

Abstract
Workforce Innovation Fund Application

Applicant Name: Kentucky Education and Workforce Development Cabinet
Applicant Category: Individual State
Lead Applicant City/State: Frankfort, Kentucky 40601
Areas Served: Statewide (all regions of the Commonwealth)
Project Name: The Kentucky Skills Network – Unified Business Services Approach
Funding Level Requested: Technical cost: \$2,550,000
Evaluation cost: \$450,000

Project Type: Project A

Description of Proposed Project: The Kentucky Skills Network has built a strong alliance between the Cabinet for Economic Development, the Labor Cabinet, the Kentucky Community and Technical College System, and the Cabinet of Education and Workforce Development. Our goal is clear: Address the workforce needs of existing and prospective employers in a comprehensive, cohesive, unified business services approach. We have internally completed Phase I of our plan and are now ready to begin Phase II of the Unified Business Services Approach.

First, we plan to complete a crosswalk data analysis for targeted sectors based upon a comparison and analysis of data across agencies. Each partnering entity is collecting and analyzing data in their own way. However, a formal cross walk of comprehensive data has never been completed. Targeted sectors have been identified statewide and regionally, but not within the context of parameters of education, labor, workforce, and economic development. Real time data, archived labor market information, and supply /demand stats will be compared and evaluated to update sector strategies by region of the state and ultimately improve the way we seek solutions to meet demands of our employers throughout the Commonwealth.

Secondly, we will institute an effective management tool for business intelligence. All four entities learn about company talent needs through different vehicles and manage the data using different customer relationship management (CRM) platforms. Sharing of this data among systems occurs at various levels and with varying success. In some regions, workforce system business service representatives (BSRs) are currently sharing access to data with community college and economic development partners and developing one unified set of solutions for each business customer. Sharing currently occurs in informal ways through person-to-person meetings or not at all. Because the different CRM technologies are not synched, each entity has its own intake system and actions are not coordinated. It is imperative that we implement a consistent CRM across all partners to better align service strategies and increase market penetration for the business community.

Third, we will strengthen our unified business services approach with emphasis at the regional level. Five individual facilitators will be placed throughout the Commonwealth to assist regional teams to develop a common approach which is region specific to implementation of

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the unification process. Each facilitator will work with two Workforce Investment Areas (WIA) of the ten WIAs in Kentucky. Their specific goal is to begin facilitating and assisting the regional teams in areas such as strategically partnering and overcoming internal barriers, identifying management areas to target quality workforce systems, work with stakeholders throughout the WIA to achieve key performance indicators and desirable outcomes, and assist with implementation of the new CRM technology tool. This third party entity will be one of the most important tools in establishing consistency, quality, and objectivity for the unified business service team approach.

Lastly, we will set forth final policy that establishes a framework on minimum business services criteria focused on securing a world-class system of resources to establish solutions for employers' needs. After going through the process of refining and disseminating the unified business services framework we will ultimately confirm the adoption of the willingness to champion a unified approach within our systems and spheres of influence. We understand that we must determine which elements of the framework must be reflected in any and all regional implementation models, and which may be modified or adapted to reflect unique regional environments and needs. The goal here would be to set minimum criteria within a policy that should be uniform in all regions throughout Kentucky to ensure attainment of the vision envisioned by our overarching goal of becoming unified.

The Kentucky Skills Network Unified Business Services Team Approach will deliver a cohesive system that promotes long-term economic growth, small business expansion, and a focused, highly skilled emerging workforce, all aligning with the workforce innovation goals at set forth in the request for proposal.

Description of Proposed Evaluation Strategy:

Kentucky will seek proposals for a comprehensive evaluation of the initiatives outlined in this proposal. A third party evaluator will be selected for the WIF grant program. Measuring success will require a multi-faceted evaluation of all partners' system data and a qualitative analysis of the users of our systems. Both qualitative and quantitative evaluations will be used for measuring success of the unified business services teams in all of regions of the Commonwealth. An evaluation of the effectiveness of the industry partnerships will include an assessment of implementation plans, sector strategy development, community impact of a unified approach, and employer satisfaction.

Public Contact Information:

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