

Cumberlands WORKFORCE NETWORK Newsletter

June 2013

Free GED testing through July 31

For Kentucky to be successful the nearly 410,000 Kentuckians age 18-64 (15 percent of the working-age population) without a high school credential must have the opportunity to prepare themselves for college and careers, an opportunity that Kentucky Adult Education (KYAE) programs provide.

Do you know a Kentuckian who needs to earn a GED. The GED test is free through July 31, 2013, for qualified Kentucky residents; the usual \$60 test fee is being covered by KYAE. It's particularly important for those without a high school diploma to pass all five parts of the GED test this year because the GED test will change January 1, 2014. All previous scores will expire and anyone who has started but not completed will have to start over. The last test date in Kentucky is December 18, 2013.

To promote the free GED campaign, KYAE has produced a series of TV and radio ads featuring Kentucky GED graduates. You can view the TV spots running throughout Kentucky during the month of June on YouTube. Please feel free to share these links on your website or Facebook page:

To stay connected and support Kentucky Adult Education's efforts, please like the KYAE Facebook page and follow KYAE on Twitter

Kentuckians interested in free classes and the time-limited free GED testing should contact the adult education center in their county to discuss how to get started. To find the local adult education center, call (800) 928-7323 or visit the KYAE website at www.kyvae.org/countycontacts.aspx for a listing of KYAE county providers.

For more information concerning KYAE services in the Cumberland's Workforce area, contact Billy Crabtree at phone: 270-799-1533 and email: billy.crabtree@ky.gov or the local KYAE county provider.



Partners for Success!

Cumberlands Workforce Network in partnership with Somerset Pulaski County Development Foundation and Somerset Pulaski County Chamber of Commerce hosted a Job Fair at The Center for Rural Development in Somerset on May 16th– 10am to 2pm. There were 53 employers and 301 job seekers that attended. This was an excellent opportunity for employers to take applications and speak with job seekers in person. It was also a wonderful opportunity for job seekers to speak with employers in person, fill out applications or give resumes, and to see what employers are currently hiring.



Veterans Assisting Veterans



Adam Smith, a veteran enrolled at Campbellsville University studying to be a Teacher, has utilized our One-Stop Services since his recent separation from the Army. From his seasonal employment with Staff Management and full time employment with Amazon.com to his current position with Modern Care. Adam has found assistance with education costs and job search assistance. The Local Veteran Employment Representative, LVER, Chris Goodson and Campbellsville Career

Center staff helped Adam recently apply for several local employment openings. The LVER coordinated an interview with the Taylor Regional Hospital for Adam as well as helped with his resume and providing information on the Vow to Hire Heroes Tax Credit for veterans who are unemployed for more than four weeks. Adam was able to quickly find employment through online social media. Our Veterans Assisting Veterans in the Cumberlands Facebook page is part of the wave of networking opportunities found through social media groups like Facebook, LinkedIn, and Tweeter. The LVER coordinated with Modern Care to share their employment opportunities on the Veterans' page as well as post a job order through Focus Career, Kentucky's State Employment website.

Another success story of many throughout the Cumberland Area. Mr. Jeffrey Roution visited the Campbellsville Career Center early one morning to meet with the Local Veteran Employment Representative, Chris Goodson. They discussed utilizing the certificate for funding under the VRAP, Veterans Retraining Assistance Program. They also discussed employment issues. After a short meeting an employment plan was put together and the Veteran and the LVER began taking the steps outlined on the plan. The Veteran applied with Hardee's and the LVER visited the employer later to discuss the Vow to Hire Heroes Tax Credit and the knowledge, skills, and abilities of Mr. Roution.

He was given an interview within days and was hired. That was only part of the steps in the employment plan. Mr. Roution had been approved for VRAP funding, but he did not want to travel to out of county colleges for training. He felt sure that he should be allowed to attend Campbellsville University, although the VRAP funding did not approve any programs with four year schools. The LVER talked with Tara Lawson, the VA verifying official for Campbellsville University, and Carol Sullivan, Coordinator for CU's Technical Training Center. The conversation lead to Al Kennedy, the Kentucky Approving Agency, and he was able to fast track CU's Technical Training Center's approval in order to allow veterans to utilize VRAP funding. Mr. Roution was able to enroll in a nursing program and begin classes within weeks of visiting the Campbellsville Career Center. He still is employed with Hardees' and is working towards his long term goals of employment in the medical field.

Current Labor Market Information and Business Service Module

The Lake Cumberland Workforce Investment Area took place in a survey September 2012- January 2013 which was conducted by ERISS Corporation. The purpose of this study was to gather current and in-depth workforce information to serve as the foundation for workforce and economic activities in the region. The information will also assist employers, job seekers, and students as well as provide key data for education partners, workforce and economic developers, allowing them to address workforce and economic needs. www.usworks.com/kentuckyjobs is a new website containing all of the labor market information (LMI) and business services module for our region.

The specific goal of this survey was to engage large numbers of employers so that we can identify occupations in demand and growing industry. In return we are also able to determine the businesses at risk of downsizing and/or relocating. The data collected has also created a detailed inventory of local businesses which allow us to measure employer-staffing practices and needs, improve the understanding of those needs and perspectives while identifying and addressing immediate concerns of individual businesses. The data collected has also allowed us to identify existing

opportunities in order to enhance linkages with workforce and economic development partners and initiatives.

The survey targeted employers with 5 or more employees. ERISS corporation conducted the survey using their propriety Computer Aided Telephone Interviewing (CATI) system. A stratified census style survey methodology was employed whereby an attempt was made to contact every business within the survey parameters, with the final sample representative by industry cluster of the population of businesses in the local region.

The final contact database for the LCADD region comprised of 3,768 employers. During the survey process 727 of these businesses were found to be out of scope of the survey, resulting in a new employer base of 3,041. Of the employers, 870 participated in the survey resulting in a 29% response rate.

The survey questions collected information for local businesses regarding such areas as:

- Projected growth and general staffing plans
- Occupational demand, turnover, hiring plans and wages
- Plans to expand, downsize and/or relocate

- Reasons for downsizing or relocating
- Barriers to growth
- Key issues, concerns and challenges to local businesses
- Knowledge and use of local programs
- Hiring of special workforce populations
- Skill deficiencies

The findings were broke down into two major categories; Industry and Occupational. The Construction (9%) and Business Services (7%) industries projected the greatest 1-year growth. The projected growth rate for the region as a whole was 2%. Business in the Lodging industry reported the highest overall level of annual turnover (26% employees replaced yearly), followed by the retail industry (18%), and Services industry (11%). The regional rate (all surveyed businesses) was 9%. The lodging industry exhibited the greatest demand (29%) largely driven by the high turnover rate. Demand for Construction, Transportation/Utilities, and Finance was relatively growth driven. In return the Construction and Retail industries had the highest percentage of current openings, with projections for openings for 8% and 6% of the current reported staffing levels respectively for each industry. The Construction industry had the greatest reported difficulty finding experienced employees (average of 72 days to fill a position), indicating a possible shortage of experienced workers in the industry; Construction was also among those requiring the least amount of time to fill a position for a non-experienced employee (17 days).

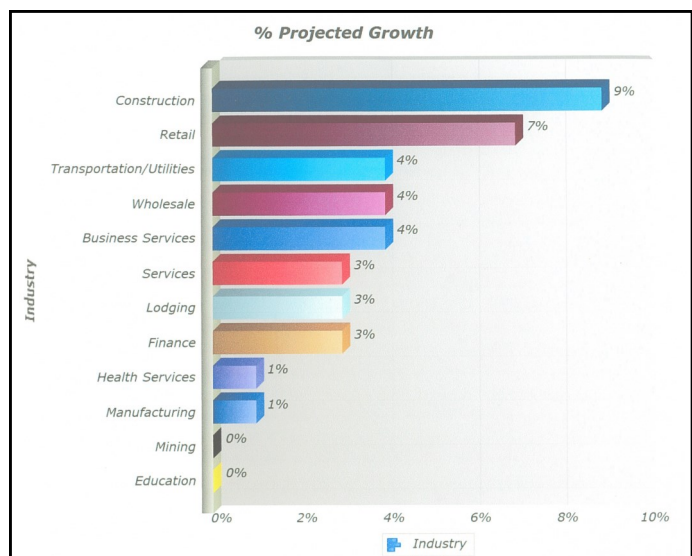
The occupations ‘Salespersons (Retail)’ and ‘Construction Heavy Equipment Operators’ were among those that projected the greatest growth 12 month projected growth. Occupations with the highest turnover tended to be from the Services and Health Care industries. The highest overall turnover was seen for the occupation ‘Restaurant Cook’ with 38% of all position turned over annually. Demand for many of the highest demand occupations is largely driven by turnover. Exceptions to this trend include ‘Salespersons (Retail),’ ‘Directors of Daycare Services,’ and ‘Construction Heavy Equipment Operators,’ all of which have largely growth-driven demand. The list of occupations for which employers reported the highest average length of time to find and hire experienced employees (shortage indicator) is topped by occupations requiring more extensive training.

During the survey, businesses were asked to state for each of their occupations how many they expected to hire in the next 12 months. The results:

- 17% of surveyed employers reported plans to expand or hire in the next 12 months.

- 7% of employers reported plans to downsize, close, or relocate outside of the County.
- The most commonly reported reason for downsizing or closing was the ‘cost of doing business’ followed by ‘regulatory concerns.’
- The most commonly reported possible aids to business expansion were ‘new or additional space’ and ‘increase visibility in the marketplace.’
- The most commonly cited barrier to growth was ‘a decline in market demand.’
- 57% of surveyed employers reported they were not familiar with the National Career Readiness Certificate program. Of the 19% who reported familiarity with the program, 29% reported using the program.
- 91% of surveyed employers reportedly would hire Veterans, 87% would hire Dislocated Workers, 85% would hire Persons with Disabilities, and 53% would hire Former Offenders.
- The most commonly reported deficiencies among recent job applicants were reported to the ‘Basic Work Ethic,’ ‘Lack of Experience,’ and ‘Communication Skills.’

The complete list of Industry Data for our region can be found at www.usworks.com/kentuckyjobs/



New Leadership for Campbellsville OET

Former Campbellsville native Jimmy Richerson recently accepted the Office Manager position in the Education and Workforce Development Cabinet as the team leader for the Campbellsville Career Development One Stop Center. Richerson is returning to Campbellsville eight years after retiring from Kentucky State Police where he had attained the agency's highest permanent rank, Captain. His last assignment at KSP was as Commander of the Financial Grants Management Branch in Frankfort. Jimmy's State Police career began in 1983 as a Trooper assigned to the Columbia Post patrolling Marion and Washington Counties. During his KSP career, he also started the D.A.R.E. Program and expanded it to include 109 counties. During his later KSP years, Richerson served as the Assistant Commander over the KSP Training Academy where he was in charge of basic, in-service and specialized training.

After retirement in 2005, Jimmy served three years in the Kentucky Transportation Cabinet's Personnel Management Office as the Deputy Executive Director. More recently he served as the Assistant Director within the Kentucky Department of Military Affairs, over the Division of Emergency Management. In KYEM, he was responsible for Personnel, Administration and Recovery. He was appointed in 2008 as the Governor's Authorized Representative for FEMA disasters.

The opportunity to return home to the Campbellsville community and continue to make a positive difference in people's lives is what motivated Jimmy to return to Campbellsville after living in Frankfort for thirteen years. "Home is where your heart is, and six grandchildren in Campbellsville placed a pretty significant tug on the heartstrings. "

The timing for the return home was almost perfect since Jimmy's wife, Therese, is retiring from the Transportation Cabinet as the Branch Manager over the Highway Safety Branch on July 31. The Richersons recently purchased a home in Campbellsville in anticipation of Therese's retirement and "just in case the

right opportunity came along."

As for the future direction of the Kentucky Career Development Center, the emphasis will definitely be on working with businesses and industries to get people into good paying jobs. "I've been blessed in my career, and I am confident that my work and personal experiences can help others make good decisions that will positively influence their lives. The future looks good for qualified job seekers as baby boomers continue to retire. It has been projected that available jobs will significantly outnumber qualified applicants in the foreseeable future. The challenge will be to ensure that the available pool of workers is ready, willing, available and trained for the jobs."

According to Richerson – "One of the first things that any potential applicant looking for a job, or looking to upgrade to a better job should do is take a long look in the mirror. Do an honest self-evaluation/assessment. Perform a complete overhaul if necessary to make yourself more marketable. Ask yourself, if you were the hiring manager, would you hire you?"

The Campbellsville Career Development Center, under Richerson's leadership is ready to face the challenge.

