

**MINUTES
SOUTH CENTRAL WORKFORCE DEVELOPMENT BOARD
ZOOM CONFERENCE
DECEMBER 10, 2020**

Time & Place of Meeting

The South Central Workforce Development Board meeting was held at 8:30 a.m. via Zoom Conference.

Members Present

Anna Larson; Beverly Tobin-Ford; Bob Biltz; Carol Elliott; Elizabeth Woosley; Gretchen Bandy; Joey Traughber; John Conrad; Kassie Celsor; Robert Akin; Robin Amonett; Ron Sowell; Ron Wilson; Roxana Robinson; T.J. Shockley-Hunt; and Treva Shirley.

Visitors Present

Regina Jackson; Dr. Robert Boone; DaRhonda Hawthorne; Leslie Witty; Jon Sowards; Dr. Kim Myers; Amanda Pedigo; Matt Bacon; Chad Spencer; Myra Wilson; Aaron Poynter; James McCaslin; Anthony Terlizzi; Shannon Gottke; Lyndsey Brown; Jessica Calvert; James Moore; Leah Krisher; Sharyl Markham; and Brian Becker

Ron Sowell recognized a quorum, called the meeting to order, and welcomed everyone.

Approval of Minutes for October 8, 2020

Motion by: A motion was made by Gretchen Bandy, seconded by Robin Amonett, to approve the October 8, 2020 meeting minutes as presented. **Motion carried.**

President/CEO Report

Robert Boone shared that in today's meeting we will cover a year-end review of 2020 successes and challenges. This review will help prepare the organization for 2021 strategic planning. The organization experienced much growth in 2020, which enabled the team to collect base line data for future growth measures.

Board Chair Report

Ron Sowell welcomed new board members Carol Elliott, Human Resources Manager at Ventra Plastics in Logan County; Elizabeth Woosley, Assessment Coordinator at Glasgow Independent Schools; and Robert Akin, President, Central KY Building Trades at Kentucky LECET.

One-Stop Operator Announcement

Robert Boone advised that Bill Waltrip, One-Stop Operator, announced his retirement. Bill will assist with the transition of the new OSO. Leah Krisher retired

from the Warren County School system November 1, 2020. She comes to the Career Team with over 20 years of education and guidance counseling. Leah started with the Career Team on November 4.

Executive Committee Update from October 21st and November 12th

Ron Sowell shared that on October 21st the Executive Committee met to evaluate Dr. Robert Boone, President/CEO. Dr. Boone was given a exceeds expectations on his annual review and awarded a 6% pay increase based on budget and comparability study of similar roles in workforce development organizations. November 12th, the Executive Committee met to discuss health insurance premiums for SCWDB staff as they had been given a 20.5% increase for 2021. This increase led the staff to evaluate other health insurance options. Recommendation from board staff was approved by the Executive Committee to purchase a comparable employee health insurance at a 5.34% increase to avoid the 20.5% projected increased, saving \$15,000.

Approval of Donor Search Proposal

Robert Boone stated the importance of diversifying funding. Donor Search is a platform that allows an organization to search for available funding and grants. It locates entities that fund organizations such as SCWDB by the funding available, type and amount. A one-year contract is \$3,800. Under local policy the President/CEO can approve up to \$3,000.

Motion by: A motion was made by Beverly Tobin Ford, seconded by Kassie Celsor, to enter into a one-year contract with Donor Search for \$3,800 as presented.

Motion carried.

Approval of Human Resources and Compensation Policy

Robert Boone stated last year all policies were reviewed and corrected except for the Human Resources and Compensation Policy that was approved by the Governance Committee and the Board in 2017. In 2017 this policy was written as the nonprofit entity would be the employer of record for the staff. All employees are employees of the workforce board or the direct services contracted partner, Career Team. The only change made to the policy was to replace foundation language with SCWDB as employer of record. The numbering system was updated from the Foundation to the SCWDB numbering policy.

Motion by: A motion was made by Gretchen Bandy, seconded by Beverly Tobin Ford, to amend the Human Resources and Compensation Policy as presented.

Motion carried.

Financial Report

Robert Boone gave the financial report for November 30, 2020. Funding is on track for investing all grants and programming funds before the expiration date. SCKY Foundation committee met on November 17, 2020 and approved Foundation financials.

Motion by: A motion was made by Robin Amonett seconded by Anna Larson, to approve the financial report as presented. **Motion carried.**

Approval of 2021 Executive Committee and Workforce Board Meeting Dates

Robert Boone shared the Executive Committee and SCWDB Board Meeting dates and times as listed on the agenda for 2021.

Motion by: A motion was made by Robin Amonett, seconded by Treva Shirley, to accept the 2021 Executive Committee and SCWDB Board Meeting dates and times as presented. **Motion carried.**

Strategic Goals

Jon Sowards explained the 2020 new normal. March 16, marks the unofficial start date of the C19 pandemic, closing the career center and employees working from home. Late summer/early fall, pivoted to 100% virtual, the new normal.

Strategic Goals

- Strategic Goal 1. Actively engage employers and stakeholders to drive innovative workforce solutions across the region.
 - 2020 Employer Engagement Summary. James Moore shared that at the beginning of 2020, pre-COVID-19, Career Connections were held at the Career Centers allowing individuals to come in and interview with at 70% hire rate. During the pandemic, the board led hiring events in parking lots and drive-thru job fairs to help employers find job seekers. Also, the addition of the Inside Jobs Webcast was important to focus employers and the types of jobs available.
 - Open Air Job Fair. Chad Spencer shared that on November 19 the SCWDB hosted an open-air job fair at the Bowling Green Ball Park for job seekers and employers. The event was COVID-19 friendly. The event allowed prescreening utilizing the KY Career Edge platform to get job seekers career ready prior to the event.

- Strategic Goal 2. Align and integrate education to provide career pathways for P-12 youth, post-secondary students and adult job seekers.
 - 2020 Secondary Student Engagement. Jon Sowards shared the challenges with reaching the secondary student population due to

- COVID-19. Even with those challenges, 1500+ students were engaged in 8 programs and events and over 270+ enrolled in KY Career Edge. That number may be low due to privacy, students can only be tracked by using a school email account.
- 2020 Post-Secondary Institution Engagement and Post-Secondary Student Engagement. Matt Bacon shared that since his start date in March 2020, 590 students have been engaged. These students come from Campbellsville University, Hopkinsville Community College, SKYCTC and WKU and WKU Alumni. 83 have been assisted with career preparation with 34 days to prepare for job searches. This included assistance with resumes, cover letters and social media. There has been 25+ full time employment outcomes and 13 have been connected to internships. Matt has spent over 80 hours planning and socializing concepts, had 45 engagements with key personnel across 5 institutions and engaged with 54 university leaders.
- Strategic Goal 3. Increase regional workforce participation by creating opportunities, incenting workforce participation, and removing barriers to employment.
 - 2020 Job Seeker Engagement Metrics. Jon Sowards shared that even though the Career Center was closed to the public they still assisted 3,400 jobseekers, had over 8,000 follow up calls, emails or texts, 817 were assisted with resume, interview or basic preparations and 245+ resulted in positive employment outcome.
 - 2020 WIOA Title 1 Summary. Jessica Calvert shared that even with Career Center being closed to the public 253 participants were still assisted. Active trainings were cancelled, upcoming trainings were postponed, therefore CT started offering services virtually. In June, CDL started back. CT assisted 67 WIOA participants gain credentials to obtain employment. For 2020, total cost for WIOA federal funds was \$243K equaling \$2.1M annual salary impact.
 - 2020 Career Edge Summary. Shannon Gottke updated that 753 have enrolled from the South Central area, 358 resumes have been built within Career Edge, 828+ hours spent within Career Edge and 1,196 exercises completed.
 - 2020 Reentry Impact. Aaron Poynter since starting August 1, 2020 has worked with 26 organizations assisting 224 individuals. He has helped 12 individuals gain employment in lieu of jail time. \$3,876 was saved in incarceration costs (@8.5 days) and \$6,732 wages earned (@8.5 days)
 - 2020 Military Veteran Engagement. Jon Sowards shared the military veteran engagement has assisted 202 service members through hiring

events, virtual tours and zoom calls. 59 employers were engaged by using virtual tours of communities and employers. 5 were hired after a 12-week internship through the Hiring Our Heroes Fellowships. In August 2020 a digital billboard was installed at Fort Campbell logging 945 hours of promotion for 2020.

- Strategic Goal 4. Maintain viability of the SCWDB’s financial growth, quality delivery system and return on investment (ROI) for job seekers and employers.
 - 2020 Compliance Events. Robert Boone shared that the external audits, National Able Fiscal Audit (occurring now) and the Independent Fiscal Audit with MCM that is complete with no findings and 100% compliant. PY19 Internal Monitoring is completed by Jessica Calvert to prepare for the state audit. This is a WIOA regulatory requirement, comprised of Program and Fiscal audit, auditing 30 case files each month. Other compliance measures are the implementation of a Compliance Tracking System, weekly review of 25 case files and monthly Case Management Training for WIOA Title 1 staff.
 - 2020 External Communications Engagement. Leslie Witty shared the 2020 results of the social media and marketing. The board had 30 YouTube videos, 31 webcasts produced, 1,612 social medial posts, 5,849 social media followers and 17,207 total video views across social media for 2020.

The February meeting will take place on February 11, 2021 location to be determined closer to time due to Covid-19.

With no other business to discuss, the meeting was adjourned.

Approved: 

Date: 02/11/2021