

KENTUCKIANAWORKS 2021 STRATEGIC PLAN



OUR MISSION

Engaging employers, educators, and job seekers with resources to build a stronger community through the dignity of work.

OUR VISION

A fully prepared and engaged workforce that is aligned with the needs of employers.

OUR VALUES

We believe in relentlessly experimenting to find solutions to our region's workforce challenges. We embrace a commitment to equity in all that we do to ensure our efforts help address past inequities and offer fair treatment and equitable access to all customers.

KENTUCKIANAWORKS BOARD

STRATEGIC PRIORITIES 2021 - 2022

1



RACIAL EQUITY

The KentuckianaWorks Board wants to “lean in” to make sure that we are making the largest difference possible for African-Americans across all of the work that we do.

- Create a racial equity dashboard for KentuckianaWorks’ programmatic efforts
- Determine how the adult and youth career centers and job training efforts we fund and oversee can make the biggest difference for African-Americans in our region
- Investigate options for redirecting Board resources to better serve African- American customers in our region
- Seek funding for initiatives that improve racial equity
- Add communications products that target African-American jobseekers
- Use the Board’s convening power to map how major players can work together to maximize our combined impact on African-American job seekers and families

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ALIGNMENT

The KentuckianaWorks Board wants to ensure that high school offerings are aligned with the need of regional employers so that the highest possible number of high school students gain knowledge and skills while in high school that will make them more aware of the needs of the regional economy, more marketable after graduation if they wish to enter the workforce, and more ready to enroll and succeed in post-secondary education and training if that is their wish.

- Continue staffing the Academies of Louisville Guiding Team
- Advance SummerWorks alongside the Academies of Louisville as a viable work-based learning strategy for high school youth and young adults
- Implement the new WorkBay technology platform to create a new, work-based learning platform where employers and high school students can find each other both for summer jobs and for school-year work experiences
- Develop new labor market intelligence tools and partnerships with employers that use the WorkBay platform as the vehicle for raising awareness about jobs and careers

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JOBS JOBS JOBS

The KentuckianaWorks Board is always focused on helping as many people as possible find employment, but we are especially focused on this simple but important priority as the region and the nation continue to try to survive during the pandemic and then recover strongly from it.

- Experiment with new ways to help job seekers and employers find each other
- Provide leadership and oversight to every federally-funded workforce program we can gain authority over to maximize the number of people we help to get a job
- Continue utilizing a sector-focused approach to organize employers in the same sector, help them identify their common workforce challenges, and create strategies to solve those challenges wherever possible

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DATA AND RESEARCH

The KentuckianaWorks Board wants to ensure that we learn everything possible about what has worked in our past efforts to help people gain the skills they need to gain employment, and then utilize that knowledge in our work as we move forward.

- Get KentuckianaWorks' past data in order so that it can be utilized for research purposes
- Transition as many non-WIOA KentuckianaWorks programs to a new data tracking system called Launchpad as possible
- Invest in a data repository that will store data across various data systems, including KEE Suite, Launchpad, WorkBay, KCAC, and from external data systems such as Gooddata, when data sharing agreements can be established
- Begin research on key programs and their outcomes
- Continue to inform the state about the fatal flaws of KEE Suite (the state's current data system for WIOA programs) and encourage them to select a new system

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**CONVENE AND
PARTNER TO
DRIVE CHANGE
AND MAXIMIZE
OUTCOMES**

The KentuckianaWorks Board recognizes that our programmatic efforts can only be part of the region's strategy that helps residents gain employment and reach economic self-sufficiency. The federal government simply does not fund these programs at a level that allows them to meet the many needs of job seekers and employers in our region. Therefore, we want to reach out to key partners and potential partners to learn more about their efforts to help job seekers and employers, and to find ways to maximize our combined impacts and to reduce duplication of efforts wherever possible.

- Renew our commitment to partnering with Southern Indiana Works to build out a true, bi-state workforce partnership
- Work with labor unions in the building trades to increase the number of African-Americans in apprenticeships
- Implement a new business services contract that reduces duplication between KentuckianaWorks programs and increases job placements across those programs
- Work with the Coalition Supporting Young Adults (CSYA) and Louisville Metro Government's Office of Youth Development (OYD) to coordinate efforts, resources, and data sharing regarding opportunity youth and young adults

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**PARTNERSHIP
WITH THE STATE**

The KentuckianaWorks Board wants to build the strongest partnership possible with our state colleagues.

- Work to close the gap between the Kentucky Workforce Innovation Board (KWIB) and their strategic plan, and the work of the KentuckianaWorks Board and its strategic priorities
- Build strong connections with the Education and Workforce Cabinet to build strong connections with other parts of state government relevant to our work
- Pursue key programmatic and funding priorities with an eye to where the state can participate as a partner or funder

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Tech Training

The KentuckianaWorks Board wants to reach the largest scale possible with our information technology training efforts and partnerships

- Continue and grow Code Louisville and Tech Louisville training efforts
- Partner with Microsoft's Future of Work Initiative to expand the scale and scope of tech training programs for both adults and young people