secretary Kathy Greenlee , Kansas Department on Aging	X
Vern Jarboe , Attorney, Partner Sloan, Eisenbarth, Glassman, McEntire & Jarboe	X
Doug Kinsinger , President, Topeka Chamber of Commerce	X
Patricia Kirkman , Teamsters Local #696	X
Lloyd Lavin , Business Manager, IBEW Local #226	X
Larissa Long , Kansas Community Relations Director, Aquila	E
Criss Mayfield , Abbott Workholding Products	X
Lynn Peterson , Memorial Art Co. Inc.	X
Representative Louis Ruiz	U
Alicia Salisbury , VP, Salisbury Supply Company	X
Candace Shively , Deputy Secretary, Kansas Dept of SRS	X
Colonel George Webb , Kansas Commission on Veterans' Affairs	X

X=Present
 E=Excused Absence
 U=Unexcused Absence

ATTENDANCE

GUESTS
Inayat Noormohmad, Kansas Department of Labor
Maureen Toll, Salina Chamber of Commerce
Bob Dalke, KANSASWORKS , Local Area I
Kris Kitchen, Heartland Works, Local Area II
Scott Anglemeyer, Workforce Partnership, Local Area III
Keith Lawing, Workforce Alliance, Local Area IV
Doug Ewing, KANSASWORKS , Local Area V
Renea Cavaness, KANSASWORKS , Local Area V
Jim Snyder, Silver Haired Legislature
Dave Huston, Local Area III Chair
Cindy Villareal, Hays Workforce Center
Jacquelyn Koehler, Kansas, Inc.
Areon Kelvington, USDOL, Director of Kansas Veterans Employment and Training
Oscar Terevono, SER Corporation
Richard Lopez, SER Corporation
COMMERCE STAFF
Bob North
David Brennan
Rae Anne Davis
Loretta Shelley
Susan Weidenbach
Keith Meyers
Linda Weaver
Blake Flanders
Kathy Hund
Melanie Manry
Ann Duffy
BOARD STAFF
Cindy Nau