

KANSASWORKS STATE BOARD

MEETING MINUTES April 9, 2008 • 11 a.m.–3 p.m. Ramada Inn • Jefferson Room 420 S.E. 6th St. Topeka, KS 66612

Call to Order & Approval of Minutes

Gerald Cook called the meeting of the KANSASWORKS State Board to order. First on the agenda was approval of the January 9 minutes. **The motion to approve was made by Candace Shively and was seconded by Secretary Kerr. The motion passed unanimously.**

Approval of Revised Bylaws

The Bylaws were revised to include the board's name change from Workforce Network of Kansas Board to KANSASWORKS State Board, which occurred at the last meeting. **Criss Mayfield motioned to approve the revised bylaws. Tim Cotter seconded. The motion approved unanimously.**

Approval of Meeting Dates

The Board discussed setting meeting dates that would recur annually. The suggestion was made to meet the second Wednesday in January, April and October, and the fourth Wednesday in June. **The motion to approve was made by Secretary Greenlee and seconded by George Webb. The motion passed unanimously.** The remaining year's meetings will occur on June 25, October 8 and January 14.

Discussion turned to meeting location. The Board has been meeting in Topeka because attendance has been good, but at one time the meetings rotated among areas. George Webb stated the Wichita meeting he attended was very informative and attendance in Wichita was good. Secretary Greenlee also expressed interest in rotating locations, but thought it needs to balance with the importance of a quorum. Secretary Kerr suggested a tour of local workforce centers be added to the meeting--before or after. Secretary Greenlee thought a conference call option would work for those who couldn't attend the meeting. Pat Kirkman desired advance notification of locations in order to allow for travel arrangements. Eddie Estes stated the January meeting could be held at the Workforce Summit, which is schedule for January 21-22, 2009. Gerald recommended the Executive Committee discuss the options and make a decision on locations and share it with the board. The board concurred.

Approval of Incentives and Branding Policies

Gerald Cook explained that the Incentives and Branding policies had been reviewed at the previous meeting and released for public comment. They are now before the board for final approval. Gerald entertained a motion to approve the Incentives and Sanction Policy with modifications. **The motion to approve was made by Secretary Kerr and seconded by Vern Jarboe.**

Doug told the Board the Policy Committee met to review the public comments. All comments were considered by the committee and three changes were made. The changes included clearly defining which reports are "required reports," removing the word "points" to avoid confusion and clarifying the incentive fund breakdown. No other changes were made.

Secretary Kerr asked about the dollars targeted on page four and five. With the rescission and anticipated 20% reduction in funds next year, does this budget money we may not have?

Doug explained the policy states the dollars are targeted, not obligated, and the dollars released are at the discretion of the Secretary. The intent is motivation to meet performance goals and be rewarded. The total amount is \$200,000 for 2007 only. The funding is available in the current year, but may not be in the future. Secretary Kerr said he wanted to make sure everyone understands this is PY 2007 and not to assume it is an annual amount obligated every year since we are not in control of funding mechanisms. The Secretary requested the minutes clearly reflect that the \$200,000 is not committed for subsequent years, just PY 2007.

Rod asked whether the performance goals are all or nothing. Gerald referred to Armand Corpolongo for clarification. Armand told the Board this policy parallels the Department of Labor incentive policy requirements for all states. The Federal Government requires each measure to meet or exceed 90% and you must meet all of the measures. **The motion passed unanimously.**

Doug told the Board the Policy Committee reviewed and considered all of the public comment on the Branding Policy, which resulted in two changes. First the use of the **KANSASWORKS** brand will be added to the Certification Policy and required for certification of workforce centers; and second, the word "outreach" will replace "marketing."

Doug shared some of the concerns expressed. The LWIB Directors desire marketing, but they do not want to throw away existing materials because of changes made in the logos. There is also concern about assistance in funding as branding may require more funds than they have available. The Policy Committee felt comfortable with recommending all the branding requirements be adopted by the end January 2009. The majority of them can be implemented. Signage is the most significant cost and the committee hopes the state will assist with this cost. **Gerald asked for a motion to approve the Branding Policy, which was made by Mike Fleming and seconded by Secretary Kerr.**

Secretary Kerr stated he met with the local chairs in last thirty days and explained \$100,000 had been set aside for branding nine months ago, but that has been put on hold due to the rescission. The State and all of the local areas are going to be challenged because of the rescission and Commerce plans to be as flexible as possible to assist. We do not want to add cost to the local areas. It does not make sense to throw things away. As things are reordered they will have the new logo.

Doug wanted to emphasize that the initial task force started looking at this issue three years ago. He expressed a firm belief that things can be done more efficiently, cheaper and more effectively by doing marketing at the state level. Branding and sharing those expenses will save money and public service announcements through the media will help all be more productive and have better results. Branding should ultimately make centers more productive, serving more people with better results. Doug emphasized to the LWIBs that as the task force did its research, they found local areas were spending very few dollars on marketing. They need to recognize and pay attention to marketing efforts.

Rod Blackburn said he was still confused on the tie to the Certification Policy and requested clarification. He felt the original intent was to not use **KANSASWORKS** without being certified rather than the brand must be used before a center will be certified.

Rae Anne told Rod that was not how Commerce understood the discussion at the last meeting. The State Board wants the state brand utilized throughout the state and in order to be certified the adoption of the brand

must be done. Susan Weidenbach commented that those concerns should be addressed when Doug reports on the Certification Policy.

Gerald stated there was a motion on the floor. **The motion passed unanimously.**

Report from the Policy Committee

Doug told the Board there were two polices on which the committee would like direction. One is the One Stop Certification Policy and the other is an Integration Policy.

Doug made the motion to authorize the Policy Committee to draft a functional integration policy, gather public comment, make changes and present it to the State Board for approval in June. This process has been used in the past. **Kirkman seconded. The motion passed unanimously.**

Doug made the motion to authorize the Policy Committee to modify the One Stop Certification Policy to include as a condition of certification tiered certification, including branding, and functional integration. Criss Mayfield seconded. **The motion passed unanimously.**

Secretary Kerr asked for clarification of tiered certification. Susan Weidenbach explained it recognizes the varying levels of service offered in different locations and sets a standard across the state. Doug explained there would be different levels of service at different locations. Secretary Kerr asked if they were all certified at the same time, but with different levels of objectives. Susan said different locations will have different standards. The goal is to ensure there is seamless service in all of the different offices. Satellite offices will all have the same standards. Affiliate office will all have the same standards. The policy committee will determine what the standard will be for each type of office.

Report from Workforce Study Task Force

Ed Berger reported that at the January meeting the Task Force made five recommendations, which the State Board adopted and requested a timeline be added. The timeline has been established.

The first recommendation is to appoint a liaison between the State Board and the Tech Ed Authority as well as the Workforce Study Task Force. Secretary Garner was nominated since he serves on both the Tech Ed Authority and the Workforce Study Task Force. Garner was absent and unable to reply. **Ed Berger made the motion to appoint Secretary Garner as the liaison upon his consent. Eddie Estes seconded the motion. The motion passed unanimously.**

The second recommendation is to develop a list of demand occupations in each local area. Secretary Garner and Inayat Noormohmad were asked to help develop a methodology for gathering the data in order to have consistency throughout the state. The methodology should be presented the last week in April to the Workforce Study Task Force with the expectation that all areas submit their data before June 20th and the data be compiled by the June/July Board meeting.

Measurable goals should be developed and added to the local area performance reports per the third recommendation. According to the timeline, the first report would occur at the October 2008 Board meeting.

The fourth recommendation in the list concerns the development of a message for the need for specific skills in post secondary education. The Task Force has requested the Tech Ed Authority take the lead on this and speak with the Kansas Department of Education and link into the Kansas Registered Apprenticeship Program as part of the campaign. Tech Ed would develop the campaign and augment it with the **KANSASWORKS** brand.

The fifth recommendation is to bring all stakeholders together. This could perhaps be a major topic addressed at the Kansas Workforce Summit.

The last recommendation is common course number and transfer of credits for core courses. This has been referred to the Tech Ed Authority.

Ed stated the recommended timelines are very aggressive because the Workforce Study has been done, recommendations have been established and now it's time to hold our feet to the fire.

Ed made a motion for approval of the timelines and recommendations. Senator Brownlee seconded the motion.

Rod told the board the demand occupation timeline should be flexible. Wichita's data has been done for awhile. The goal is July, but it takes time to pull together a task force, particularly for those local areas that have not done it before. It is complicated. Rod thought Wichita couldn't make the timeline and they are already in motion. Gerald stated the process needs to be statewide and consistent. Rod said last year's data is available, but not this year's data and the request is for this year's data. The question was asked whether the timeline was too aggressive. Inayat told the group in terms of the Job Vacancy Survey the data would not be complete until late August and the report would be complete by September. Cindy asked if it would be possible to discuss dates at the April 28 task force meeting and come up with timelines then. Rod agreed. **The motion passed unanimously.**

Statewide Training

Sandy Hastings shared a "Skills Based Integrated Workforce System" presentation that included certification. She said she had met with all but one of the local areas and all were excited about removing the barriers that exist at the present time.

WIA Rescission

Rae Anne discussed the WIA Rescission and said another 20 percent reduction or more is expected next year and then the year after that the President eliminates Wagner Peyser completely. The congressional delegation did not know the rescission was done and are complaining about it. Secretary Kerr has written to the delegation asking to maintain the funding level and to raise awareness of the issue. Doug asked for a copy of Secretary Kerr's letter, so the Board could address the concern also. Secretary Kerr agreed to share it.

Local Area Updates

Local Area III

Scott Anglemeyer told the Board Area III is making it only because of the money Rae Anne came up with. The staffing level is half of what it was in January and they are not accepting new enrollees. Area III plans to keep the doors open and maintain contacts with businesses. The mood is really grim, but the belief is they are going to meaner and leaner. Scott said prospects are good, but the next three months are going to be hard.

Scott was asked if the cutbacks would affect performance. He thought they probably would. They are projecting PY07 will be alright in eight of nine categories and they will try to keep clients from being unsuccessful outcomes.

Secretary Kerr empathized and commented how stressful it was to not know if you can keep the doors open. He thanked Scott for working with Commerce and said he appreciated how Scott handled it.

Local Area I

Bob Dalke reported they are working with faith based organizations to get youth into the career pipeline. Information is going out about the opportunities and how to access programs.

In Plainville, 135 employees received Rapid Response services. A Congressman contacted Area I asking about available resources to avoid movement away from Plainville. A considerable number have been placed without having to leave the area. For those not placed, Area I's analyzing how quickly they can establish job fairs.

Bob reported on the National Emergency Grant (NEG) in Greensburg. Meetings are being held with potential businesses now that the NEG may be used to train people.

The rescission has forced Area I to stop enrollment in training until the end of the year. For the first time ever they will not have carryover for next year. They will be looking at structure and services.

Bob thanked the staff at the Department of Commerce commenting about how easy they are to reach and how appreciative he was of the communication.

Local Area IV

Angela Lampe spoke on behalf of Keith Lawing. She told the Board collaboration at Winfield was going well and the second class was about to graduate.

The WIRED initiative is plugging along. The first training through Wichita State University for engineers began a couple weeks ago.

The State Park project funded through the NEG has been completed. April 4 was the last day.

Angela said earlier this year there was a webinar on integrating Apprenticeship into the system. As a result Linda Sorrell has been asked to participate in a super session at the 2008 Workforce Innovations Conference.

Local Area V

Renea Cavaness reported that Tyson laid off 1800 employees in Emporia and there several Rapid Response meetings were held. Renee thanked everyone for their efforts. The job fair had 100 employers present and the rooms and hallways were packed. As a result, Area V has not had the anticipated number of enrollees in WIA. Enrollments may increase after March when employees receive their last paycheck.

Renea said the NEG is going well and currently the levies are being reseeded.

Recently four states were awarded \$250,000 and Area V will be working on asset mapping.

The first WIRED enrollment is done and they are hoping to have more.

Local Area II

Sharon Beyer reported the pilot project at Topeka High has gone very well and they are working with several of the students. Counselors are working with employers and classes to promote jobs. This project is being reviewed and plans are to continue it next year depending on funding.

Sharon said looking ahead they expect to meet or exceed all performance measures.

Statewide Performance Update

Melanie Manry reported the first phase of **KANSASWORKS.com** is completed and a new resume builder feature will be coming soon.

In regards to performance standards, Commerce expects to meet everything except the youth literacy and numeracy measure by the time of the annual report. Plans are to have Social Policy Research Associates come in to assist. This will depend on the rescission.

Melanie said the US DOL has published performance of all states on their Web site.

Chair's Update

Gerald Cook announced the State Board Web site was live at **KANSASWORKSStateBoard.org**.

He then reported that the board's composition has been reviewed and positions in labor and business need to be filled. A request will be made to the Governor's office for appointments. The other thing being reviewed is board term limits. The bylaws say that starting in 2007 a maximum of two, three-year terms may be served. Board member turnover will begin in 2010. One third will turn in 2010, one-third in 2011 and another third in 2012. Appointment dates will determine who turns over when.

State's Update

Rae Anne Davis noted we are not touting our accomplishments nationally and should. Our accomplishments need to be broadcast far and wide. Commerce is working on remedying this.

Rae Anne said the SHARE Network initiative is continuing and local access points, called SHARE Network Sites, will be opening across the state this summer. These volunteer sites are seen as a way to help with funding reductions.

The State of Kansas has submitted an application for the President's energy grant. Hopes are it will be successful.

Tim Cotter requested information be presented on the Disability Navigator Program at the next meeting.

The next meeting will be held June 25, 2008 at a location to be designated by the Executive Committee.

Gerald Cook adjourned the meeting at 3:00 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	U
Secretary David Kerr	X
Tim Cotter , Director HR, Envision	X
Mike Fleming , Attorney	X
Secretary Jim Garner , Kansas Department of Labor	E
Robert Geisen , Owner, B&B Electric Motor Company	E
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	U
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
Scott Anglemyer, Workforce Partnership, Local Area III
Sharon Beyer, Heartland Works, Local Area II
Linda Sorrell, Workforce Alliance, Local Area IV
Doug Ewing, KANSASWORKS , Local Area V
Renea Cavaness, KANSASWORKS , Local Area V
Jim Snyder, Silver Haired Legislature
Jacquelyn Koehler, Kansas, Inc.
Areon Kelvington, USDOL, Director of Kansas Veterans Employment and Training
Richard Lopez, SER Corporation
Angela Lampe, Workforce Alliance, Local Area IV
Sandi Hastings, Greg Newton & Associates, Inc.
Oscar Intenano, SER Corporation
Priscilla Orta-Wenner, SER Corporation
Kim Usa, DESI, Local Area V

COMMERCE STAFF	
David Brennan	Christy Doherty
Rae Anne Davis	Sherry Gegen
Loretta Shelley	DeAnn Gideon
Susan Weidenbach	Jeanie Guthrie
Keith Meyers	Matt Hoisington
Linda Weaver	Shelly McDonald
Kathy Hund	Candace Molzhon
Melanie Manry	Susan Nickerson
Ann Duffy	Jon Pettus
Mike Beene	Jeff Schroeder
John Bowes	Aaron Shriver
Armand Corpolongo	

BOARD STAFF
Cindy Nau