



**CUMBERLANDS WORKFORCE DEVELOPMENT  
BOARD**

**LOCAL PLAN**

**July 1, 2017 - June 30, 2020**

## **REGIONAL NAME: South Central Region**

### **Chapter 1: Economic and Workforce Analysis**

- A. (R) A description of the planning process undertaken to produce the regional plan, including a description of how all local areas were afforded the opportunity to participate in the regional planning process.**

The regional plan will be a combined document created by the South Central and Cumberland Workforce Development Areas. There was preliminary meeting between the areas that resulted in an agreement of priorities that each area has in common and wish to combine efforts to enhance the outcome. The two are agreed to put in a request for the Regional Innovation Plan Technical Assistance funds. A RFP was created and made public for a consultant to assist during the writing of the initial regional plan. Two proposals were received and Strumpf Associates was agreed upon and contracted to be the consultant. Goal is to have regional plan complete with 30 day comment period, CLEO's and WDB's approval and submitted by 7/1/17.

- B. (R) Provide a regional analysis of the economic conditions including existing and emerging in-demand industry sectors and occupations; and the employment needs of employers in those industry sectors and occupations. [WIOA Sec. 108(b)(1)(A)] and [20 CFR 679.560(a)]**

The CWDA is experiencing a high demand of employers seeking employees. Area sectors such as manufacturing, healthcare, transportation and logistics, and companies that employee individuals with IT skills are desperate to find employees. These employers have needs for both skilled to unskilled employees. Jobs such as Industrial Maintenance, welders, machine operators, data entry, nurses and other healthcare occupations are in high demand. Two of the biggest factors employers face are the ongoing drug usage in our area and the lack of soft skills. The Drug issue cannot be resolved by the CWDA alone, although the message to remain drug free and the consequences of usage and retaining the job is delivered at every opportunity. The CWDA is committed to supporting and delivering soft skills training. The WIN curriculum is now being used and delivered at every opportunity to youth and adults to assist in creating better soft skills. This is available in the Kentucky Career Centers and secondary schools. Many counties that have written applications to become a Work Ready Community have incorporated the Work Ethic Seal program in the high schools and are having success with more students becoming involved. This program has been accepted by many employers as a step in the right direction. The CWDB also sees the value and promotes the Leader in Me and Project Lead the Way programs. The secondary schools that currently have these programs have seen great strides in the communication and personal skills of the students, plus these can be taught beginning at a young age which is crucial.

- C. (R) Provide an analysis of the regional workforce, including current labor force employment (and unemployment) data and information on labor market trends and the educational and skill levels of the workforce in the region, including individuals with barriers to employment. [WIOA Sec. 108(b)(1)(C)] and [20 CFR 679.560(a)]**

Using the latest data from the Kentucky Career Center Labor Market Information, the CWDA has a population of 196,598 between the ages 18-65. For the same period there were 128,530 in the labor force, with 120,130 employed and 8,400 being unemployed. During the past 13 months the unemployment rate for the Cumberland CWDA has varied from a low of 4.8% in November 2016 to a high of 7.8% in February 2016. Three months has shown an average above 7.0%, three months between 6.0% and 6.9%, 6 months between 5.0% and 5.9% and one between 4% and 4.9%. The participation rate in the CWDA is averaging in the 61.1% range. The non-participant rate is 38.9% which equates to 76,500 individuals that are of the working age of 18-65 are not being counted in the labor force. The CWDB is aware of this number and working to find solutions to entice those not in the workforce to reenter. The current demand in the transportation and logistics, manufacturing, healthcare and IT sectors for employees has been the consistent area of demand. Our new strategic plan will contain a goal of reducing the non-participating workforce by 2% a year. This would add 2,000 new workers which would greatly ease the burden that employers are now having finding employees. It is incumbent that solutions are found to the barriers that are keeping these individuals from working. According to the American Community Survey 2010-2014 five year estimate, the national average of individuals 25-64 with an Associate Degree or higher is 39.1% and Kentucky with an average of 31.4%. For the 13 counties comprising the CWDA the lowest rate is 15.2% and the highest is 25.6%. The CWDB realizes that it must institute policies that will help increase this number. By focusing on in school students and working to inform them of available in demand occupations and the skills and education needed to be successfully employed in one of those jobs the goal is to help provide pathways to achieve this. The CWDB also realizes that many job opportunities that provide employment at a self-sustaining wage may only require a certification. This is another priority to make more opportunities for training available and also making this available at the secondary school level.

- D. (R) An analysis of workforce development activities, including education and training in the region. This will include an analysis of the strengths and weaknesses of workforce development activities and capacity to provide the workforce development activities to address the education and skill needs of the workforce, including individuals with barriers to employment, and the employment needs of employers in the region.**

When looking at job postings on Labor Insights for the past 12 months the top occupations including postings for 2,471 heavy and tractor trailer truck drivers, 1,396 registered, practical and critical care nurses, nursing assistants and

pharmacy technicians, 703 that require data entry skills and 133 in manufacturing. The Cumberland WDB has revamped its youth program to ensure more emphasis is put on high schools to have more information concerning employment opportunities and the skills involved to secure employment in those areas. Working with Area Technology Centers is very important as the youth work toward gaining industry recognized certificates. The Cumberland WDB is offering assistance for those students who wish to further their training and skills through courses offered by Somerset Community College, through programs such as KY Fame, Accelerated Opportunities and others. The Workforce Solutions Department of Somerset is very instrumental in offering training for industry recognized certificates and employee upgrade training. Unfortunately, the Area Technology Centers, Somerset Community College and a few proprietary schools are the only sources of training in our area. There are three colleges and universities in our area that offer very few courses which lead to industry recognized certifications. WIOA funds used through Individual Training Accounts (ITA's), On the Job Training and other training activities are vetted to be used within these demand areas and sectors selected at the state and local level.

- E. (L) Provide an analysis of the knowledge and skills required to meet the employment needs of the employers in the local area, including employment requirements for in-demand industry sectors and occupations. [WIOA Sec. 108(b)(1)(B)] and [20 CFR 679.560(a)]**

In the Cumberland WDA manufacturing, healthcare, transportation and logistics and IT are in demand. As noted in section D above, skill levels for these jobs range from a High School education with skills obtained through classes at Area Technology Centers to Associate Degrees. Employers are willing to hire employees with no experience while others do require a limited amount of experience due to insurance coverage especially in the transportation sector.

## **Chapter 2: Strategic Vision and Goals**

- A. (L) Describe the local board's strategic vision and goals to support regional economic growth and self-efficiency. Including goals or preparing an educated and skilled workforce (including youth and individuals with barriers to employment). Include as applicable a description of any plans to generate new strategic vision and goals in the coming year and indicate the timeframe for such activities to occur. Strengthen to the extent possible, include goals relating to the performance accountability measures based on primary indicators of performance described in section 116(b)(2)(A) to support regional economic growth and economic self-sufficiency. [WIOA Sec. 108(b)(1)(E)]**

The CWDB implemented a strategic plan in June 2012 which has guided the board well. A new strategic plan is in progress and will be completed by August 2017. The mission of the plan is to make the CWDB's work as relevant, accountable, innovative and wise investors. The new mission statement: We partner to serve employers and employees to develop a skilled workforce for the prosperity of our communities. The new vision statement: The Cumberland Area is a prosperous community with a robust talent pipeline directed toward the needs of business and industry. The four focus areas determined by the strategic planning group are as follow: communication and partnerships, demand-focused job training, streamlined services and expanding the labor pool. When the goals and objective are finalized, the CWDB will fully implement the plan which will help develop and manage resources and the work of the board. The plan will include priorities which will enhance the delivery of services that will have a daily impact on our communities by allowing individuals to be productive citizens and provide our employers with a trained and available workforce. For the program year ending June 30, 2016, the CWDA was the second highest area in participants served. The goal of the CWDB is to not only continue this momentum of serving a large number of individuals but also serving them in a matter that continues to meet or exceed all negotiated performance levels. By meeting performance levels, it ensures that individuals are gaining employment and earning a self-sustaining wage.

- B. (L) Describe how the local board's vision and goals relate to the Commonwealth's goals, initiatives and priorities as outlined in the WIOA State Plan.**

The Strategic Plan for the Cumberland WDB will, at all times, contain elements of the Work Smart Kentucky Strategic Plan. The Strategic Plan will be updated as goals are reached and the work on other goals is continuing or beginning. The Strategic Plan will have measureable goals

We the undersigned attest that this submittal is the Regional and Local Plan for our Local Workforce Development Area (LWDA) and certify that this plan has been prepared as required, and is in accordance with the applicable Workforce Innovation and Opportunity Act Regional Innovation and Local Comprehensive Plan Guidance.

Local Workforce Development Board

Chief Local Elected Official

BOARD CHAIR

Name:

Name:

Title:

Title:

Signature

Signature

:

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Date:

Date:

See additional page if more than one Chief Local Elected Official or Local Elected Official signature is required.