

**MINUTES**  
**SOUTH CENTRAL WORKFORCE DEVELOPMENT BOARD**  
**SCWDB OFFICE AND ZOOM CONFERENCE**  
**February 9, 2023**

**Time & Place of Meeting**

The South Central Workforce Development Board meeting was held at 8:30 a.m. via Zoom Conference and in person at 2355 Nashville Road, Bowling Green.

**Members Present**

Beverly Tobin-Ford; Bob Biltz; Carol Elliott; Chad Spencer; Chris Boggs; Gretchen Bandy; John Eaton; Michael Carter; Rebecca Stone; Robert Akin; Robin Amonett; Roxana Robinson; T.J. Shockley-Hunt; Treva Shirley; and Tori Murley.

**Visitors Present**

Khalid Qazi; DaRhonda Hawthorne; Jon Sowards; Jessica Calvert; Brian Becker; Jana Shell; Michael Dailey; Ana Sancristoful; Laura Torres; Bill Sandell; Frank Garabato; Leslie Witty; Joshua Zaczek; Matt Bacon; Bionca Wilson; Dr. Kim Myers; Aaron Poynter; Joda Johnson; Mayor Mike Hughes; and Jake Brown.

Treva Shirley welcomed everyone to the meeting. She recognized a quorum and called the meeting to order.

**President/CEO Opening Remarks**

Jon Sowards welcomed everyone and explained that the meeting theme would focus on 2023 Goals with measurable outcomes.

**Approval of Minutes December 8, 2022 Minutes**

**Motion by:** A motion was made by Beverly Tobin Ford, seconded by Bob Biltz, to approve the December 8, 2022 meeting minutes as presented. **Motion carried.**

**Executive Committee Update from January 12, 2023**

Treva Shirley stated that the Executive Committee met on January 12th which covered the following:

- Jon Sowards presented a brief update on the Workforce Participation initiative, reporting that the strategy was to help each county identify their respective talent pockets for targeted recruitment.
- Jon Sowards shared that there would be an upcoming meeting with the KY Secretary of Labor, Jamie Link, to discuss state support for the Blue Oval and Envision projects.
- A Mid-Year Review of the WIOA Contract was given by Jon Sowards. This was to evaluate the contract so that the Board can make an informed renewal decision this Spring.

- Jon Sowards gave a budget update of planning to rolling \$170,000 forward in Q1 to ensure there are enough operating funds for 3<sup>rd</sup> quarter 2023.
- The committee also completed a performance evaluation and pay raise for Jon Sowards. The evaluation measured Jon's performance in three key areas: meeting strategic goals, job description essential duties and key competencies. The committee found Jon's performance to be excellent and authorized a 3% pay raise.

## **Financial Report**

**Expenses:** Khalid Qazi presented the financial update for the period ending January 31<sup>st</sup>, 2023, fiscal year starts in July and ends in June. Total budgeted annual revenues are \$2,883,421, YTD budget is \$1,720,854, and actual revenues are \$1,742,970 leaving a favorable variance of \$22,116. Financial activities are on track at this point.

**Statement of Financial Position:** Statement of financial position is a balance sheet for other businesses. The total assets and liabilities are \$267,479 each.

**Motion by:** A motion was made by TJ Shockley-Hunt and seconded by Tori Murley, to approve the financial report as presented. **Motion carried.**

## **Strategic Goals**

- 2023 Board Meeting Methodology. Jon Sowards explained that each goal will be highlighted in the month it is most prominent.
  - April-Strategic Goal 1, will focus on assisting employers
  - June-Strategic Goal 2, will highlight assisting students
  - August-Strategic Goal 3, will focus on assisting job seekers
  - October-Strategic Goal 4, will be audit results
  - December-Year-in-Review
- 2023 Aspirational Goals. Jon Sowards shared that this will be new for 2023 and will add aspirational goals each month.
  - Relocate BG Kentucky Career Center. On 1/24/2023 shared that goal with KY Labor Secretary. Will continue conversation with Cabinet-level staff on 2/28. Next step is to develop a business case for relocating the BG KCC
  - 1<sup>st</sup> Annual Summer Heavy Equipment Training Program. Goal is to partner with SKYCTC to offer a summer training program utilizing Heavy Equipment Stimulators and real equipment to prepare recently graduated students and/or adults for heavy equipment operator roles.
  - Secure External Funding for Position Continuity. Seeking \$175K or more to continue New American and Kentucky Career Navigator positions.

- Strategic Goal 1 Assessment. *Actively engage employers and stakeholders to drive innovative workforce solutions across the region.*
  - Major Objectives. Brian Becker provided the 2023 major objectives:
    - Business Service Engagements. Defined as providing workforce assistance to an employer in one of the following manners: provide Labor Market Information, recruitment assistance, pre-screening services, job orders, use of KCC for individualized hiring event, accessing untapped labor pools, information presentations, etc. Goal is 600 engagements.
    - Direct Job Seeker Referrals to Employers. Defined as the total number of job seekers referred from staff to an employer. Count if a job seeker resume or application is forwarded to an employer and/or if the job seeker is connected to the employer by a phone, email or in-person introduction. Goal is 1,425 referrals.
    - Hiring Events. Defined as a multi-employer Hiring Event that was planned and hosted by SCWDB. Goal is 20 events.
    - Workforce Participation. Defined as a presentation given to employers that provides local workforce participation data and strategies to recruit known pockets of talent. Goal is 75 employers.
  - Rapid Response. Jake Brown and Bionca Wilson both from KCC updated of a rapid response that began with Camping World on January 17<sup>th</sup>.
  - KCC Job Fair. Frank Garabato, KCC, updated on the 2023 Hiring Event. Event was held on Tuesday, January 24 from 10:00AM to 4:00PM at the KCC, 803 Chestnut St, Bowling Green. There were 23 employers on site. There were 335 attendees with at least 200 unemployed and 18 confirmed hires to date.
- Strategic Goal 2 Assessment. *Align and integrate education to provide career pathways for P-12 youth, post-secondary students and adult job seekers.*
  - Major 2023 Objectives. Will track engagements, career services, direct referrals and known placements by high school students and post-secondary college students as goals are set.
  - Spring '23 Support to High Schools & Students. Matt Bacon with the KCC gave an update on the 2<sup>nd</sup> annual CDL cohort in Hart County this summer. Will target regional high school students. Ana Sancristoful has been presenting at high schools on available training opportunities.
- Goal 3 Assessment. *Increase regional workforce participation by creating opportunities, incenting workforce participation, and removing barriers to employment.*

- Major 2023 Objectives. Brian Becker shared the upcoming objectives for New American, Reentry and Military Veterans. Will update at future meetings the running totals and goals per engagements, career services, direct referrals and known placements.
- Demo Interactive Guide. Brian Becker gave a preview of the Interactive Guide that Ana will be using. This guide will be in the needed language of the person and go through the topics of employment, learn English, validation, career training and more resources.
- Strategic Goal 4 Assessment. *Maintain viability of the SCWDB's financial growth, quality delivery system and return on investment (ROI) for job seekers and employers.*
  - Major 2023 Objectives.
    - Jon Sowards shared that the National Dislocated Worker Grant funds have been requested and secured. Covid funds of \$79K received 1/17/23 and Tornado funds of \$500K received 1/25/23. In progress is the rebalance spending strategy. The goal is to carry-over \$170k into Q1 in order to have sufficient operational and participant funding available.
    - Developing an updated budget and spend plan with Career Team and National Able.
    - Reduce admin/operational expenses. Jon is seeking to reduce or offset WIOA expense by \$25k through cost reduction measures. He has saved \$2K in subscriptions and \$7K in CEO/President salary offset.
    - MCM CPAs conduct the audit of PY22 (July 1, 2022 – June 30, 2023). Audit takes place June-September.
    - State Compliance Monitoring. KY ELC conducts the annual audit of PY21 (July 1, 2021 – June 30, 2022). Monitoring takes place April – September.

### **Workforce Participation Update**

- Workforce Collective Schedule. Jon Sowards shared that SCWDB's initial strategy is to convene data-driven conversations in each county to provide short, intermediate, and long-term strategies to improve workforce participation rates. Piloting custom employer reports. Sumitomo, first employer, will receive an Employer Report on February 23<sup>rd</sup>.
- Addressing Workforce Participation for Individuals with Disabilities. Roxana Robinson, Regional OVR Manager shared that there are approximately 30,000 in SCKY that are working age and have a disability. Over 19,000 residents with a disability are not participating in the workforce. Convening meetings with community rehabilitation program providers with the goals to increase

outreach and enrollment efforts throughout SCKY and to increase the number of employers and job opportunities for this population.

**Final Questions/Discussion**

**Public Comment**

<<there were no public comments>>

The next Board meeting will take place on April 13, 2023. Location to be determined.

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

**Approved:** Treva J. Shirley

**Date:** 4/13/23