

REGION 10 WORKFORCE BOARD, INC.

The Path and Purpose for a Planning Region Designation Under WIOA
with the Louisville, KY Area

Presentation to the Governor's Workforce Cabinet

December 19, 2019

First: History, Context, Perspective

To start, Here is Economic Growth Region (EGR) 10...



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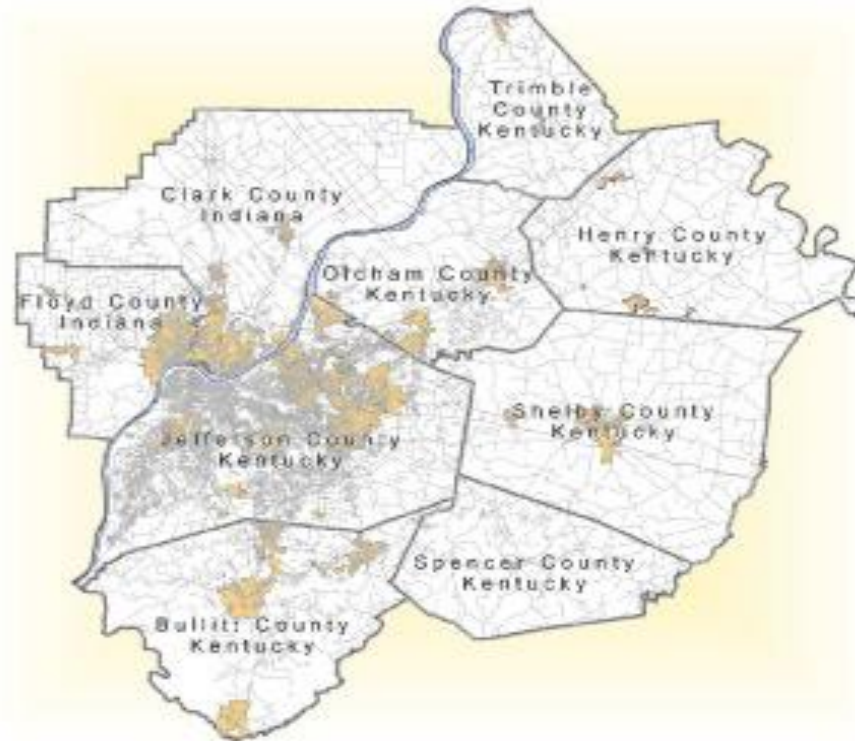
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Here is another configuration integral to/for EGR 10...

Welcome to the Kentuckiana Regional Planning & Development Agency (KIPDA) The Kentuckiana Regional Planning & Development Agency (KIPDA) is an association of local governments in a nine-county region of southern Indiana and north central Kentucky.



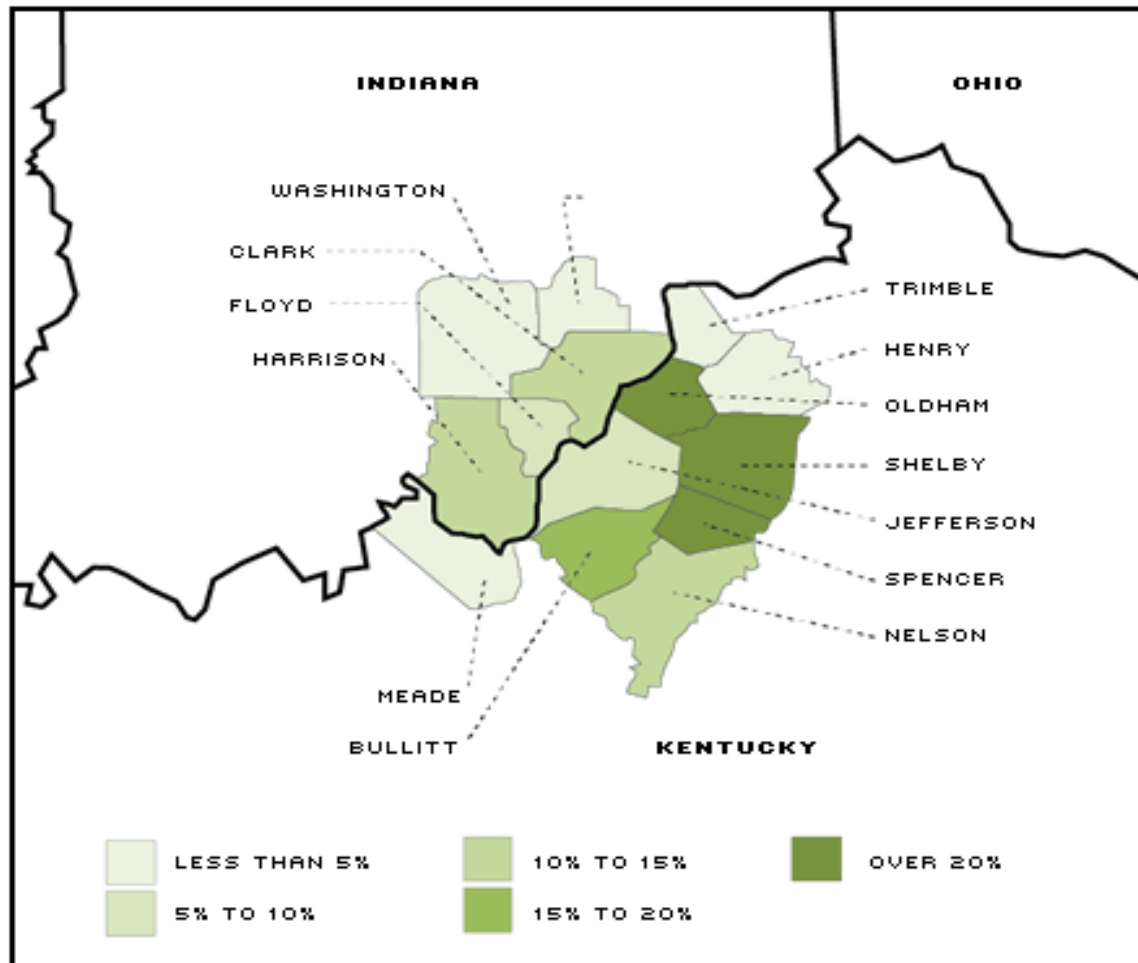
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Here is another EGR 10 dimension



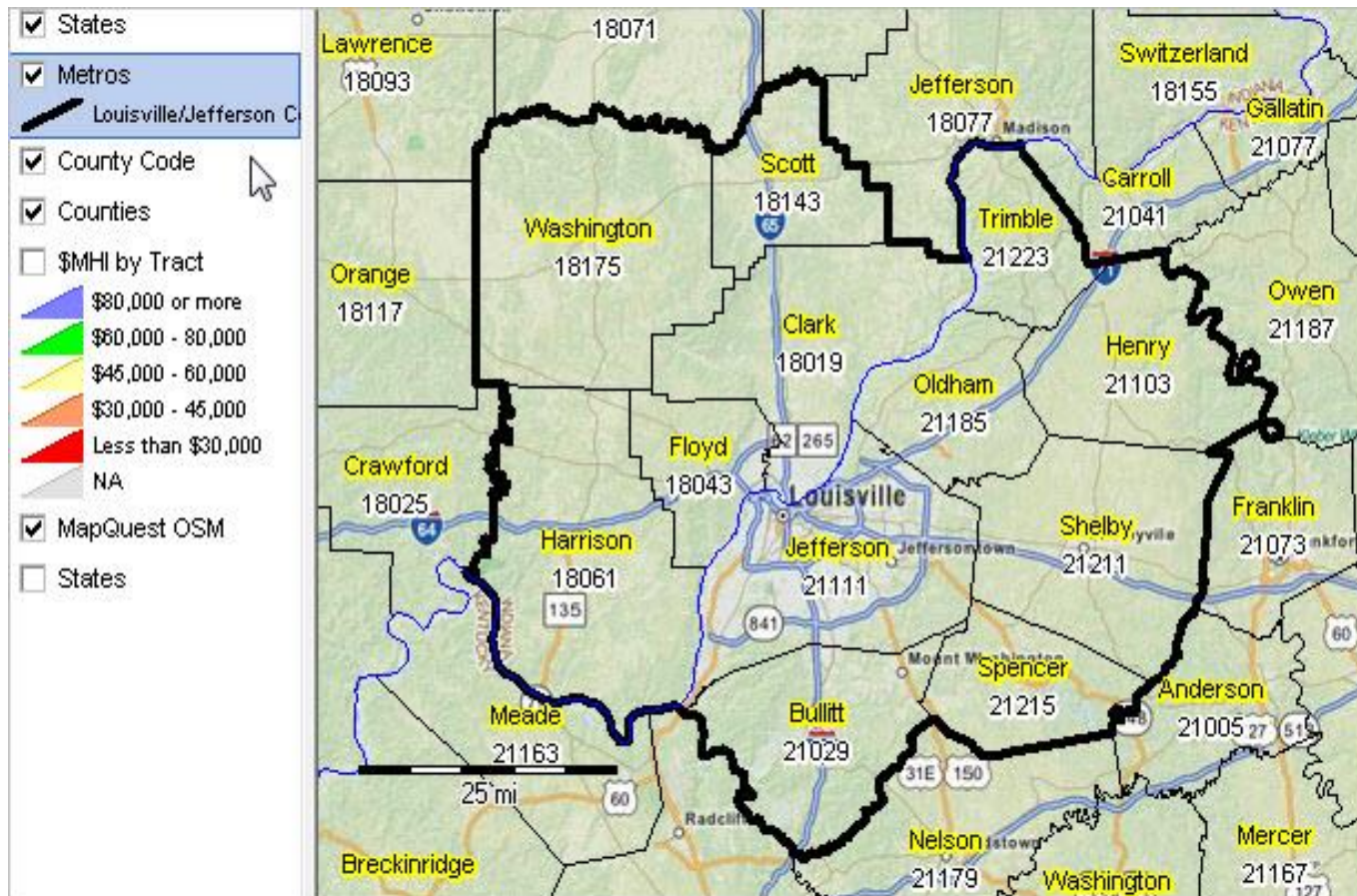
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Another...the newer Louisville MSA Metropolitan *and Micro-politan* Boundaries



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HIGHLIGHTS: LOCAL PLAN PYs 2016-2020

Presentation to State Workforce Innovation Council

July 21, 2016

Another...WIRED 65 Geography: 26 County bi-state labor market; Interstate 65 as its "spine"...

(see US DOL-funded TIP Regional Competitiveness Strategy Report, 2010)



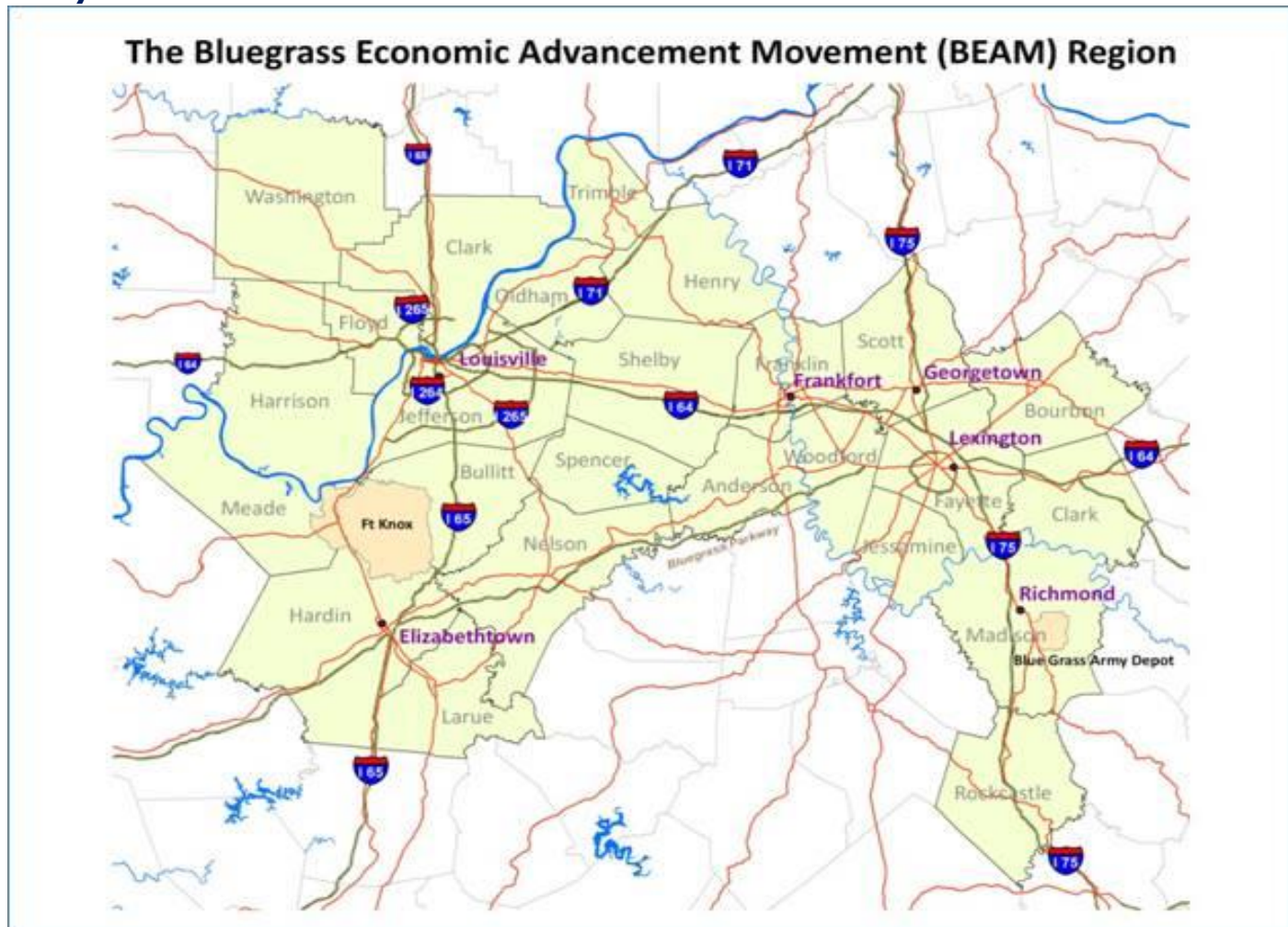
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HIGHLIGHTS: LOCAL PLAN PYs 2016-2020

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And yet another...



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Why share this with you?

While we are “Southern Indiana”,

EGR 10 is integral to a larger area:

bi-state, inter-state, across federal regions et al



While we have a distinct and proud **Southern Indiana identity**,
we are part of a larger Quality of Place

We are uniquely a smaller, yet **WELL**-validated economic region

Participating, living and contributing in a big region

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**Bottom-line, these larger geographies represent
a shared, common, bi-state Labor Market:**

The ***Louisville MSA geography*** best represents:

1. **Area Job and Career Opportunities for job-seekers**
2. **Needs and Growth Potential of Business/Industry**
3. **Regional assets such as Education, Transportation, Arts, Entertainment, Parks, Tourism...**
4. **The associating of Economics, Talent Attraction and Retention, and Quality of Place (includes basketball), and**
5. **An unprecedented range of diverse, bi-state community initiatives; examples such as: United Community, Parks and Trails, continuing Post-Secondary Reciprocity, Talent Attraction (Ex: Live in Lou) and...Talent Development**

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EGR 10, that is, the Workforce Board, post-2ndary institutions, Chambers of Commerce and Economic Development, and our fellow WDB: Kyiana Works, operates with several Labor Market lens. For example:

- **Approx. 152,000 in the “Resident Workforce”, with approximately 25% employed outside of EGR 10.**
- **Approximately 673,000 in the MSA Workforce**
- **Most recent data: 2.8% Unemployment in EGR10; 3.2% in Louisville, KY**
- **Ongoing constraints, issues and OPPORTUNITIES around available talent and how to grow more....how to decrease talent leakage and attract new...**

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This EGR 10 ← → MSA workforce/talent development lens fuels:

- How the “Regional Economy” is viewed, analyzed and worked with
- Identifying the business/industry sectors that are **PRIMARY Economic Drivers**

Whether studying DWD data, Hoosiers by the Numbers data, various Economic Forecasts, the Past Kentuckiana Occupational Outlook and the current Career Calculator, the Fast Forward Report, the BEAM Report, or the MSA

Talent Demand vs. Supply Analysis, ***six (6) Sectors are confirmed as area Economic Drivers:***

1. Manufacturing

2. Healthcare

3. Transportation, Distribution, Logistics

4. Information Technology

5. Construction

6. Professional & Business Services

All of these sectors provide numerous occupational and career opportunities with family-sustaining Wages and Career mobility

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From the Governor's Workforce Cabinet and DWD, feedback to Region 10: You are a real-life story exemplifying what regional Workforce boards can do in terms of:

- **Nurtured, strategic and sustained regional relationship building and**
- **The mix of less core funding along with innovative work, building good/best practices with positive impact results, *in the civic, community, business and workforce development space***

Note: Region 10 is not alone in such endeavors. All regions in Indiana, all...do such work.

Region 10 simply has some singular dynamics and complexities. With its capacity and the Board's Vision and servant leadership, it "crosses (state) lines" and federal regions to work with our neighbors. Our neighbors feel the same.

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A Note about Collaboration!:

It occurs over time, building trust and respect and chemistry with each other and each other's organizational culture and capacity, based on work we (the various parties) **choose to do together**. It is NOT an instant thing, even though we all experience aspects of an instant world each day.

It takes time, earnest effort, and resolving bumps in the road while persisting together toward solid shared outcomes, likely not attainable otherwise.

It must evolve....please see one-pager history highlights of our work with KentuckianaWorks.

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So, why did we do this?

- We recognized we are neighbors and we share a labor market that is bi-state/border economy in nature.
- We could get more done with and for our customers, per our Missions. Synergy and exponential impacts happen.

But how did we come to do this, other regions may have the characteristics, and NOT act on that understanding?

1. In the 1990s, a new level of bi-state collective will was fostered. A key relevant example: The business leadership-driven bi-state Regional Leadership Coalition (RLC). It focused squarely on our common ground in terms of business and economy, the strength of our location!, and the opportunities thus awaiting the bi-state region, to everyone's benefit.

THE BHAG of the coalition, that it held to fiercely over years...the **Bridges project**. Without the Bridges, economy and community remain stifled. **The Bridges, a HUGE project, was completed in 2016.**

2. In the late 90s, the **Workforce Investment Act (WIA)** was new, at the federal level. It pushed the regional, systemizing, visioning aspects of a Workforce (Investment) Board. WIA actually encouraged bi-state work, where the shoe fit. For boards, this was a new time, with new leadership and new possibilities regarding how Boards could contribute as regional "Human Capital Architects".

Thus, the business leadership-driven RLC, WIA, and 2 Boards open to the future, set the stage. **Our 2 Workforce Service Areas (WSA) became acquainted and became more fueled by what history, data, current dynamics and trends and opportunities were telling us.**

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The Region 10 and KentuckianaWorks relationship soon grew to choosing to engage in different workforce initiatives together. Each was in a fully voluntary “let's do this!” mode. (Examples are noted in the 1 pager on our history/our track record.)

A) **Research** (Ex: Under-employment studies)

B) Well-rounded, user-friendly, progressive metro area **labor market tools** for individuals, business, schools, etc. Ex: Kentuckiana Occupational Outlook; the Career Calculator, Monthly Snapshots)

C) Regional workforce/talent development planning

D) Major **multi-year initiatives** like:

- The **WE** initiative, with its fostering of The HIRE forum, which brought together over 25 area post-secondary institutions in a ‘coopetition’ mode, with regular linkage and priorities around education with new workforce and economic development drivers
- **WIRED65** (involving 26 counties and 4 workforce boards) and the
- **National Fund for Workforce Solutions** around Mfg. Sector strategies and training work, which **gained our 2 boards national recognition/award in 2015 (System change)**, and
- **Code Louisville**

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- E) Sector Strategies: Mfg., Healthcare, TDL, I.T., Construction, Hospitality**
- F) Work with Special Populations**
- G) Cradle to Career Initiatives**
- H) K-12 engagement (Academies; Ford NGL; Jr. Achievement)**
- I) Career Centers Professional Development**
- J) Special Events such as the Louisville Workforce Summit**

And yes, with all these, there were “bumps in the road”, but the partnering and collaborative spirit was strong enough to handle the bumps (and lean to a Continuous Improvement mentality).

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With the advent of WIOA:

- 1. More structured guidance and encouragement for bi-state, border economy strategies around workforce/talent development, and**
- 2. The track record of the two Workforce Service Areas and Workforce Development Boards**
- 3. In 2017, the Boards convened with the view of “It’s a no-brainer” to plan and grow together**
- 4. Bi-state Planning facilitators procured**
- 5. Plan process through 2018**
- 6. *Plan completion and signing in April 2019, with both states and US DOL regions represented!***
- 7. Engagement with US DOL and two federal regions (Chicago and Atlanta), with consistent support**
- 8. Clarification from US DOL on the Planning Region Designation process and a 2019-2020 timeline**

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Now:

1. Our **history and track record**, working together in good faith and with persistence, is **demonstrated**. We are glad to share more.
2. A Boards-driven **Bi-State Plan is complete**
3. With guidance from US DOL (Christine Quinn and others), a **Federal Planning Region Designation is recommended and sought**, with support from IN and KY state leadership
4. **State Plan inclusion and support**, and a new 2 Board/WSA Regional Plan (with all Local elements incorporated) is in process
5. A new/current **Bi-state Plan** (See Plan on a Page) **starting implementation**
6. The **2 Boards, each state, and US DOL support** the work of the two WSAs toward a) continuing to grow projects and initiatives in accord with the new plan and our past performance, and b)...**inter-organizational/WSA development**
7. Given the above, we are ready for this designation, its need, its long term work, and its value. **We ask the GWC to adopt a resolution that helps “makes this so” through the new state plan.**

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First Examples of the Value of a federal/WIOA Planning Region Designation for the Future

1. It is a **singular in the USA** in demonstrating and committing long term to regional Workforce Development **collaboration, investment and positive impacts on a scale likely not otherwise occurring**
2. **Increased ability to attract investment** for workforce development regionally
3. Continued and greater involvement, over time, in **K-12:Academies, FORD NGL, Work-Based Learning, etc.**
4. Regular participation and contribution to **Collective Compact-Capacity-Impact Initiatives**, such as ALIGN SI, Promise 502, and Louisville Cradle-to-Career activity
5. Cross-pollinating of services around **Special Populations**
6. Aligning and improving aspects of **Career Center services and the One-Stop system** (Ex: Professional Development)
7. While more focused on Talent Development and Retention, **increased participation in Talent Attraction and Quality of Place initiatives will occur (is occurring already)**
8. Refining **WDB and One-stop branding**
9. Aligning of **Employer Services**
10. **Economic Development:** Increased/regular participation in Business Attraction...and, again, talent attraction



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Thank you!

Ron McKulick

Executive Director

Region 10 Workforce Board, Inc.