



## Business Services Committee Agenda

August 17, 2022 | 2-3:30pm

**NKADD** | 22 Spiral Drive | Florence

**Zoom** | Meeting ID: **921 2119 6749** | Password: **605357**

1. **Call to Order** – *Committee Chair Brian Bozeman 2:00pm*
2. **Welcome** – *Brian Bozeman*
3. **Roll Call of Members** (if necessary) – *Tara Johnson-Noem, Interim Director, NKWIB*
4. **Self-identification of members**- at this time, any member of the board having a potential conflict of interest regarding any issue on today's agenda should self-identify – *Brian Bozeman*
5. **Approve Minutes** from previous meeting – *Brian Bozeman **action requested** 2:05pm*
6. **WIOA Business Services update** – *Tara & Kim Spreder, Brighton Center, 2:10pm*
7. **Program KPI – New format Overview** – *Tara & David Klokner, **action requested** 2:30pm*
8. **GROW NKY Update** – *Tara Johnson-Noem, 3:00pm*
  - a. Pillar 4
  - b. Pillar 5
  - c. Steering Committee
9. **NKWIB Director's Update** – *Tara Johnson-Noem, 3:10pm*
  - a. Talent Collaborative of Greater Cincinnati
10. **New Business** – *Brian Bozeman 3:20*
11. **Adjourn** – *Brian Bozeman (3:30)*

**Next meeting: October 19, 2022 at 2PM**  
**NKADD, 22 Spiral Drive, Florence**

### **Vision Statement**

Every Northern Kentucky community thrives as a result of sustained economic prosperity.

### **Mission Statement**

We drive innovative policy and direct funding for workforce investment through strong community partnerships to promote: engaged employers, skilled jobseekers and collective impact.

### **Diversity, Equity, Inclusion Statement**

The Northern Kentucky Workforce Investment Board embraces the need for diversity, equity and inclusion to be a component of everything we do. We strive to create a network that meets business needs while it also supports the dignity of our clients. We respond to regional employment needs through the perspectives of local employers' demand for talent and economic empowerment. We are a catalyst for equity, inclusion and life-changing results for all our clients. These priorities are supported through the values below and outlined in our diversity, equity and inclusion action plan.

### **NKWIB Strategic Plan Elements**

#### **1. Employer Services**

Engage employers in the design of services that support talent recruitment, incentivize workforce participation and remove employment barriers.

- Monitor and respond to employer feedback on Career Center business services.
- Serve as a trusted resource and collaborator for employer and workforce partners.
- Assess and deploy WIOA resources as available to support hiring and upskilling.

#### **2. Jobseeker Services**

Prepare individuals to enter and advance along the talent pipeline by aligning with P-12, adult and post-secondary education to provide lifelong opportunities for the rapidly shifting realities of work.

- Monitor and assess outcomes for individuals utilizing Career Center and WIOA services.
- Leverage partnerships and resources to effectively engage clients in work and training opportunities.
- Connect educational and training partners with employers to further align career pipeline preparation.

#### **3. Board Governance**

Maintain strong leadership and community connectivity by fostering board member recruitment, retention and education efforts with an emphasis on diversity, equity and inclusion.

- Create a Diversity, Equity and Inclusion Committee comprised of board and community members to report regularly to the board and oversee DEI Action Plan.
- Create and implement a Diversity, Equity and Inclusion Action Plan.
- Increase initiatives designed to engage current board members and attract new board members from all five in-demand industry sectors and all eight counties in our region.

#### **4. Data-Driven Decision Making**

Respond to changing employer and individual needs by effectively leveraging local, state and federal resources and benchmarking impact through data and metrics through an equity lens.

- Collaborate with regional workforce partners to assess and drive progress toward local and statewide goals.
- Update financial and programmatic key performance indicators and analyze regularly through the NKWIB and its committees.
- Establish innovative workforce policy and funding using regional labor market information and local Career Center performance data.

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**FY 2022 BUSINESS SERVICES COMMITTEE MEETING**

**WEDNESDAY, JUNE 15, 2022 – 2:00 PM**

**IN PERSON AT THE NKADD AND VIRTUAL MEETING VIA ZOOM**

<b>MEMBERS PRESENT</b>	<b>GUESTS</b>
Dr. Vicki Berling	Correy Eimer, Brighton Center
Brian Bozeman	Monica Remmy, Code Kentucky
Brent Cooper	Douglas Beard, Brighton Center
Gina Douthat	Cody Kinker, Brighton Center
Dr. Fernando Figueroa	Kimberly Spreder, Brighton Center
Angela Mulberry	
Michelle Tyson	
<b>MEMBERS ABSENT</b>	<b>STAFF</b>
Cara Brooks	Tara Johnson-Noem
Mike Flannery	Katie Jo Kirkpatrick
Janet Harrah	Simon Boxall
Connie Schnell	David Klokner
Gina Stough	
William Weier	

**CALL TO ORDER**

Brian Bozeman, Committee Chair, called the meeting to order at 2:25 PM. Quorum was met.

**ROLL CALL OF MEMBERS**

Attendance was recorded and a quorum was present.

**SELF-IDENTIFICATION OF MEMBERS**

No one self-identified for this meeting.

**APPROVAL OF THE MINUTES – APRIL 20, 2022 MEETING**

Gina Douthat made a motion to approve the minutes. Brent Cooper seconded the motion, and all voted in favor. The minutes were approved.

**KENTUCKY CAREER CENTER RECERTIFICATION**

- As a requirement of WIOA, each career center location must be recertified every three years. A committee reviewed the KCCs at Florence and Covington and recommended their recertification.
- Florence KCC
  - Brent Cooper made a motion to approve the recertification of the Kentucky Career Center in Florence. Vicki Berling seconded the motion. All voted in favor. The recertification of the KCC in Florence has been approved and will be voted on at the NKWIB meeting for final approval.
- Covington KCC
  - Gina Douthat made a motion to approve the recertification of the Kentucky Career Center in Covington. Dr. Fernando Figueroa seconded the motion. All voted in favor. The recertification of the KCC in Covington has been approved and will be voted on at the NKWIB meeting for final approval.

- Recertifications will be forwarded to the NKWIB and will have the final vote on the recertifications before it is forwarded to the KWIB for state records.

#### **COMMITTEE PROGRAMMING UPDATE**

- High school Industry-recognized certifications
  - Work is in progress to make certifications for industries more readily available to high schoolers. This program should be considered when business needs more certified applicants. When high schools enter the workforce, they will be able to move straight into a local career.
- Workforce & Housing
  - There is a need for further research into the accessibility of housing and its impact on the local workforce.
- Job Fair Employer Satisfaction Survey
  - Reviewed the satisfaction survey that was sent out to KCC partner organizations.
  - High marks from the survey but a focus on comment that said there was greater need for collaboration and communication.

#### **WIOA BUSINESS SERVICES UPDATE – Kim Spreder, Brighton Center**

- Job Fairs & Hiring Events
  - Veterans Job Fair – May 5<sup>th</sup>
  - Building Industries Job Fair – June 8<sup>th</sup>
  - Boone County Public Library – August 25<sup>th</sup>
- New Workforce Strategies Manager Hired – Cody Kinker
- Data from the data dashboard
  - Unique Employers Served: 849
  - Employer Programs and Activities: 5,117
  - Reported Job Placement: 767
  - Market Penetration Rate: 6.3%

#### **WIOA OPERATOR UPDATE, KENTUCKY CAREER CENTER – Correy Eimer, Brighton Center**

- KCC-Williamstown
  - Determined the need to seek an alternative location due to low number served at the current location.
  - The KCC will be moving to the Grant County Chamber of Commerce / Grant County Industrial Development Authority location.
  - The goal is to be fully moved by October 1, 2022.
- SWAT meetings consist of a 90 Minute panel consisting of representatives from partner agencies to help solve a business's workforce challenges
- Upcoming SWAT Meetings
  - Daniels Health – June 28
  - 80 Acres Farms – July 14
  - PLANES Companies – TBD

#### **NKWIB DIRECTOR'S UPDATE – Tara Johnson-Noem**

- Transition Plan

- Due to Tara Johnson-Noem, transitioning to a new role as the NKADD Executive Director, there is work to find a replacement for the new NKWIB Director. The job posting has been posted today, June 16, 2022.
- Program KPI
  - David Klokner, NKWIB Data Specialist, reviewed the Key Performance Indicators from April and May 2022.
  - Data Dashboard: <https://nkcareercenter.org/data/>
- DEI Survey
  - A survey was sent to the board to set a benchmark of board diversity to see the impact on board diversity at a later date.

#### **NEW BUSINESS**

- No new business.

#### **ADJOURNMENT**

Chairperson Brian Bozeman adjourned the meeting at 3:18 PM.

## PILLAR 4 MEETING NOTES

### Talent Attraction & Retention August 3, 2022

#### Pillar 4 Goal:

Increase retention and attraction of qualified workers within the region.

**Objective 1:** Promote the region as a place to live and work through a regional marketing strategy.

#### Objective 2:

Create a strategic plan to attract and retain a more diverse workforce.

#### Objective 3:

Retain new professional talent in the region.

**Committee members online:** Nancy Spivey, Davis Robinson, Carmen Hickerson, Cara Brooks, Nancy Costello, Gene Kirchner, Ashleigh Dubois, Tara Johnson-Noem, Doug Beard, Chery Besl, Kristen Smitherman-Voltaire, Alieu Nyassi, Kyle Kosco; Absent: Jill Morenz, Heather McClanahan, Julie Kirkpatrick

#### OBJECTIVE 1 UPDATES/SUCCESSSES

- Gene Kirchner shared a document showing the [reach and engagement of the Livability publication](#) . 331,248 people were reached between May 2021 and May 2022. [Livability Magazine](#) continues the work to broaden the interpretation of marketing and attracting talent to NKY.
- Nancy Spivey facilitated a meeting to identify some Geotarget data to help drive attraction and retention efforts. The meeting produced some useful data on [young adult migration/patterns](#) from NKU's Janet Harrah, Relocation data from Sheena Parton at Huff, Tri-Ed's Cheryl Besl/Allison Murcia data on job postings and travel data from Amanda Johannemann at meetNKY. More data links can be found in the [P4 Identify geotarget meeting notes](#)

#### OPPORTUNITIES

Continue to share/leverage both the [Livability Northern Kentucky](#) and [Living in NKY/Veterans Page](#) . Share with builders, relocation agencies and CincyExperience

Using the geotarget data, develop a focus on at least 2 target markets to attract/retain talent. Find other available analytics on HS Senior/College students to find consistent data on why they are leaving/coming into the region

#### OBJECTIVE 2 UPDATES/SUCCESSSES

Ashleigh Dubois reported the DE & I work:

- [DEI Summit Session Series](#) featuring speaker Tracy Stokes. The event will take place on August 19 from 8:30am - 10am at NKU (Student Union Building SU104). Save the date for an October 11<sup>th</sup> Fall & watch for Winter & Spring session dates.
- [DEI Global Experience Night at FC Cincinnati](#) – September 21 at TQL Stadium
- DEI Steering Committee New leadership coming in September: Chair, Dr. Ed Howard; NKU and Vice-Chair Whitney Glover; Graydon. 3 Pillars of this DE&I committee are being planned.
- [Welcoming Week](#) Social Media Campaign is a 10 Day Social Media Campaign beginning September 9<sup>th</sup>. Marketing efforts are being planned.

## OPPORTUNITIES

FC Cincy game is a fun opportunity to market what we are committed to doing and improve the outcomes. The Welcoming Plan and discovery work have been great first steps. The Chamber has reserved 150 seats for this event. Register at [nkychamber.com/events](http://nkychamber.com/events).

Connect and share Welcoming Week marketing resources to help build strong connections and affirm the importance of welcoming and inclusive places in achieving collective prosperity.

## OBJECTIVE 3 UPDATES/SUCCESSSES

Dawn Denham reported on [Encounter NKY](#), a program of the NKY Chamber specifically for young professionals and/or those newer to the area with a sense of urgency for both career advancement and a deeper connection to our region.

- 33 Applicants received. 25 will be selected for Fall Session. Any carryovers will be placed in Spring Session. 50% of the applicants have lived in the region less than 5 years, several have started new jobs this year and 18% of the applicants are diverse.
- Steering committee recently met to help finalize the experiences.

## OPPORTUNITIES

View and share the [Encounter NKY Flyer](#) and [here is a link](#) to the form people can complete to notify us of potential candidates for Encounter NKY.

**Next Meeting** October 26, 8:30 – 9:30 am via TEAMS

## PILLAR MEETING SUMMARY

**PILLAR NAME/#:** 5

**MEETING DATE:** June 28

**SUBMITTED BY:** Talia Frye

**SUCSESSES SINCE LAST MEETING:**

Small group of P5 team members met to flesh out next steps on “Employer Champions” – supporting employers who are changing policies and practices and want support in doing so

**AGENDA TOPICS:** (Consider overall GROW goals and Pillar goals, objectives, and specific strategies)

TOPIC	DISCUSSION MAIN POINTS	NEXT STEPS/RESPONSIBILITY	DATE
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<b>Employer Champions</b>	– P5 members meeting with National Fund for Workforce Solutions staff in July to further explore Employer Champions		
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<b>Discussion</b>	- How do we work more intentionally to support the employers that engage in Symposium and Job Quality Challenge in ongoing learning and support		
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**BARRIERS OR CHALLENGES:** (Consider support/resources/information needed by Steering Committee or other Pillars)

Anticipated transition to new Pillar 5 leadership

**Possible CERKL Articles:** (Organizational contact)

Lane Report – KY Chamber Fair Chance Academy 1<sup>st</sup> Cohort Completion (multiple NKY employers)

**Other Notes & Information:** (Consider new contacts/members)

I wanted to share a little update from me and Talent Magnet that today is my last day at the organization. TMI is growing the team and building into a B2B focused growth experience to train large groups of managers and leaders within companies. It’s time to find Developers, Engineers and SAAS experts to take TMI to the next level. This led to the difficult decision I’ve made to leave TMI which will allow room for new leadership to step in and help them grow within the next stage of their journey. In my time at Talent Magnet, I was able to help build some of the foundational elements of the business and work with awesome leaders like all of you at the GrowNKY Pillar 5 committee, which I treasure. I believe in the great work you are doing and, as I explore what is professionally next for me, I will be resigning from my role as Pillar 5 co-chair effective today. Thank you for your support and understanding. – Jules Breslin

**Next Meeting:** Date/Time/Location

August 16, Microsoft Teams



FY 2022 as of June 2022 (100% of Fiscal Year)	WIOA Formula Funds Totals	Statewide Reserve (Special Projects) Total	National Dislocated Worker Grant (NDWG)	Trade Total	Grand Total	YTD Expended	% Expended
<b>Actual Carryover From FY 2021</b>							
Grant 27121 (Dislocated Worker Program)	\$ 323,700.07				\$ 323,700.07		
Grant 27221 (Dislocated Worker Program)	\$ 77,724.77				\$ 77,724.77		
Grant 27021 (Adult Program)	\$ 8,143.82				\$ 8,143.82		
Grant 27321 (Adult Program)	\$ 208,631.52				\$ 208,631.52		
Grant 205BE19 (Trade Training Program)	\$ -			\$ 12,263.13	\$ 12,263.13		
Grant 27420 (Youth Program)	\$ 88,306.49			\$ -	\$ 88,306.49		
Grant 27421 (Youth Program)	\$ 238,036.03				\$ 238,036.03		
271DW20 (Dislocated Worker Program)	\$ 13,991.39			\$ -	\$ 13,991.39		
273AD20 (Adult Program)	\$ 3,096.12	\$ 1,010.01	\$ 385,256.71	\$ -	\$ 389,362.84		
<b>Actual Carryover</b>	<b>\$ 961,630.21</b>	<b>\$ 1,010.01</b>	<b>\$ 385,256.71</b>	<b>\$ 12,263.13</b>	<b>\$ 1,360,160.06</b>		
<b>Actual Allocation</b>							
Adult	\$ 502,314.98				\$ 502,314.98		
Dislocated Worker	\$ 921,867.28				\$ 921,867.28		
Youth	\$ 495,935.89				\$ 495,935.89		
*Rapid Response Funding (Requested from State as Pass Thru)	\$ 129,177.83				\$ 129,177.83		
Trade Training Funds	\$ -				\$ -		
<b>Actual Allocation</b>	<b>\$ 2,049,295.98</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 2,049,295.98</b>		
<b>Total Available</b>	<b>\$ 3,010,926.19</b>	<b>\$ 1,010.01</b>	<b>\$ 385,256.71</b>	<b>\$ 12,263.13</b>	<b>\$ 3,409,456.04</b>		
<b>Obligations</b>							
*NKWIB Subgrant Recipient/Fiscal Agent	\$ 721,532.17	\$ 1,010.01	\$ 55,750.53		\$ 778,292.71	\$ 673,022.59	86%
*OS Operator Contracted Provider (Brighton Center)	\$ 237,000.00				\$ 237,000.00	\$ 230,854.47	97%
*OS Direct Workforce Services Contracted Provider (Brighton Center)	\$ 1,185,371.70		\$ 33,000.00		\$ 1,218,371.70	\$ 964,752.86	79%
NDWG- Contracted Providers	\$ -		\$ 292,006.17	\$ -	\$ 292,006.17	\$ 164,812.69	56%
<b>Set-aside Obligations</b>							
JOBS EQ Data Base Agreement	\$ 4,300.00				\$ 4,300.00	\$ 4,313.90	100%
Outreach	\$ 15,000.00				\$ 15,000.00	\$ 588.00	4%
GROW	\$ 27,880.00				\$ 27,880.00	\$ 12,120.00	43%
<b>Training</b>							
Youth Work Experience	\$ 282,980.98				\$ 282,980.98	\$ 191,318.14	68%
Incumbent Worker	\$ 70,000.00				\$ 70,000.00	\$ -	0%
OJT	\$ 20,000.00				\$ 20,000.00	\$ -	0%
Youth Education/Career Funds	\$ 50,000.00				\$ 50,000.00	\$ 15,553.91	31%
*Individual Training Accounts (ITA's)	\$ 175,000.00		\$ 4,500.00	\$ 3,065.68	\$ 182,565.68	\$ 108,640.65	60%
<b>Total Obligations</b>	<b>\$ 2,789,064.85</b>	<b>\$ 1,010.01</b>	<b>\$ 385,256.70</b>	<b>\$ 3,065.68</b>	<b>\$ 3,178,397.24</b>	<b>\$ 2,365,977.21</b>	<b>74%</b>
<b>Remaining Balance</b>	<b>\$ 221,861.34</b>	<b>\$ -</b>	<b>\$ 0.01</b>	<b>\$ -</b>	<b>\$ 221,861.35</b>		

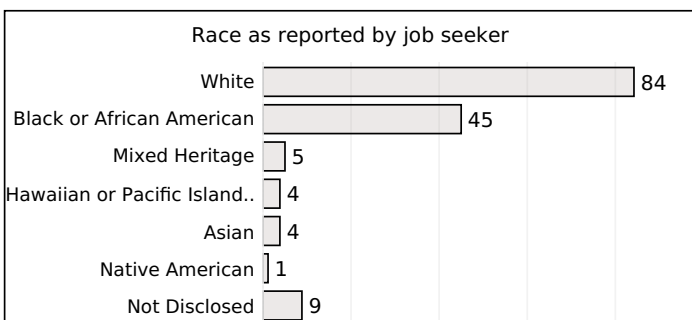
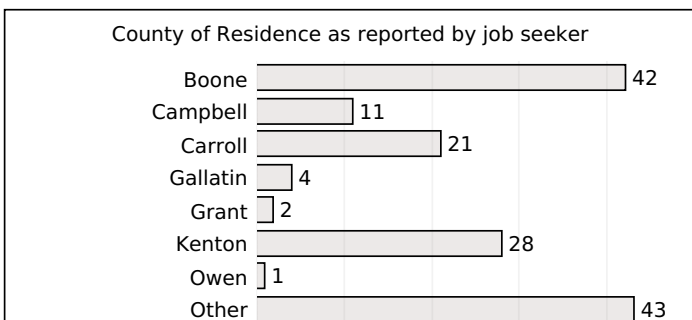
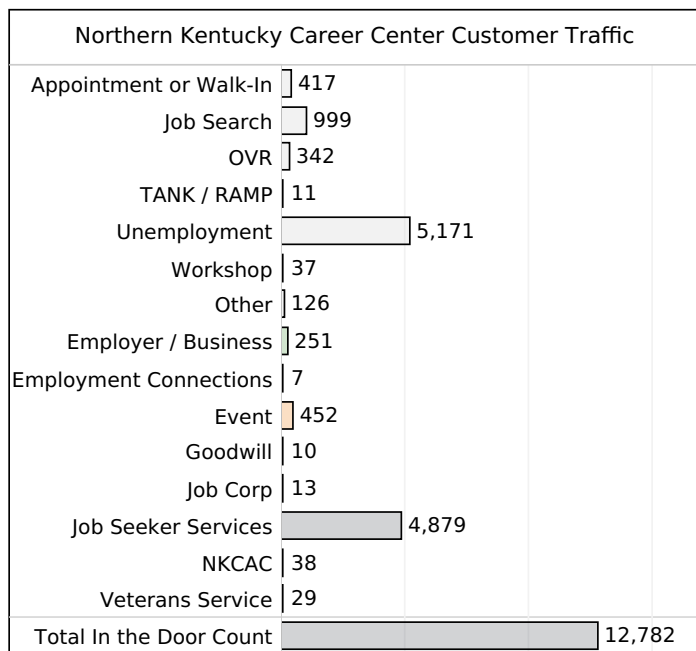
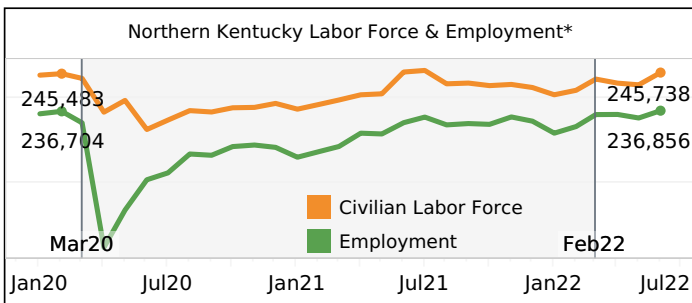
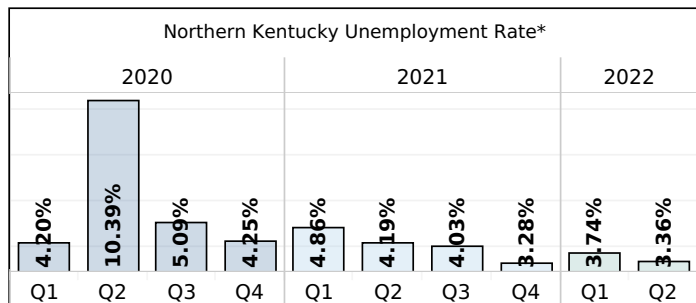


## Key Performance Indicators

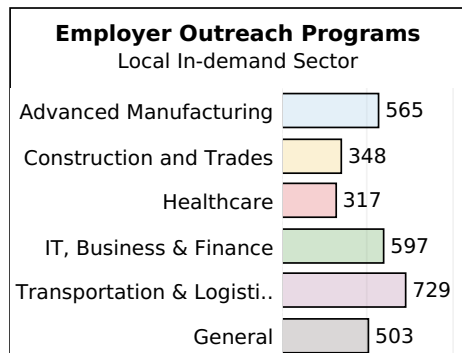
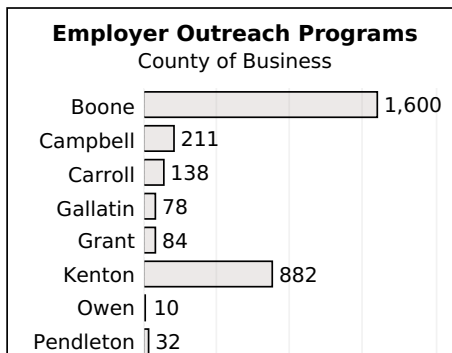
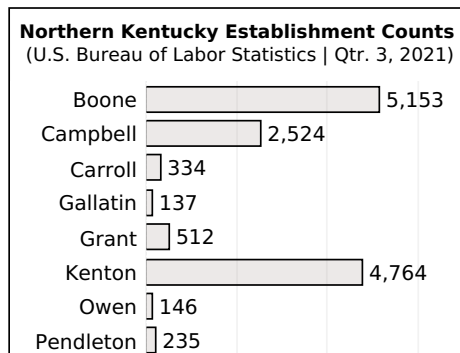
Effectiveness in Serving Employers

**Fiscal Year '22**  
July 1, 2021 - June 30, 2022

### Local Workforce Development Area Labor and Unemployment Statistics



### Employer Outreach (Programs and Activities / Effectiveness in Serving Employers)



Unique Employers  
**1,318**

Market Penetration Rate  
**10.68%**

Repeat Customer Rate  
**58.37%**

Reported Job Placements  
**1,421**

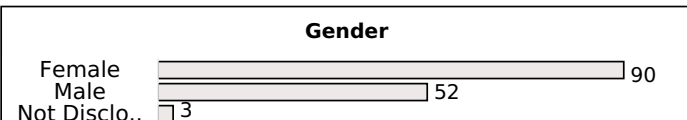
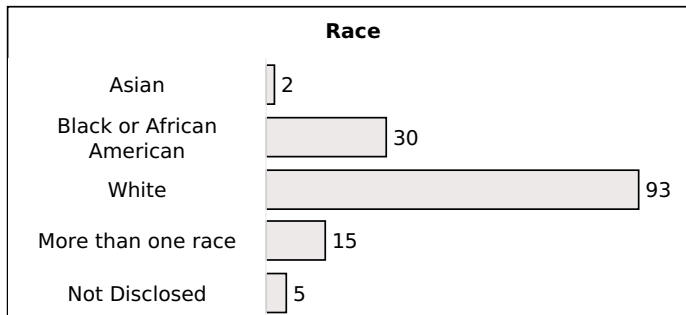
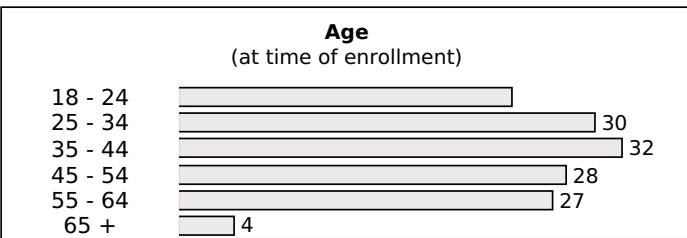
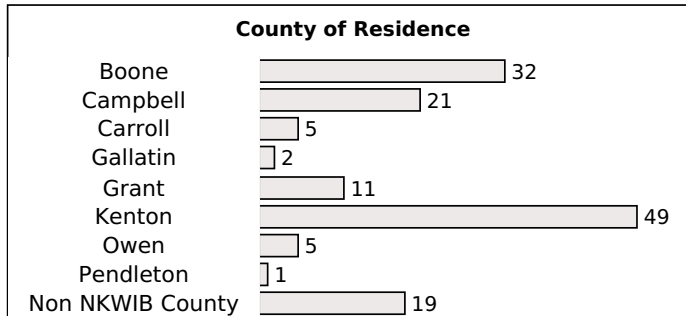
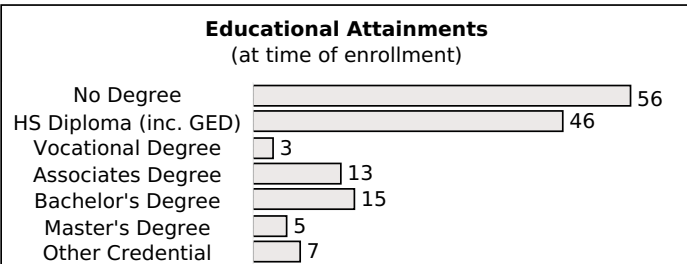
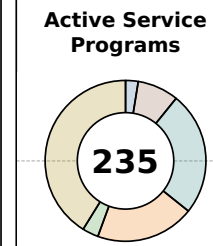
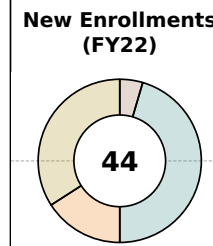
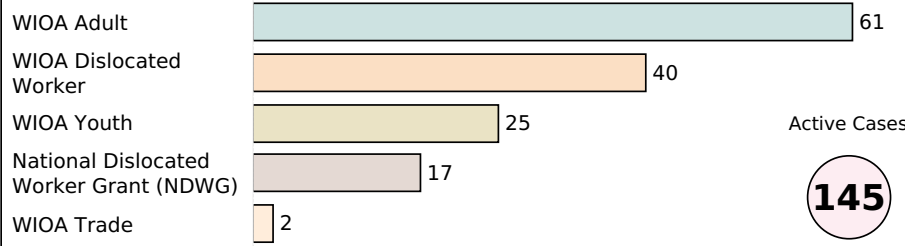
\*not seasonally adjusted

\*\*self-reported during customer satisfaction..

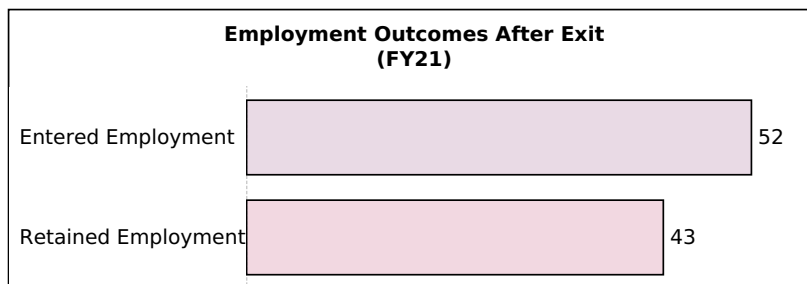
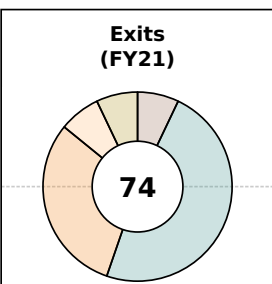
Updated August 10, 2022

Sources: BLS, KY Stats, KIBES, KCC Staff Reports and Job Seeker Survey Data

## Active Workforce Cases



## Exited Workforce Cases: Outcomes & Attainments



Median Wages (FY21)	
(Reported 2nd Qtr after exit)	
Hourly	\$17.00
Monthly	\$535.00
Yearly	\$50,000.00

Credentials Attained	FY 2021		FY 2022	
	Count	Percentage	Count	Percentage
Associates Degree	4	5.4%	2	2.7%
Bachelor's Degree	3	4.1%	1	1.4%
Occupational Certificatio..	22	29.7%	23	31.1%
Other	7	9.5%	4	5.4%

Measurable Skills Gain (MSG)	FY 2021		FY 2022	
	Count	Percentage	Count	Percentage
Assessment Tool Test	2	2.7%	2	2.7%
Better Progress Report	1	1.4%	6	8.1%
Diploma	4	5.4%	3	4.1%
Educational Achievement	13	17.5%	20	27.1%
Skills Progression	23	31.1%	91	122.1%
Training Milestone	0	0%	5	6.8%

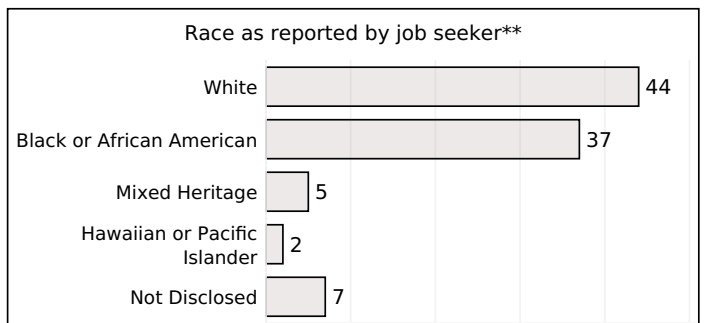
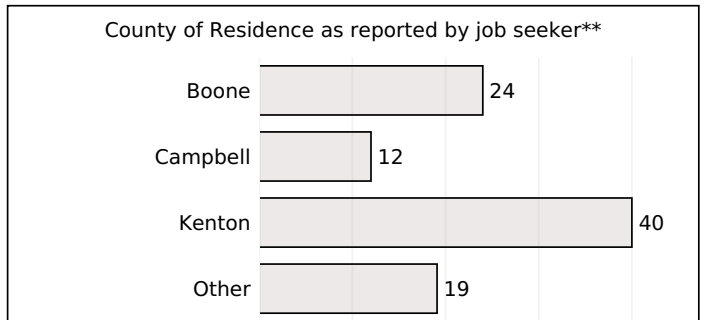
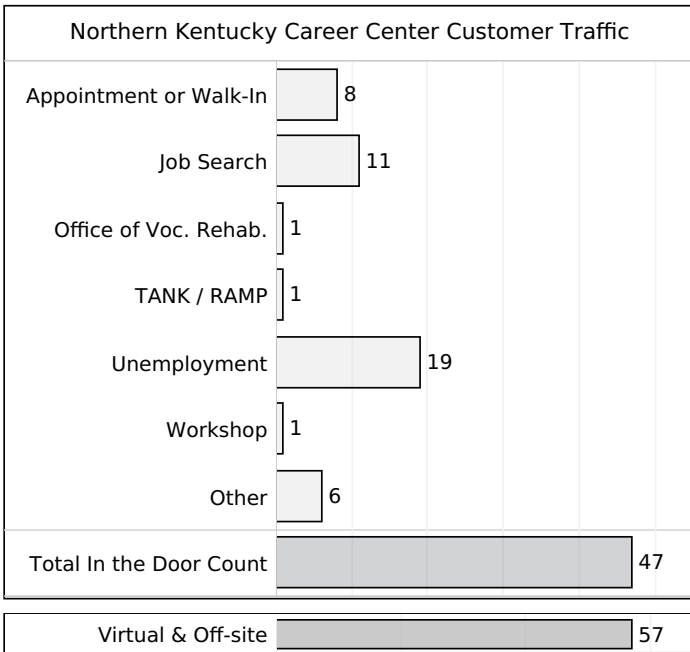
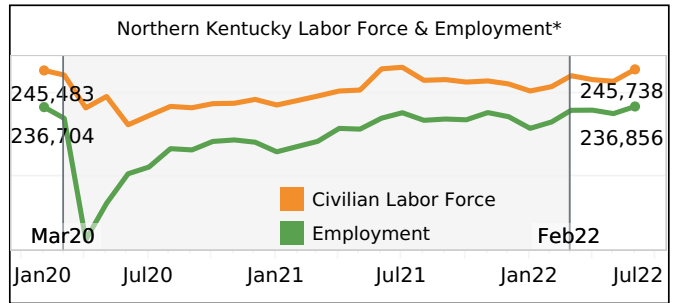
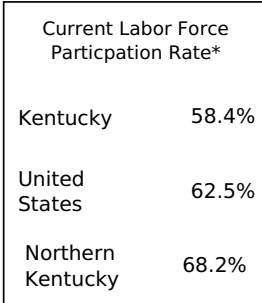
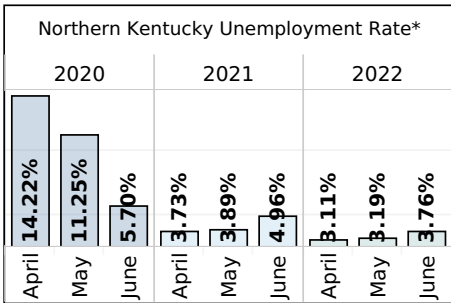


# Key Performance Indicators

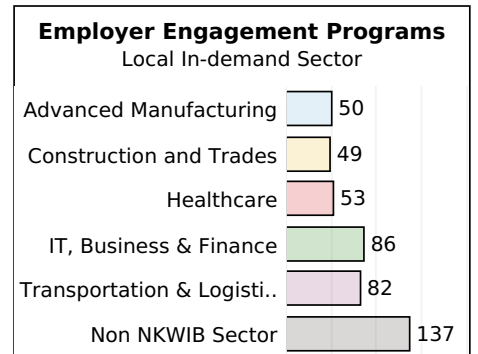
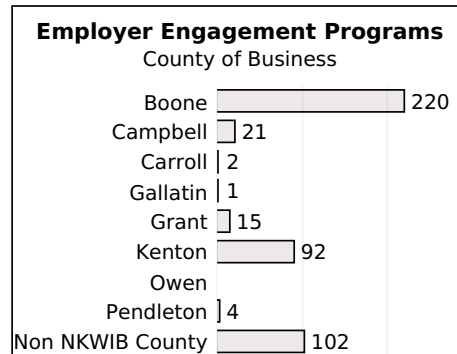
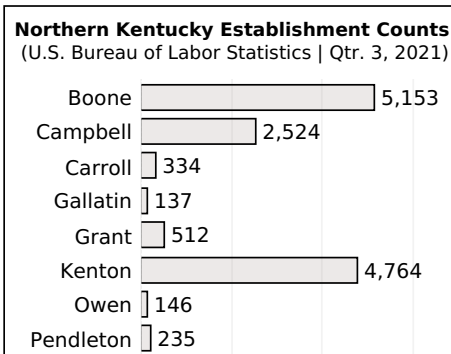
Effectiveness in Serving Employers

July, 2022 (FY23)  
July 1, 2021 - June 30, 2022

## Local Workforce Development Area Labor and Unemployment Statistics



## Employer Engagement (Programs and Activities / Effectiveness in Serving Employers)



Unique Employers  
**133**

Market Penetration Rate  
**1.37%**

Repeat Customer Rate  
**33.15%**

Reported Job Placements  
**61**

\*not seasonally adjusted

\*\*self-reported during customer satisfaction survey

Updated August 16, 2022

Sources: BLS, KY Stats, KIBES, KCC Staff Reports and Job Seeker Survey Data

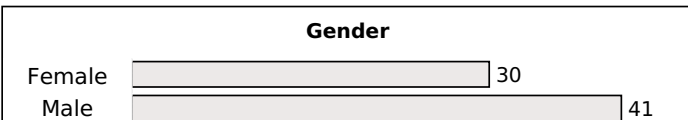
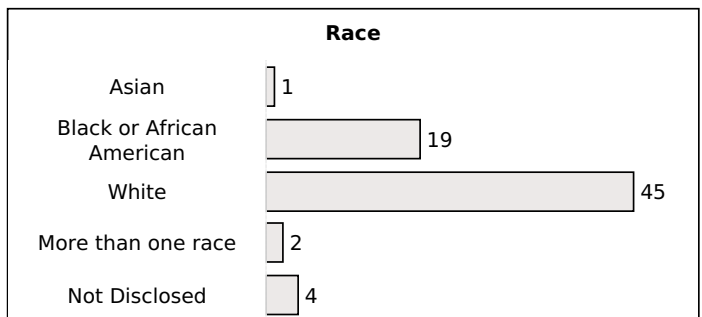
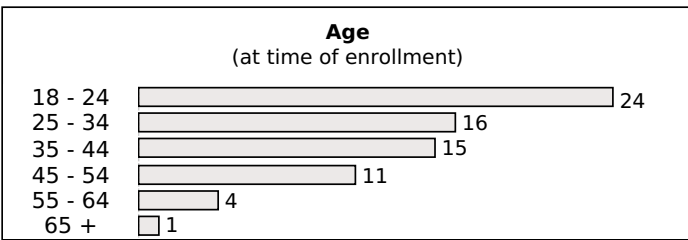
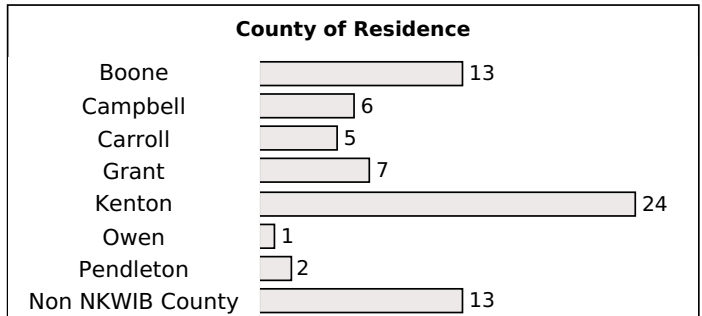
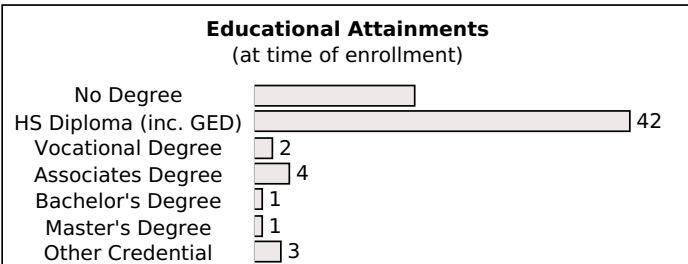
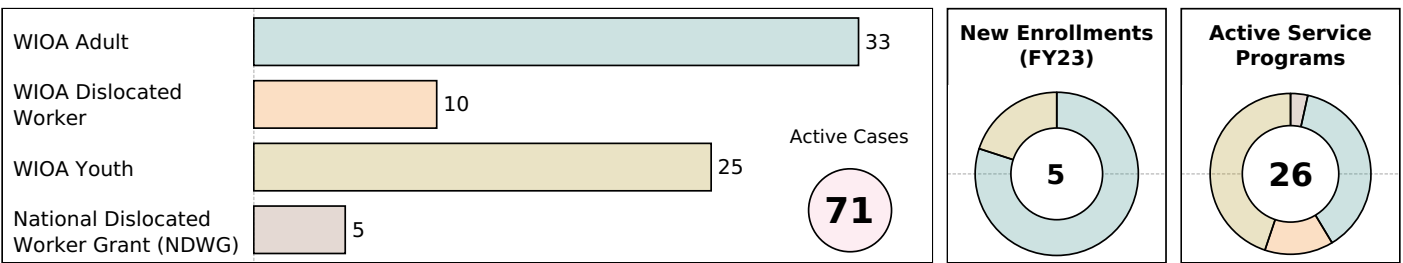


# Key Performance Indicators

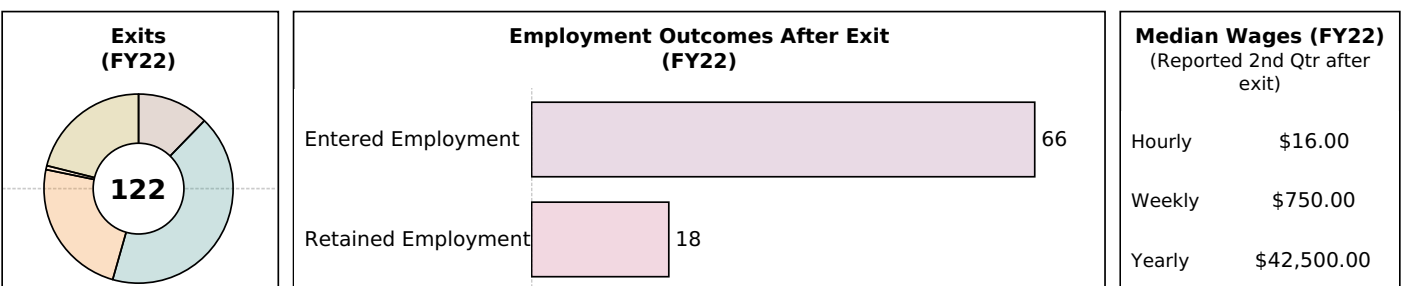
WIOA Direct Services

July, 2022 (FY23)  
July 1, 2021 - June 30, 2022

## Active Workforce Cases



## Exited Workforce Cases: Outcomes & Attainments



	FY 2022	FY 2023
Associates Degree	2	0
Bachelor's Degree	1	0
Occupational Certificatio..	23	2
Other	4	0

	FY 2022	FY 2023
Assessment Tool Test	2	0
Better Progress Report	6	1
Diploma	3	0
Educational Achievement	20	4
Skills Progression	91	9
Training Milestone	5	0