KANSASWORKS STATE BOARD

AGENDA

Thursday, January 18, 2018 * 12:30 – 3:00 PM
Capital Plaza Hotel, Shawnee Room

Teleconference Call-in Not Available For This Meeting.

I. Welcome, Call to Order and Introductions: Ken Daniel, KWSB Chair

II. Public Comment Period

III. Chair Report

IV. Consent Agenda and Committee Reports: Ken Daniel

a. November 1, 2017 KWSB Meeting Minutes
b. Workforce Alignment Committee (No Committee Report)
c. Performance Committee (No Committee Report)

Recommended Action: Approve consent agenda as presented.

V. Adjournment (KWSB Meeting)

I. Strategic Planning: Beth Brinly, Maher & Maher

a. Goal Team Launch
    i. Separate Agenda Attached

KANSAS*WORKS State Board Meetings:*
*May 2, 2018 * August 1, 2018 * November 7, 2018*

KANSASWORKS STATE BOARD

DRAFT MINUTES/MOTIONS

Wednesday, November 1, 2017
Curtis State Office Building
5th Floor, Suite 530
1000 SW Jackson Street, Topeka, KS 66612

Introductions:

Chairman Ken Daniel asked each member to introduce themselves, additionally, Rob Haynes was introduced as a new board member.

Consent Agenda and Actions Approved as Follows:

David Harwood moved to approve, Gayle Goetz seconded, Motion Passed.

- August 2, 2017 KWSB Meeting Minutes
- Workforce Alignment Committee (Summary)
    - Draft Policy: 5-27-00 KW Service Delivery Integration & Functional Mgt.
    - Draft Policy: 5-38-00 Data Collection
- Performance Committee (Summary)
    - Dashboard Report
- 2018 KWSB Meeting Calendar

Approval of Executive Session:

Mike Beene moved with a second from Todd Newkirk, motion passed – to go into an Executive Session for twenty minutes to include Staff Attorney Jordan Blair, and **KANSAS**WORKS State Board Manager Natalie Meugniot.

Adjournment of Executive Session:

Gregg Burden moved with a second from Scott Smathers, motion passed – to adjourn the Executive Session.

Meeting Adjournment:

Criss Mayfield moved with a second from Mike Beene, motion passed – to adjourn the **KANSAS**WORKS State Board Meeting.

*The full **KANSAS**WORKS State Board meeting minute's audio version is available upon request once the minutes are approved.*

DRAFT

KANSASWORKS State Board
January 18, 2018
Quarterly Program Initiatives Summary

KANSAS HEALTH PROFESSION OPPORTUNITY PROJECT (KHPOP)
The Kansas Health Profession Opportunity Project's (KHPOP) mission is to provide healthcare training and employment opportunities for individuals facing barriers to finding well-paying jobs, leading to self-sufficiency. It is administered through the workforce centers in Kansas.

For the full five-year grant period, the total projected participants are 2,000. KHPOP just finished the second year of the grant and currently has 919 participants enrolled and 24% are TANF recipients. There have been 502 Healthcare Training Completions and 189 participants have been employed.

WORK OPPORTUNIT TAX CREDIT
The Work Opportunity Tax Credit Program (WOTC) encourages the hiring of targeted employees so they move from economic dependency into self-sufficiency as they earn a steady income and become contributing taxpayers. Participating employers receive compensation by reducing their federal income tax liability.

In the first quarter of FY2018, 10,679 certification requests were received, resulting in 1,615 eligible for tax credits. 1,923 requests were denied. This is a federal tax savings to Kansas businesses of almost $4 million. The largest numbers of workers certified as eligible were recipients of Supplemental Nutrition Assistance Program (SNAP), followed by Designated Community Residents, Ex-felons, Unemployed Veteran, and recipients of Temporary Assistance for Needy Families (TANF).

FEDERAL BONDING
The Federal Bonding program provides individual fidelity bonds to employers who hire job applicants who have been, or may be, denied coverage by commercial carriers. Job candidates benefit because they are provided a second chance to prove themselves as valuable employees. Employers benefit because they provide an avenue to hire skilled job candidates who might not be hired due to their ineligibility for bond coverage.

In the first quarter of FY2018, three employers inquired about information on the Federal Bonding program. Eight bonds were distributed for $5,000 a piece for a total of $40,000 issued by the Kansas Department of Commerce.

REEMPLOYMENT SERVICES AND ELIGIBILITY ASSESSMENT (RESEA)
Reemployment Services and Eligibility Assessment (RESEA) is a collaboration between the Kansas Department of Commerce and the Kansas Department of Labor. The goals of RESEA are to shorten the number of weeks UI benefits are claimed, prevent and detect UI overpayments, decrease the likelihood of claimants exhausting UI benefits, cost savings to the UI trust fund and rapid reemployment for UI claimants.

RESEA is provided in sixteen Job Centers around the state. There are twelve grant-funded positions located at four Job Centers. Wagner-Peyser-funded staff provides RESEA services in offices that do not have dedicated staff. From October to December 2017, 2,895 UI claimants were called in for RESEA services. Claimants called in for RESEA are required to report to a workforce center as a condition to receiving UI benefits.

TRADE ADJUSTMENT ASSISTANCE PROGRAM (TAA)
Trade Adjustments Assistance assists laid-off workers, from certified trade impacted companies, with reemployment needs in the form of training, income support during training, out of area job search, relocation, wage subsidy and job search. The TAA unit works closely with KDOL in determining eligibility and throughout their enrollment in training.

Kansas recently has experienced petitions in rural areas new to the impact of Trade, such as Seneca and Hesston, Hutchinson continues to increase in Trade related layoffs as well. These Trade activities have resulted in additional travel for TAA Case Managers and involving additional training provider sites. Meeting the needs of rural TAA workers can provide additional challenges over the more populated areas. We have been seeing an increase in workers requesting wage subsidy services due to reemployment, which means workers over 50 are finding reemployment but at a lesser wage.

The new TAA data page is now up, https://doleta.gov/tradeact/taa-data/ The FY2016 Kansas profile can be seen at https://www.doleta.gov/tradeact/pdf/Factsheets-2016/KS.pdf Kansas carries one of the highest 6-month Average Earnings within the US and reported an entered employment rate of 88.42% and an employment retention rate of 95.68% for FY 2016.

FORIEGN LABOR CERTIFICATION
H-2A Temporary Agricultural Program
H-2B Temporary Non-Agricultural Program

H-2A is the temporary agricultural program which allows agricultural employers who anticipate a shortage of domestic workers to bring nonimmigrant foreign works to the U.S. to perform agricultural labor or services of temporary or seasonal nature. Employment is of a seasonal nature where it is tied to certain times of year by an event or pattern, such as a short annual growing cycle, and requires labor levels above what is necessary for ongoing operations. Employment is of a temporary nature when the employer's need to fill the position with a temporary worker will, except in extraordinary circumstances, last no longer than one year.

H-2A / 2017 Applications and Job Orders increased 13 over last year for a total of 132.
Housing inspections increased 29 over last year for a total of 197. Job Openings created increased 53 over last year for a total of 856. Of the 132 applications processed, 39 were Special Projects (Custom Combine) involves working in other states along with Kansas.

Break down of H-2A enrollments per local area

Area I:	110 enrollments
Area II:	17 enrollments
Area III:	0 enrollments
Area IV:	1 enrollment
Area V:	4 enrollments
Total:	132 enrollments

H-2B is the temporary non-agricultural program which allows U.S. employers who meet specific regulatory requirements to bring foreign nonimmigrant workers to the United States to fill temporary nonagricultural jobs. Before requesting H-2B classification from the U.S. Citizenship and Immigration Services (USCIS), the employer must apply for and receive a temporary labor certification for H-2B workers from the U.S. Department of Labor (DOL) or (Guam DOL, if the employment will be in Guam).

H-2B / 68 job orders were reviewed for processing.

DISABILITY EMPLOYMENT IINITIATIVE (DEI)
The purpose of DEI is to increase the number of individuals accessing the workforce system who identify as having a disability; provide training which leads to employment, including work-based training; improve the employment outcomes of these individuals; and enhance the ability of the workforce system to serve individuals with disabilities through partner engagement and coordination of services.

DEI provides funds to LWDBs in three Local Areas to employ one full-time Disability Resource Coordinator who supports other WIOA workforce system staff members as they serve job seekers with disabilities. With guidance from the DRC, Integrated Resource Teams are organized, comprised of multiple case managers from a variety of providers who provide services for different facets of a customer's agreed upon case management plan, which can be sequentially implemented in an order that best meets the customer's needs. **As of 9/30/2017 there have been 106 IRT's formed.**

Due to outreach efforts at the State and Local levels, WIOA enrollment continues to increase for customers with disabilities. The following three-year comparison reflects a nearly 500% increase in WIOA enrollment for adult customers with disabilities since DEI implementation.

	WIOA Enrollment (Adult)		**% of Total**
	Total	**Disability**	**with disability**
7/1/14 - 6/30/15	**4138**	**94**	**2.27%**
7/1/15 - 6/30/16	**3668**	**262**	**7.14%**
7/1/16 - 6/30/17	**3766**	**462**	**12.27%**
Increase		**491.48%**	

Outcome data reflected in Annual Reports for PY: 2015, 2016 and 2017 through 10/31/2017 displays the following for WIOA Adult and Dislocated Worker programs combined.

- **120 individuals with disabilities entered employment.**
- **The combined average Employment Retention Rate was 86.2%.**
- **The Six-Month Average Earnings for 120 individuals with disabilities was $ 12.51.**

OLDER WORKER PROGRAMS

Senior Community Service Employment Program (SCSEP)

SCSEP OVERVIEW

- A community service training program that provides paid, part-time, work-based training for unemployed, low-income persons, 55 or older, with poor employment prospects

SCSEP PERFORMANCE

Program Year 2017 – Quarter 1		
No. of Authorized Positions		83
No. of Participants this Quarter		45
New Participants YTD		5
Exited Participants YTD		2
Core Performance Measures	**Goal**	**YTD**
Common Measures Entered Employment	44.6%	25.0%
Common Measures Employment Retention	73.4%	100%
Common Measures Average Earnings	$7,044	$ 2,363
Other Performance Measures		**YTD**
Retention at 1 year		100.0%

Program Year 2017 – Quarter 2		
No. of Authorized Positions		83
No. of Participants this Quarter		44
New Participants YTD		10
Exited Participants YTD		8
Core Performance Measures	**Goal**	**YTD**
Common Measures Entered Employment	44.6%	22.2%
Common Measures Employment Retention	73.4%	100%
Common Measures Average Earnings	$7,044	$ 4,431
Other Performance Measures		**YTD**
Retention at 1 year		100.0%

Workforce Alliance assigned new case managers to this project in October. Commerce staff provided technical support and training in November. An increase in enrollments has been seen and increased performance results are anticipated.

Older Kansans Employment Program (OKEP)

OVERVIEW

- OKEP is a State funded employment placement program for Kansas residents 55 or older with availability of intensive one-on-one staff assistance to upgrade job skills through training and education (assessment, resume preparation, counseling, job search training, limited classroom training, job clubs, referrals, job development services, and mentoring services).

OKEP ACTIVITIES

Fiscal Year 2018 – 1st Qtr			
Performance Goal	**Goal**	**YTD**	**% of Goal**
No. of Participants	1,230	737	59.9%
No. of Placements	615	216	35.1%

Besides providing services to over 700 participants in the first quarter, OKEP providers planned an older worker recognition for January 25, 2018. It will include reading of a resolution on the Senate and House floors and informational tables in the Capitol Building's second floor rotunda.

WORKFORCE INNOVATION FUND (WIF)

The overarching goal of the Kansas WIF is to promote the transition **KANSAS**WORKS workforce system from WIA to WIOA. The recent grant modification to expand OJT outreach and to sub-contract with a third party develop customer centered integrated OJT service delivery was approved. These activities are already underway.

- Outreach materials were shared through Facebook and Instagram, one area distributed a flyer in the UI mailing, and information was provided to DCF to be shared in the service center lobbies.
- Interviews hosted in each local area with leadership staff, trainees, and employers are being used to create OJT testimonial videos. This information will be distributed on television and radio once complete.
- Bid solicitation to provide customer centered OJT service delivery design closed on January 4th, proposals are under review with the expectation the chosen provider will begin activity within two weeks of award notification.

Together the local areas have developed 32 OJT placements and10 participants have already completed training successfully. By September 30th of this year, the local areas must place at least 120 individuals in WIF OJT with 86 participants completing successfully. Local areas are confident they will meet the performance expectations and continue to engage the local partners in collaborative case management, while exploring ways to better serve individuals with multiple barriers.

The proposed WIF portal is currently being developed. The initial framework for single user sign on is in place. The Kansas Department of Labor and KANSWORKS will be the first two partners to be connected in this way. A work group representing Adult Education, Vocational Rehabilitation, Wagner-Peyser and WIOA Title I is discussing use of the portal for interagency and self-referral. If the projects move forward as planned, user groups will be able to offer preliminary testing and feedback in February.

WORKFORCE DATA QUALITY INITIATIVE (WDQI)

The referral subgroup has begun meeting bi-weekly with representation from KBOR, DCF and Commerce. The group has reviewed three different approaches to accomplish referrals between agencies. The workgroup has decided on an approach and demonstrations have been done with the steering committee. The group is addressing concerns regarding Workflow, Data Security, Accessibility and Data Sharing agreements including customer consent.

The PI Inventory group continues to meet to develop and prioritize enhancements for the dashboard developed in Rd 3. Several changes have been added to the KSCareerNav.gov website. These changes include:

1. More Occupational data from Labor (all labor data for related occupations associated with High Demand High Wage Occupations, Programs, and Pathways)
2. Full Occupational list – search, sort, and filter options - On the Full Occupation List template, add the ability to search by keyword on Occupational title, alpha sort, filter by Local Area and median salary.
3. Clickable link on full occupation list that goes to dashboard when applicable.
4. Some type of contact or feedback option.
5. Add Adult Ed information to County pages.
6. Emphasize the link for task, duties and programs so user knows where to click next to continue the path to the final dashboard.
7. Develop logo or icon to distinguish High Demand High Wage jobs.
8. Default or prioritize HDHW jobs.

Initial discussions have been held to develop a process to pull private postsecondary institution data from their database so it can be added to the dashboard.

Commerce legal has initiated a review of previous data sharing agreements that have been in place with DCF, DOL, and KBOR. This overall DSA has been shared with the respective agencies. It is currently under review by the legal representatives and we expect to complete these in the next quarter. KBOR has been reviewing the consent process, including how and when consents are revoked at the applicable agencies.

KANSAS BOARD OF REGENTS

MILITARY ARTICULATION INITIATIVE

The articulation work of the Kansas postsecondary institutions is being shared statewide as the first billboard went up in December. The billboard includes the new landing page, www.kansasregents.org/military which directs the user to the growing list of accelerated bridge programs. Additional billboards are planned in the spring near Ft. Riley and Ft. Leavenworth. Additionally, 5000 postcards containing this same information are being distributed to education service offers across the U.S. Board staff continue to convene faculty and military experts to articulate military experience to college credit, with the 91L Construction Equipment Repairer and 91C Utilities Equipment Repairer meeting this spring.

KANSAS ADULT EDUCATION

Kansas Adult Education programs have been developing partnerships with their postsecondary partners and many are participating in a grant whereby they are delivering academic instruction in the career technical education classroom. The annual program leaders meeting will be held just prior to the Kansas Adult Education Association annual conference in February. Additionally, several have been selected to participate in a pilot project with their postsecondary and workforce partners to develop a career pathway model for their program.

Upcoming Events and Job Fairs

1/18/18 – Roll Call for Vets, Topeka Workforce Center

1/19/18 – Manpower Hiring Event, Junction City Workforce Center

1/22/18 – KU Memorial Union Hiring Event, Lawrence Workforce Center

1/22/18 – Kansas Health Profession Opportunity Informational, Topeka Workforce Center

1/22/18 – Geary County Community Corrections Job Club, Junction City Workforce Center

1/22/18 – Top Resources, Lawrence Workforce Center

1/22/18 – UPS Hiring Event, Lawrence Workforce Center

1/23/18 – Mini Job Fair, KANSASWORKS Salina

1/23/18 – Randstad Staffing, Topeka Workforce Center

1/23/18 – Breaking Down Barriers in the Workplace Workshop, Topeka Workforce Center

1/23/18 – Shawnee County Corrections, Topeka Workforce Center

1/23/18 – Riley County Corrections Job Club, Manhattan Workforce Center

1/23/18 – Hallcon Hiring Event, Johnson County Workforce Center

1/24/18 – The American Legion Career Fair, American Legion Post 153, Olathe

1/24/18 – Three-part series Job Search Workshop, KANSASWORKS Hays

1/24/18 – Job Success Workshop, Local Area II Workforce Centers

1/24/18 – Manpower Hiring Event, Junction City Workforce Center

1/25/18 – Advanced Call Center Technologies Hiring Event, Junction City Workforce Center

1/31/18 – Three-part series Job Search Workshop, KANSASWORKS Hays

1/31/18 – WIS International Hiring Event, Leavenworth County Workforce Center

3/8/18 – Statewide Job Fair

KANSASWORKS **STATE BOARD**
Strategic Plan Goal Team Launch

Capitol Plaza Hotel
Shawnee Room
1717 SW Topeka Blvd.
Topeka, KS 66612

January 18, 2018
1:00 pm – 3:00 pm

Agenda

1:00 pm	**Welcome and Introductions**	Ken Daniel, Board Chair
1:05 pm	**Strategic Plan Process Overview**	Gregg Burden, Chair Steering Committee/WF Alignment
1:10 pm	**Vision, Mission and Guiding Principles**	Mike Beene, Director, WF Services
1:20 pm	**Strategic Direction/Goal Teams** • Team Composition and Leads • Roles and Responsibilities • Tools, Deliverables and Timeline	Beth A. Brinly, Maher & Maher
1:35 pm	**Goal Team Meetings**	
	• System Messaging and Awareness	Scott Smathers, Goal Team Lead
	• Technology Integration	Mike Beene, Goal Team Lead
	• Performance Accountability and Transparency	Gayle Goetz, Goal Team Lead
	• Customer Service	Todd Newkirk, Goal Team Lead
2:30 pm	**Goal Team Report Outs**	Group
2:50 pm	**Wrap Up and Next Steps**	Beth A. Brinly, Maher & Maher
3:00 pm	**Adjourn**	

KWSB Goal Launch Meeting

Capitol Plaza Hotel

January 18, 2018

KANSASWORKS STATE BOARD

Today's Presenter

Beth Brinly

Vice President of Workforce Innovation
Maher & Maher

bbrinly@mahernet.com

Today's Agenda

1:00 pm Welcome and Introductions

1:05 pm Strategic Plan Process Overview

1:10 pm Vision, Mission and Guiding Principles

1:20 pm Strategic Direction/Goal Teams

1:35 pm Goal Team Meetings

2:30 pm Goal Team Report Outs

2:50 pm Wrap Up and Next Steps

3:00 pm Adjourn

Today's Objectives

- ✓ Provide an overview of the KS Strategic Plan process
- ✓ Lay the foundation for the Strategic Direction/Goal Teams' work and timeline
- ✓ Initiate Goal Team assessment and planning
- ✓ Discuss next steps

KS Strategic Planning Process

Vision Statement

The Kansas workforce system will be the national leader in meeting business talent needs, growing the economy and providing access to quality careers for every Kansan through integrated service delivery.

Mission Statement

The KANSASWORKS mission is to deliver a qualified workforce through training and matching services available to Kansans supporting businesses, growing regional economies and improving the prosperity of all.

Guiding Principles

- Serve and advise our individual and business customers with dignity, respect and empathy.
- Communicate efficiently and effectively within the workforce system and with our customers and stakeholder.
- Build effective partnerships that are solutions driven in every region and at the state level.
- Make informed decisions by validated data from business, partners, stakeholders and customers.
- Value employment as a path to self–sufficiency and independence for all adults in Kansas.
- Embrace and leverage technology to maximize customer and employer accessibility and utilization.
- Drive accountability and continuous improvement of the workforce system.

Any Questions?

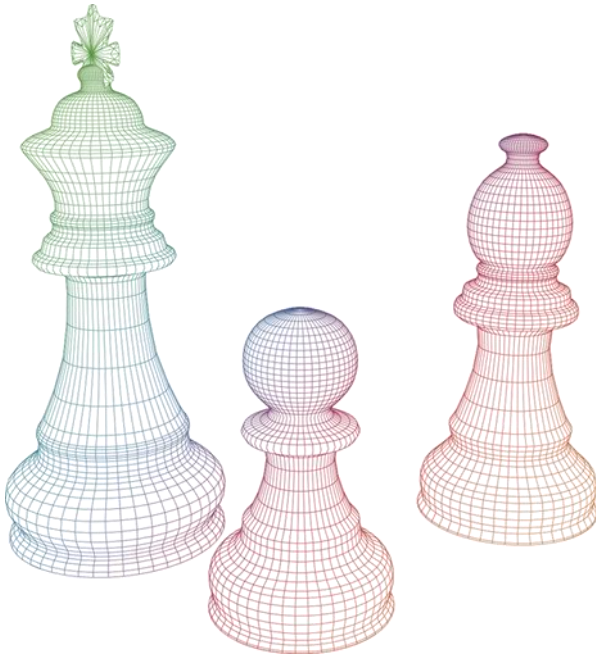
Strategic Plan Team/Goal Teams

- Once the vision and guiding principles of the KSWB is set regarding the "desired state," four strategic direction/goal teams will be established.
- The focus of responsibilities can therefore be represented as follows.

KSWB	Steering Team as a Whole	Strategic Direction / Goal Teams
Vision	Strategic directions	Objectives
Guiding Principles	Goals	Activities

Strategic Direction/Goal Teams

- System Messaging and Awareness
- Technology Integration
- Performance Accountability and Transparency
- Customer Service



Team Lead

- Schedule Team meetings and set agendas with Facilitator
- Develop a strategy the team will use to reach its goal
- Communicate clear directions to team members to achieve goals
- Listen to team members' feedback throughout the process and adjust as needed
- Manage the flow of day-to-day work between meetings
- Share updates with the Steering Committee on the Goal Team's progress
- Plan for the transition to the implementation phase

Facilitator

- Assist with agenda setting and meeting logistics
- Facilitate onsite or virtually formal meetings of the Strategic Plan Goal Team
- Offer support to Goal Teams
- Responsible for the success of all meetings as the process moves forward
- Complete the planning matrix

Team Members

- Understand the purpose and objectives of the Goal Team
- Produce the deliverables associated with the Goal Area
- Review key deliverables from other Goal Teams for related activities
- Identify issues
- Identify risks associated with the identified goal activities
- Work together as a team
- Contribute towards successful communication

3. Conducting a Goal Area Assessment

Please use the space below to record the group's input on:

1. The priority needs, challenges, and opportunities that IWIB/Core Partners should address in their strategic planning efforts; and
2. Potential strategic directions that may be effective in addressing priority needs, challenges, and opportunities.

Break-Out Group Area of Focus *(e.g. Employer Engagement)*: _____

Priority Needs, Challenges, and Opportunities	Recommended Strategic Directions
Example (re: Employer Engagement): Employers are particularly interested in recruitment and training strategies to engage young workers, but feel that having to access multiple systems (e.g., high schools, community colleges, career centers, and others) for recruitment, screening, hiring, and training efforts is burdensome and duplicative	*Example (re: Employer Engagement): K-12, community college, workforce development system, and other stakeholders should form regionally-focused partnerships that coordinate youth outreach, education, career exploration, and career training efforts, ideally organized on the basis of high-priority industry sectors/clusters*

4. Developing the Initial Plan Framework for Strategic Direction/Goal Areas

At the Strategic Plan/Goal Team Launch, goal teams will construct their initial plans for advancing strategies to support their goal areas. The template that follows is provided to assist teams in developing and reporting out on these initial plans at the Launch meeting, and in continuing to develop their plans following that meeting.

Goal Team Plan Framework			
Goal Area:			
1. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

Process and Timeline

- **January 18:** Teams begin goal team plan development process using planning framework matrix provided in this handout.
- **January 23-25:** Team facilitators will update the planning matrix and send back to the team, along with suggestions on discussion topics.
- **January 25-February 19:** Teams continue to develop planning framework matrix. Team facilitators will facilitate calls virtually.
- **February 19-22:** Using team discussion notes from team meeting, Team facilitators will update the planning framework matrix.
- **February 22-28:** Team facilitators hold call(s) with goal teams to debrief team plans and recommendations, answer questions, etc.
- **February 28-March 7:** Steering Committee reviews goal area plans and aligns strategic plan to be presented to the KSWB for review.
- **March 7-15**: Present the Strategic Plan to the KSWB for approval.

Any Questions?

Report Out

Other Thoughts and Ideas

Next Steps

- Goal Teams continue to meet and build out the planning matrix in January and February
- Planning matrix submitted to the Steering Committee February 28th
- Steering Committee reviews and fine tunes planning matrices w/Goal Teams
- Strategic plan presented to KSWB

Thank You!

Beth Brinly

Vice President of Workforce Innovation

Maher & Maher

bbrinly@mahernet.com

610.389.8710

Thank You!

Maher & Maher
Investment Advisors for Talent Development.

Maher & Maher completed this project with federal funds, under contract number 1630DC-17-U0009 ORM 2017, from the U.S. Department of Labor, Employment and Training Administration. The contents of this publication do not necessarily reflect the views or policies of the Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

Maher & Maher is a specialized change management and talent-development consulting firm focused on advancing the collaboration between workforce, education and economic development.

KANSASWORKS State Board
Strategic Plan Goal Teams
January 18, 2018

	Steering Committee (WF Alignment)	System messaging and awareness	Technology integration	Performance accountability & transparency	Customer Service
	Chair: Gregg Burden	**Team Lead: Scott Smathers**	**Team Lead: Mike Beene**	**Team Lead: Gayle Goetz**	**Team Lead: Todd Newkirk**
KWSB	**Facilitators: Meugniot/Brinly**	**Facilitator: Lynn Bajorek**	**Facilitator: Christina Herzog**	**Facilitator: Trent Howerton**	**Facilitator: Shelly Thompson**
Beene, Mike	1		1		
Brown, Mike			1		
Burden, Gregg	1				
Daniel, Ken					1
Donnelly, Michael	1		1		
Estes, Eddie				1	
Goetz, Gayle				1	
Gordon, Lana			1		
Harwood, David		1			
Haynes, Robert		1			
Kleeb, Marvin		1			
Lehman, Earnie					1
Lynn, Julia				1	
Maher, Jim		1			
Mayfield, Criss	1			1	
Minard, Laurie	1				1
Mino, Angelo				1	
Newkirk, Todd	1				1
Perry, Carol				1	
Roberts, Rob					1
Sicard, Gene			1		
Smathers, Scott	1	1			
Unruh, Dave			1		
LWDB					
Geiber, Steve (LA I)		1			
Johanning, Mary (LA II)				1	
Callahan, Sean (LA III)			1		
Blackburn, Rod (LA IV)				1	
Cagle, George (LA V)		1			
Marrone, Ron (LA V)					1
STAFF					
Cooper, Dennis					1
Gibbs, Felicia			1		
Fitzgerald, Emily		1			
Meugniot, Natalie	1				
Weidenbach, Susan				1	
Team Totals	**8**	**8**	**8**	**9**	**7**

Total Participation
40

KANSASWORKS STATE BOARD

Vision, Mission and Guiding Principles

Background Information:

The Kansas Strategic Plan Steering Committee Task Force met on January 5, 2018 to develop a formal Vision and the Mission of the board that it hopes the full membership will adopt as the heart of a successful plan informed by the KANSASWORKS State Board Strategic Planning meeting on December 13, 2017. These statements provide clear and concise communication to all stakeholders in the workforce, education and economic development systems. They will serve as a tool to the guiding principles that outline strategic decision-making by the board, that also should be adopted as the first step in the process of developing an effective Strategic Plan.

Vision, Mission and Guiding Principles

The **KANSAS**WORKS State Board approves the recommended Vision and Mission Statements, as developed by the Steering Committee as well as the Guiding Principles as outlined below:

Vision

The Kansas workforce system will be the national leader in meeting business talent needs, growing the economy and providing access to quality careers for every Kansan through integrated service delivery.

Mission

The **KANSAS**WORKS mission is to deliver a qualified workforce through training and matching services available to Kansans supporting businesses, growing regional economies and improving the prosperity of all.

Guiding Principles

- Serve and advise our individual and business customers with dignity, respect and empathy.
- Communicate efficiently and effectively within the workforce system and with our customers and stakeholder.
- Build effective partnerships that are solutions driven in every region and at the state level.
- Make informed decisions by validated data from business, partners, stakeholders and customers.
- Value employment as a path to self–sufficiency and independence for all adults in Kansas.
- Embrace and leverage technology to maximize customer and employer accessibility and utilization.
- Drive accountability and continuous improvement of the workforce system.

KANSASWORKS STATE BOARD

Strategic Directions/Goal Teams

Background:

The **KANSAS**WORKS STATE BOARD (KWSB) has embarked on a new strategic planning process where the work of the Strategic Planning Session and the Workforce Alignment Committee have served as the springboard for the process. As such, a vision, mission and guiding principles have been proposed. Now we are entering a new phase related to the strategic direction and goals to help achieve the vision and keep the mission moving forward within the context of our guiding principles. The four strategic direction/goal areas are identified here and detailed below:

- System Messaging and Awareness
- Technology Integration
- Performance Accountability and Transparency
- Customer Service

Strategic Direction/Goal Teams:

System Messaging and Awareness Team

Develop objectives and activities to ensure that Every Kansan is aware of and has access to the workforce system. Efforts will focus on the architecture of the entire system including Kansas Workforce Centers, online services, and other public interfaces is required to achieve a positive return on the Kansas' investment in the system. It will begin with establishing the system's foundational elements or values such as: quality customer service, streamlined services, customized solutions and results-oriented initiatives. In developing the architecture of the system, flexibility for local adaptation must also be considered. Just as a chain restaurant like McDonalds is readily identifiable and promises a consistent experience and expectation of a certain level of quality, so too the identity of the workforce system manifests itself in the facilities and service delivery points where customers interface with services. Expected outcomes from this Goal Team efforts include:

- Transforms the identity to the "re-employment office";
- Increases the awareness and use of online job matching and training services by unifying promotional efforts;
- Increases the use of our **KANSAS**WORKS job portal by employers and job seekers with increased promotional activity;
- Reduces confusion for those unfamiliar with the system by simplifying the message and increasing the efficiency of statewide outreach; and
- Increases communication among all service delivery points by unifying them under one brand.

Technology Integration Team

Identify objectives and activities for overhauling Kansas' workforce development online service delivery by improving and expanding web-based tools and services to create an online user-friendly environment for all customers. The innovative approach should be designed around the themes of Kansas' branding strategy and easily guide each user to the appropriate services with intuitive navigation features. Some of the anticipated outcomes of this Goal Team's work would be to:

- Develop a **KANSAS**WORKS App
- Simplify **KANSAS**WORKS online services and focuses on innovative, intuitive, user-friendly applications at the state and local levels
- Update, upgrade and redesign Local Area websites
- Increase the awareness and use of online job matching and training services
- Extend the service reach in the rural areas of the State

This Goal Team will identify 3-5 technological resources within the workforce development system that could be more user-friendly as well as increase efficiency and effectiveness.

Performance Accountability and Transparency Team

To assure the effectiveness of the state and local workforce development boards and systems, a strategy will be developed to track state and regional performance goals. Performance measurement will hold the system accountable for the results it produces and transparency efforts like dashboards allows users to view and track that performance. This may include the following types of outcomes and measures:

- Determine performance excellence, for example, secret shopper
- Strengthen customer and partner consistency in services, outreach and product
- Document the value of each core partner
- Enhance collaboration in data and feedback that leads to continuous improvement
- Achieve targeted outcomes like return on investment

This Goal Team will identify 3-5 strategies and detail vital activities to set up a performance accountability and transparency framework.

Customer Service Team

This Team will identify critical processes that could benefit from taking a customer centered approach to better engage and serve both business and individual customers. Further, the Team will develop a strategy to train and equip as well as provide ongoing support to state and local workforce development staff and partners to improve customer service. The result of which will to produce better outcomes and higher customer satisfaction in critical areas on an ongoing basis. Efforts in this area may bring with it organizational changes such as:

- Update policies
- Realign organizational structures
- Redefinition of roles and responsibilities
- Refinement to service delivery strategies keeping the customer at the center of the changes

This Team will identify the 3-5 critical steps the Kansas workforce system will initiate to provide the information and tools state and local staff and partners need to create an innovative customer-centered service delivery model at all levels of the system.

1. State Planning Process Timeline January - March 2018

Key state planning activities taking place in the winter and spring of 2018 are as follows:

- January 18: Teams begin goal team plan development process at the Kick-Off meeting, using planning framework matrix provided in this handout. Team facilitators will flip chart notes on team discussions, and a designated team member will take notes in the matrix. Team note-taker will type matrix notes and email to Team facilitator by January 23rd.
- January 23-25: Using both flip chart notes on team planning discussions and planning matrix notes provided by team note-takers, Team facilitators will update the planning matrix and send back to the team, along with suggestions on potential plan matrix additions and discussions the team should have during the next team meeting. The planning framework matrix will serve as the draft/in-progress version of the goal team plan.
- January 25-February 19: Teams continue to meet as necessary to further develop planning framework matrix. Team facilitators will facilitate calls virtually.
- February 19-22: Using team discussion notes from team meeting, Team facilitators will update the planning framework matrix.
- February 22-28: Team facilitators hold call(s) with their goal teams to debrief team plans and recommendations, answer questions, and provide virtual technical assistance.
- February 28-March 7: Steering Committee reviews goal area plans and incorporates work into the strategic plan to be presented to the **KANSAS**WORKS State Board (KSWB) for review.
- March 7-15: Present the Strategic Plan to the KSWB for approval.

Maher & Maher
Investment Advisors for Talent Development.
3535 Route 66, Bldg. 4 • Neptune, NJ 07753 • 732-918-8000 • www.mahernet.com

2. Strategic Planning Process Overview

The KSWB and Kansas Core Partners embarked on a new strategic planning process where the Strategic Planning Session served as the springboard for that process as opposed to the culmination of it. As such, a vision, mission and guiding principles have been set. Now we are entering a new phase related to the strategic direction and goals to help achieve the vision and keep the mission moving forward within the context of our guiding principles.

The four strategic direction/goal areas are identified here:

- System Messaging and Awareness
- Technology Integration
- Performance Accountability and Transparency
- Customer Service

Each goal team will approach its planning work from "where it is," with the planning process adjusted for each team and its particular goals. However, to help support the teams' work, we have included the strategic planning steps.

3. Conducting a Goal Area Assessment

Please use the space below to record the group's input on:

1. The priority needs, challenges, and opportunities that KSWD/Core Partners should address in their strategic planning efforts; and
2. Potential strategic directions that may be effective in addressing priority needs, challenges, and opportunities.

Break-Out Group Area of Focus *(e.g. Employer Engagement)*: _____

Priority Needs, Challenges, and Opportunities	Recommended Strategic Directions
Example (re: Employer Engagement): Employers are particularly interested in recruitment and training strategies to engage young workers, but feel that having to access multiple systems (e.g., high schools, community colleges, career centers, and others) for recruitment, screening, hiring, and training efforts is burdensome and duplicative	*Example (re: Employer Engagement): K-12, community college, workforce development system, and other stakeholders should form regionally-focused partnerships that coordinate youth outreach, education, career exploration, and career training efforts, ideally organized on the basis of high-priority industry sectors/clusters*

Priority Needs, Challenges, and Opportunities	Recommended Strategic Directions

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3535 Route 66, Bldg. 4 • Neptune, NJ 07753 • 732-918-8000 • www.mahernet.com

4. Developing the Initial Plan Framework for Strategic Direction/Goal Areas

At the Strategic Plan/Goal Team Launch, goal teams will construct their initial plans for advancing strategies to support their goal areas. The template that follows is provided to assist teams in developing and reporting out on these initial plans at the Launch meeting, and in continuing to develop their plans following that meeting.

Goal Team Plan Framework			
Goal Area:			
1. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

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2. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

3. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

4. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

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5. Objective			
Priority Activities	**Key Strategies**	**Potential Action Steps**	**Notes (additional needs, lead parties, timeframes, etc.)**

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