

AGENDA

June 15, 2023

ARKANSAS WORKFORCE DEVELOPMENT BOARD EXECUTIVE COMMITTEE MEETING

10:00 a.m.

Estimated Time: 1 hour

Call to Order & Roll Call.....Tom Anderson, Chair

Agenda Item 1: ACTION

Stipend payment..... Chad Brown, Executive Director
Arkansas Workforce Development Board

Agenda Item 2: ACTION

Reimagine Grant Extension Request.....Eddie Thomas, Assistant Director – EA
Arkansas Division of Workforce Services

Committee Open Discussion

Public Opportunity to Address the Committee

Announcements

Adjournment

**For Consideration of the
Arkansas Workforce Development Board**

June 15, 2023

AGENDA ITEM 1 – ACTION: Council Resolution 2023-1: Board Member Stipend

RECOMMENDATION: It is recommended that the Arkansas Workforce Development Board approve the amount. During the first meeting of the year, the board approved members to receive a stipend; however, the amount of the stipend was not discussed or voted on. It is recommended that the Executive Committee approve an amount up to \$110, along with an approval to retro back to January for those members that have received stipends for 2023 meetings.

INFORMATION/RATIONALE: Arkansas Code Annotated § 15-4-3704 allows the Arkansas Workforce Development Board by a majority vote of the total membership of the board cast during its first regularly scheduled meeting of each calendar year, the board may authorize payment to its members of a stipend not to exceed one hundred ten dollars (\$110) per meeting attended. The board members shall receive no other compensation, expense reimbursement, or in-lieu-of payments as provided in § 25-16-902.

A draft council resolution is attached for consideration by the board.

**ARKANSAS WORKFORCE DEVELOPMENT BOARD
COUNCIL RESOLUTION NUMBER 2023 – 1**

WHEREAS, the Arkansas Workforce Development Board (AWDB) conducts its matters as an entity prescribed by the Workforce Innovation and Opportunity Act (WIOA); and

WHEREAS, the AWDB serves the Governor of the State of Arkansas as a policy advisory entity in accordance with WIOA law; and

WHEREAS, it has been determined that the AWDB and its activities are encompassed by A.C.A. §15-4-3706; and

WHEREAS, A.C.A. §15-4-3704 (h)(1) and (2) states, “By a majority vote of the total membership of the Arkansas Workforce Development Board cast during its first regularly scheduled meeting of each calendar year, the Arkansas Workforce Development Board may authorize payment to the appointed members of a stipend not to exceed one hundred ten dollars (\$110) per meeting attended of the full Arkansas Workforce Development Board or its committees, and the Arkansas Workforce Development Board members shall receive no other compensation, expense reimbursement, or in-lieu-of payments except as provided by A.C.A. §25-16-902.” and “The stipend shall be paid from Workforce Innovation and Opportunity Act funding awarded to the state and authorized for Arkansas Workforce Development Board activities.”

BE IT RESOLVED, that the Arkansas Workforce Development Board adopts as its official and stated policy the reimbursement of expenditures to its members in accordance with A.C.A. §15-4-3704 for the entire calendar year of 2023.

**For Consideration of the
Arkansas Workforce Development Board
Executive Committee**

June 15, 2023

AGENDA ITEM 2 – INFORMATION: Reimagine Grant Extension Request

INFORMATION/RATIONALE: This agenda item is to determine if the Reimagine Grant will receive a one-year extension. During the last Full Board Meeting, it was decided that the Executive Committee would meet to determine if the extension would be approved or denied for Shorter College. The University of Arkansas Global Campus (UAGC) stated they were not seeking an extension but would be willing to discuss.

MINUTES
ARKANSAS WORKFORCE DEVELOPMENT BOARD
May 3, 2023

The Arkansas Workforce Development Board convened the Full Board meeting on May 3, 2023, beginning at 10:16 a.m. The meeting was conducted in-person at the Arvest Conference Center in Bentonville, Arkansas. Chairman Tom Anderson presided with the following members voicing their presence: Mr. Joseph Baxter, Mr. Len Blaylock, Dr. Charisse Childers, Mike Rogers proxy for Governor Sanders, Ms. Karen Breashears, Mr. Miles Crawford, Mr. William French, Ms. Latanyua Robinson, Judge Brandon Ellison, Mr. Randy Finegan, Ms. Candice Lawrence, Mr. Brian Marsh, Dr. Trenia Miles, Ms. Rachel Mize, Mr. Gan Nunnally, Justin Majors proxy Clint O’Neal, Mr. Kelley Sharp, Megan Lamb proxy for Cassandra Williams-Stokes, and Mr. Robert Thorne.

Ms. Rebecca Ives, Ms. Shana Chaplin, Mr. Randy Henderson, Ms. Abby Houseworth, Mr. Charles Johnson, Ms. Holley Little, Dr. Maria Markham, Dr. Julie Roberson, and Mayor James Sanders were unable to attend.

Chairman’s Opening Comments: Chairman Anderson moved to the first agenda item.

Agenda Item 1 – Action – Full Board Minute Approval: Chairman Anderson asked if there were any additional corrections or revisions to the February 21, 2023, Full Board meeting minutes.

Chairman Anderson opened the floor for questions.

Hearing none, a motion to accept the February 21, 2023, Full Board meeting minutes with no corrections or revisions was made by Mr. Brian Marsh, followed by a second motion by Mr. Robert Thorne. The motion carried unanimously with none opposed.

Agenda Item 2 – Information – Reports: Chairman Anderson

Report of the Chairperson: Chairman Anderson welcomed everyone to the meeting and gave a special recognition to former Workforce Board member and now the Chief Workforce Officer for Governor Sanders. Chairman Anderson encouraged the members of the board to participate and ask questions so we can continue moving the board in the right direction.

Report of Director: Chairman Anderson recognized Dr. Charisse Childers to give her report. Dr. Childers discussed the Board’s role in moving forward to help the state with action-oriented tasks to help provide solutions to various needs. Dr. Childers discussed the inclusion of offenders into the workforce and how we need to do a better job of getting them trained and in the workforce, which in turn would help lower recidivism.

She also discussed four pillars 1) Build better industry partnerships, 2) Build a better care system, 3) Transportation, and 4) Changing the perception of our role around the state.

Chairman Anderson thanked Dr. Childers for her report and opened the floor for questions.

Report of Staff: Chairman Anderson recognized Board staff, Mr. Eddie Thomas, to address the Full Board. Mr. Thomas informed the Board of four policy updates.

- 1) WIOA Title I Policy – 4.5 Eligible Training Provider Policy

- 2) Local Workforce Development Board Certification
- 3) One-stop Center Certification Applications
- 4) WIOA PY23 Allotments – Title I and Title III

Chairman Anderson thanked Dr. Childers for her report and opened the floor for questions.

Report of Board Director: Chairman Anderson recognized Board Director, Chad Brown, to give his report.

Director Brown started his report by recognizing Chief Workforce Officer Mike Rogers and thanking him for attending as Governor Sanders proxy.

Next, Director Brown expounded on Dr. Childers report and explained that Arkansas must change the narrative for success tied to 4-year institutions; instead, understanding that success is defined in many ways which include community colleges and apprenticeships.

Lastly, Director Brown informed the members of the Board that he will start giving them action items to start addressing and assisting in the process of providing solutions.

Chairman Anderson thanked Dr. Childers for her report and opened the floor for questions.

Agenda Item 3 – Informational – Report of Board Committees:

Chairman Anderson recognized himself as Chair of the Executive Committee and stated he had nothing to report.

Chairman Anderson recognized Karen Breashears to give a report on the Strategic Planning Committee meeting. Ms. Breashears stated that the Committee met on April 25, 2023, at 2:00. Many of the topics discussed were the roles of the committee as outlined in the by-laws.

Chairman Anderson recognized Abby Houseworth to give a report on the Program and Performance Committee meeting; however, Ms. Houseworth was unable to attend so Mr. Len Blaylock stated that the Committee met on May 2, 2023, at 10:00. Many of the topics discussed were the roles of the committee as outlined in the by-laws.

Chairman Anderson recognized Gan Nunnally to give a report on the TANF Committee meeting. Mr. Nunnally stated that the Committee met on April 26, 2023, at 2:00. The major focus of the agenda was the recent legislation that transfers TANF to the Department of Human Services (DHS), which will result in office closures and transfer of staff to DHS. Members had a few questions about the impact of this transfer, and Dr. Childers answered all of those questions the best she could and stated we would not know the official impact until we reach the July 1st deadline for the transfer.

Agenda Item 4 – Lunchtime Speaker – Workforce Vision

Chairman Anderson recognized Mike Rogers to provide an overview of Governor Snaders workforce initiatives. Mike Rogers started by introducing himself, his experience, and that he is a former Workforce Board Member. Mr. Rogers gave a detailed overview of the Governor's workforce expectations and the role the Workforce Board should play. He mentioned that this Board is broken, and the members have not fulfilled their duties on this board. Mr. Rogers informed the Board that they will start working towards action-driven initiatives and work to become a Board that is useful to the Governor and her administration.

At the conclusion of Mr. Rogers presentation, Chairman Anderson opened the floor for comments. A couple of members stated they will not return to this Board if it continues to be a board that only gets reported to with no mission to get things done.

Agenda Item 5 – Informational – Reimagine Arkansas Workforce Grant:

Chairman Anderson thanked everyone for moving through the line for lunch so quickly, then provided an update from the last meeting in regard to the reimagine grant and why they were on the agenda again. At that time the Chairman recognized AD Thomas to introduce the Shorter College and provide a brief summary of the grant. AD Thomas started by reminding the Board that this 13,000,000 grant is funded by the US Department of Education with the purpose of serving individuals affected by COVID. AD Thoams mentioned that there were two subrecipients of the grant which are Shorter College and University of Arkansas Global Campus (UAGC). AD Thomas stated that this grant ends in 2023 and Shorter College is asking for a one-year no cost extension. At this time, AD Thomas recognized Dr. Valentine from Shorter College.

Dr. Valentine utilized a PowerPoint presentation to update the Board on their portion of the grant. Many questions were asked of Shorter College.

- Len Blaylock – If the program is going to end soon with a lot of money left for training costs, if an extension is not given can those funds still be spent? Mr. Blaylock also pointed out that Shorter is over budget on marketing, would it make sense to reallocate that money to another place in the grant? Dr. Valentine stated that Shorter has a large marketing campaign that is key for them reaching their benchmarks that are expected of them. Mr. Blalock asks if the plan is to reallocate money into the marketing of the program? Dr. Valentine said “Yes, that is the plea we have put in.” AD Thomas mentioned that their request is being reviewed by his office.
- Mike Rogers – Mr. Rogers asked Dr. Valentine if they have any metrics on job placed out of the 580 that completed. Dr. Valentine stated that the metric in question is the hardest number to capture and is done by a rolling survey. She went on to explain why that number is difficult to capture and said out of the 580, they have 12 completions. Mr. Rogers went on to say that with the Governors workforce initiatives, we need those hard numbers and actual outcomes of the delta in earnings so we can see the investment right now and if all 580 were hired that cost for service would equate to \$5500 per person, and from that what is the level of engagement and what is the response. Mr. Rogers went on to say that Arkansas is transitioning to a point where we are looking at matching funds because we want a sustainable model for investments so Arkansas will not continue to solely fund projects whereas we need to have a development plan where employers, communities, non-profits, foundations are matching funds for state dollars. That’s how part of this Board and decisions that we make going forward from the Governor directive that we will begin to match employer dollars, community, and foundation dollars and we will not be sole providers of pilots and programs even though we value proof of concept, there has to be a sustainable model and it can’t be from Arkansas taxpayers. Going forward and not specifically to this presentation, that’s how we need to view this process as we transition to the point of sustainability.
- Latanyua Robinson – Ms. Robinson started by stating that she applauds their commitment to reaching across the state and to multiple counties. Ms. Robinson mentioned that if someone lives in Central or Northwest Arkansas, they have greater access to resources; however, in Northeast

Arkansas those resources don't seem to make it into the communities. Ms. Robinson asked what the future plans are to reach those less resourceful communities, particularly in rural or underserved communities to provide internship opportunities for some of the students who may want to go back home. Ms. Robinson noted that Crittenden County had 5 participants and she went on to say that she would have loved to entertain being a sponsor of one of those internships. Ms. Robinson then asked, "if you are able to extend some of those programs, what is your plan to look at a different employer base for some of those internship opportunities?"

Dr. Valentine answered by saying in the past they have reached out to some of the Workforce Centers in those areas and those their campaigns cross the entire state of Arkansas through avenues like social media and radio. Dr. Valentine went on to say that one thing she and her team are wanting to go out and do is go out and personally reach out to different areas about the reimagine program.

- Karen Breashears – Ms. Breashears mentioned the sustainability piece and turning this from an internship to an apprenticeship, which automatically makes it eligible for WIOA funding which then would be paid on a per-participant basis plus then you can expand throughout the state. Ms. Breashears went on to say that they can leave their internship but start an apprenticeship to allow them to get credit for everything they've done, then start into the registered apprenticeship program which would then tie into the WIOA funding.

Dr. Valentine stated that Shorter College has just started having those meetings with that particular idea in mind. She mentioned that they have corporate internship partner coming on board which will take on the interns and also use that as a pilot and then will move into an apprenticeship. Dr. Valentine stated this meeting took place a couple of days ago.

- Justin Majors – Mr. Majors asked "how long do we have to spend the 13 million dollars and is an extension viable based on those guidelines?" AD Thomas stated that 3-year grant period ends September 30th and the last DOE guides provides for an additional year. Mr. Majors then asks, "so the first step is an initial request? AD Thomas answers that the first step is the Board approving the extension, then a formal recommendation would be presented to Department of Education (DOE). AD Thomas also mentioned that there is no additional funding tied to the extension but will be an additional year to perform.
- Karen Breashears – Have there been many requests from different states? AD Thomas stated that Arkansas is the only state that has not requested an extension.
- Brian Marsh – Mr. Marsh thanked Dr. Valentine for her presentation and asked about the typical duration a student is in the program to receive the certifications. Dr. Valentine stated that duration times are different based on the program and mentioned the IBM program is four weeks and the entrepreneurial programs are four months (3 months coursework and one month to complete a business plan). Mr. Marsh then asked how many participants have gone through each program? Dr. Valentine answered with 25% are in entrepreneurship, 20% HR, and about 20% are in the IBM certification program.

- Candice Lawrence – Ms. Lawrence asked if Shorter College has the data on how many enroll and complete versus how many enroll and do not complete and the cost associated with both. Dr. Valentine stated she does not have those numbers with her but will be happy to share.

AD Thomas mentioned that all the information has been presented to the state and he will provide it to the members of the board before the next follow-up meeting.

Ms. Lawrence then asked “what is the cost and the benefit of going through the program. What is the actual cost of putting the student through it and are we really seeing a significant advancement in their career, and do you have the data to show that?”

- Trena Miles – Dr. Miles stated that she remembers when this grant was given at the front of the pandemic and getting staff ready and students who may be illiterate to be computer ready was definitely a challenge. Dr. Miles asked for a point of clarification on the 302 number, in the presentation, and if that was the number of students enrolled in the program since its inception? Dr. Miles asked about the retention rate of those students now versus when the grant started and how many were retained in the program?

Dr. Valentine stated that their ratio from enrollees to completers are 1:4, meaning one of every four students who enter the program complete the program. Dr. Valentine asked if that answered Dr. Miles question. Dr. Miles responded no and asked “Out of the 300 students, what was the percentage that completed? Was it 100% or 50%, 25%, how many actually got credentials or a certification and then entered the workforce?”

Dr. Miles then asks what systems and resources are in place for students who take the online classes to receive assistance since some may fall below certain comprehension levels. Dr. Valentine stated that each participant receives a loner laptop and a loner hotspot. Dr. Valentine answered with 25% of those that go from enrollment to completion.

- Brian Marsh – If we expound on that and look for the reasons for failure to complete, what do you see are those reasons and how are you addressing those issues? Is it the literacy issue where they are not capable, or is it some other barrier they are running into?

Dr. Valentine stated that it is a combination of both. She stated that for some it is a literacy issue and others just disappear from the program. Dr. Valentine stated that once they disappear, they cannot reach the students by phone, email, text, letters sent to home addresses which are no longer their addresses. She stated it is literally impossible to find them.

AD Thomas agreed with Dr. Valentine on the challenge of keeping participants engaged and having the same struggles on the state side.

- Miles Crawford – Mr. Crawford asks if Shorter College is asking for a one-year extension. Dr. Valentine replied yes. Mr. Crawford then asks if the agricultural certifications are currently in place or are those looking to be added. Dr. Valentine stated that the agricultural certifications will be

added. Mr. Crawford pointed out that enrollment rates are heavily women and asked for more information on a better understanding of that. Dr. Valentine provided an explanation of why they are looking into agriculture as an added certification.

Mr. Crawford then asks “what is the demand from the private sector that justifies these and is one year really enough time to get the certification in process, funded and off the ground to produce graduates?” Dr. Valentine stated that these programs are already pre-written, so it is simply just putting them in place. Mr. Crawford then asks if the decision for agriculture certifications are employer driven or was it from a data driven decision and seen as good fit.

Mr. Crawford again asks if one year is enough time to get this in place and produce competent certification holders for those programs. Dr. Valentine answered yes because they already people in place who want to take on interns from the program.

- Brian Marsh – How long is the agricultural certification program to allow it to happen in one year? Dr. Valentine stated the program is between 2 and 4 months.

AD Thomas recommended to Chairman Anderson to move to the next presenter for the sake of time. Chairman Anderson agreed and gave the floor AD Thomas to introduce the University of Arkansas Global Campus (UAGC) to present. UAGC began with a video of Ms. Tara Dyer since she could not join and following the video UAGC fielded questions from the Board. The staff from UAGC stated that they heard some of the questions for Shorter and mentioned that they have over 2500 participants with over 500 completers. UAGC stated that the reason for the low completion rate is that many are still enrolled and going through the program and will not know the final completion rate until 3 months after the grant has ended.

- Karen Breashears – What is the cost per participant? UAGC stated they did not know.
- Dr. Charisse Childers – Do you have a timeline for participants that are currently in the pipeline that will finish by the end of the grant, and/or, how many do you expect to complete once the grant has ended if they are able to find additional funding beyond the grant period. UAGC stated they did not know.
- Dr. Trenia Miles – Dr. Miles thanked UAGC for their presentation and mentioned her questions are similar to what she asked of Shorter College. Dr. Miles asked if UAGC could provide an explanation for the fluctuations in enrollments year-over-year. UAGC explained some partnerships with businesses along with good marketing strategies. Dr. Miles stated that she was referring specifically to the completion rates and to provide an explanation for the year-over-year fluctuations and what is being done to improve the completion rates? UAGC stated they have a Retention Specialist on staff and her role is to contact participants and keep them engaged.

Dr. Miles then asks what is the employment rate and what are their median earnings of the participants before receiving these certifications and after receiving them? UAGC stated they did not know.

- Miles Crawford – Do you have the numbers of how many are currently employed and upskilling versus looking to find a job? UAGC stated they did not know. Do you have it broken down by who's employed and seeking which certifications versus who isn't employed?

Chairman Anderson stated that all are good questions and the DWS staff will get those questions answered and back them for review. Ms. Karen Breashears asked if the self-sustainability component could be added to the list of questions. Ms. Latanyua Robinson asked how we can do better to make employers aware of these grant opportunities with participants and their wages which is part of the disconnect in serving employers.

UAGC concluded that they are not looking to extend it for an additional year but willing to discuss it.

Members of the Board asked for an explanation of the process in approving or denying the extension of the grant. Director Brown explained that it would be done through an Executive Committee meeting which will be scheduled once the questions with answers are sent out. Ms. Candice Lawrence asked what happens to the funds if not spent. AD Thomas stated that the funds will be recaptured by the US Department of Education (DOE).

Agenda Item 6 – Informational – Arkansas 211:

Chairman Anderson recognized Dallas Mudd to present Arkansas 211 and stated that Director Brown, Zoe Calkins, and Jay Bassett recently met with Arkansas211 and put them in touch with the states Chief Data Officer, Robert McGough.

Mr. Mudd started with a brief history of Arkansas 211, then explained in detail the purpose and mission of the system. Arkansas211 is a 24 hour/7 days a week support service that Arkansas in need can call to seek out local assistance in their communities.

Chairman Anderson opened the floor for questions which there were none.

Agenda Item 7 – Informational – UpSkill NWA:

Chairman Anderson recognized Ms. Carol Moralez with UpSkill NWA to provide an overview of the program. Ms. Moralez provided an overview of the purpose and mission and discussed how participants enroll and complete the program. Ms. Moralez explained that their main focus right now is healthcare with employer partners.

Chairman Anderson asked if there were any questions which there were none.

Agenda Item 8 – Informational – WIOA Partner Updates

Due to time constraints of the conference room, Chairman Anderson asked that this agenda item be tabled for the next meeting.

Agenda Item 9 – Informational – Local Workforce Area Report

Chairman Anderson recognized Ms. Patty Methvin, with the Northwest Arkansas Workforce Development Area, to provide a report on the status of the area. Ms. Methvin explained a quick SWOT analysis of the area with transportation being a major weakness for those needing assistance.

Public Speaking Opportunity: Chairman opened the floor for public comment. Dennis Williamson, Western Workforce Development Area, informed the Board and the public of events taking place in their area of the state with one being reverse job fairs. Mr. Williamson stated that he would like to see this approach adopted by the state and used statewide.

Next, AD Thomas recognized the Local Area's that attended the meeting.

Announcements: Chairman stated the next Board meeting has not been scheduled; however, more details will be provided closer to the next meeting.

Adjourn: As presented, Chairman Anderson adjourned the AWDB Full Board meeting on a motion made by Mr. Kelley Sharp, followed by Ms. Karen Breashears making the second motion. The motion carried unanimously with none opposed.

Thomas Anderson, Board Chairman
Arkansas Workforce Development Board

Chad Brown, Director Workforce Development
Arkansas Division of Workforce Services

*Minutes recorded by Chad Brown
Arkansas Division of Workforce Services Staff*

UNOFFICIAL

Agenda Item 5 – Informational – Reimagine Arkansas Workforce Grant:

- Len Blaylock –
 - If the program is going to end soon with a lot of money left for training costs, if an extension is not given can those funds still be spent?
 - Shorter is over budget on marketing, would it make sense to reallocate that money to another place in the grant?
 - Is the plan to reallocate money into the marketing of the program?
- Mike Rogers –
 - Do you have any metrics on jobs placed out of the 580 that completed?
 - Mr. Rogers went on to say that with the Governors workforce initiatives, we need those hard numbers and actual outcomes of the delta in earnings so we can see the investment right now and if all 580 were hired that cost for service would equate to \$5500 per person, and from that what is the level of engagement and what is the response.
- Latanyua Robinson –
 - What are future plans to reach those less resourceful communities, particularly in rural or underserved communities to provide internship opportunities for some of the students who may want to go back home.
 - If you are able to extend some of those programs, what is your plan to look at a different employer base for some of those internship opportunities?”
 - How can we do better to make employers aware of these grant opportunities with participants and their wages which is part of the disconnect in serving employers.
 - How can we do better to make employers aware of these grant opportunities with participants and their wages which is part of the disconnect in serving employers.
- Karen Breashears –
 - Do you have a sustainability plan?
 - Have there been many requests from different states?
- Justin Majors –
 - How long do we have to spend the 13 million dollars and is an extension viable based on those guidelines?
 - What is the first step? An initial request?
- Brian Marsh –
 - What is the typical during duration a student is in the program to receive the certifications?
 - How many participants have gone through each program?
- Candice Lawrence –
 - Does Shorter College have the data on how many enroll and complete versus how many enroll and do not complete and the cost associated with both?
 - What is the cost and the benefit of going through the program?

- What is the actual cost of putting the student through it and are we really seeing a significant advancement in their career, and do you have the data to show that?
- Trenia Miles –
 - Dr. Miles asked for a point of clarification on the 302 number, in the presentation, and if that was the number of students enrolled in the program since its inception?
 - Dr. Miles asked about the retention rate of those students now versus when the grant started and how many were retained in the program?
 - Out of the 300 students, what was the percentage that completed? Was it 100% or 50%, 25%, how many actually got credentials or a certification and then entered the workforce?
 - What systems and resources are in place for students who take the online classes to receive assistance since some may fall below certain comprehension levels.
- Brian Marsh –
 - If we expound on that and look for the reasons for failure to complete, what do you see are those reasons and how are you addressing those issues? Is it the literacy issue where they are not capable, or is it some other barrier they are running into?
- Miles Crawford –
 - Mr. Crawford asks if Shorter College is asking for a one-year extension. \
 - Are the agricultural certifications currently in place or are those looking to be added.
 - Mr. Crawford pointed out that enrollment rates are heavily women and asked for more information on a better understanding of that.
 - what is the demand from the private sector that justifies these and is one year really enough time to get the certification in process, funded and off the ground to produce graduates?
 - Was the decision for agriculture certifications employer driven or was it from a data driven decision and seen as good fit?
 - Is one year is enough time to get this in place and produce competent certification holders for those programs?
- Brian Marsh –
 - How long is the agricultural certification program to allow it to happen in one year?

University of Arkansas Global Campus (UAGC)

- Karen Breashears –
 - What is the cost per participant? UAGC stated they did not know.
- Dr. Charisse Childers –
 - Do you have a timeline for participants that are currently in the pipeline that will finish by the end of the grant, and/or, how many do you expect to complete once the grant has ended if they are able to find additional funding beyond the grant period.
- Dr. Trenia Miles –

- Dr. Miles asked if UAGC could provide an explanation for the fluctuations in enrollments year-over-year.
- Dr. Miles stated that she was referring specifically to the completion rates and to provide an explanation for the year-over-year fluctuations and what is being done to improve the completion rates?
- Dr. Miles then asks what is the employment rate and what are their median earnings of the participants before receiving these certifications and after receiving them?

- Miles Crawford –
 - Do you have the numbers of how many are currently employed and upskilling versus looking to find a job?
 - Do you have it broken down by who's employed and seeking which certifications versus who isn't employed?

 - Members of the Board asked for an explanation of the process in approving or denying the extension of the grant.

 - Ms. Candice Lawrence asked what happens to the funds if not spent.

Agenda Item 2 – Informational – Reimagine Arkansas Workforce Grant:

Shorter College's Responses to ADWS State Board Meeting Questions:

1. Shorter is over budget on marketing, would it make sense to reallocate that money to another place in the grant?

We have noticed a considerable drop in enrollment since our marketing funds have been depleted. Enrollment has dropped on average from about 20 a week to 5 a week. Although we continue to employ grass roots marketing campaigning, it does not provide the kind of enrollment numbers generated by a company led marketing campaign.

2. Is the plan to reallocate money into the marketing of the program?

Yes, it is.

3. We need those hard numbers and actual outcomes of the delta in earnings so we can see the investment right now and if all 580 were hired that cost for service would equate to \$5500 per person, and from that what is the level of engagement and what is the response?

This data will be provided to you by ADWS

4. What are future plans to reach those less resourceful communities, particularly in rural or underserved communities to provide internship opportunities for some of the students who may want to go back home?

We will utilize data driven decision making to strategically target counties of which we currently have no representation. Specifically, by contacting/visiting the workforce development centers representing those counties, presentations at the 12th Episcopal District Conferences that represent those counties, and continued marketing campaigns. The marketing campaigns are contingent on receiving additional marketing funds from the Reimagine grant since our marketing funds have been depleted.

5. If you are able to extend some of those programs, what is your plan to look at a different employer base for some of those internship opportunities?"

We continue to work with our career placement specialist to ascertain a diverse pool of corporate internship partners. We visit career/job fairs in the state to recruit those partners. We will be conducting several follow up meetings with interested corporate internship partners this week. In addition, we often get recommendations from our current corporate internship partners regarding new partners that may be a good fit for our internships. Our corporate partners serve as brand ambassadors for our internship opportunities.

6. Has there been any discussion to establish an apprenticeship with the partners who provide internships? A model in place that will allow the participants to get credit for everything they've done and then starting to the richer, richer program, which would then, you know, tie into the model.

We recently ascertained Yellow Rocket Concepts as a corporate internship partner. They are interested in having our students work initially in an internship capacity via our internship process than enter a Business Management Apprenticeship with our Entrepreneurship Small Business Management students. We will also visit this process with ACDS (Arkansas Center for Data Sciences) for our IBM certification students and discussed/met with the Innovation Hub to be a part of their Skills to Launch program

7. How can we do better to make employers aware of these grant opportunities with participants and their wages which is part of the disconnect in serving employers?

Our partnership with iDatafy is a viable path to bridge the disconnect with employers. We send a list of our participants at the start of their cohort. They create smart resumes that are entered into the iDatafy database. Once our participants complete their certification area and/or an internship, they update their smart resume. They then have opportunities to have their resumes viewed by employers within the iDatafy platform like Indeed. In addition, we continue to have conversations with our corporate internship partners and employers we meet at career/job fairs we meet throughout the state.

8. Do you have a sustainability plan?

Shorter College has plans for continuing some of the certification courses once the grant period has ended. We are currently developing The Innovation Hub with an anticipated completion date of Fall 2024. The city of North Little Rock donated the Old Island railroad depot to be used as the site of the Innovation Hub. We have also been awarded a grant through EDA to renovate the facility and install the latest technology. This new facility will allow us to continue a program much like Reimagine but with the addition of in-person learning. All of these plans are in line with what we are doing with the Reimagine grant.

9. How long do we have to spend the 13 million dollars and is an extension viable based on those guidelines?

The grant period ends September 30. 2023.

As illustrated in the presentation earlier this month, we are asking for a 1-year extension to recover the time lost in the first year due to the challenges encountered by commencing a new program. This one-year extension will afford us the opportunity to meet the short-term certification needs of Arkansans and supplement the workforce needs of employers throughout the state. We have recently acquired additional corporate internship partners and excited to provide a more diverse internship pool of partners for our participants.

10. What is the typical duration for a student to be in the program to receive these certifications?

Certification	Duration
Entrepreneurship Small Business Management	4 months
Microsoft Office Specialist	3 months
Human Resources	2 months
Accounting	2 months
Digital Marketing Fundamentals	6 weeks
IBM Certification Badges <ul style="list-style-type: none"> • AI • Cloud Computing • Cybersecurity • Data Science • Enterprise Design Thinking 	4 weeks
Wine/Spirits Certification	4 weeks

11. How many participants have gone through each program?

Program	Enrolled	Completed	Completion Ratio
Entrepreneurship Small Business Management	117	23	20%
Human Resources	75	19	25%
Microsoft Office Specialist	39	6	15%
Digital Marketing Fundamentals	13	8	62%
IBM Certifications	43	14	33%
Accounting	12	8	67%
Wine	8	4	50%

12. Does Shorter College have the data on how many enroll and complete versus how many enroll and do not complete and the cost associated with both?

Certifications	Weeks	Hours	Tuition/Fees
Entrepreneurship Small Business Management	16	144	2,588.00
Human Resources	8	96	1,725.50
Microsoft Office Specialist	12	96	1,294.00
Digital Marketing Fundamentals	6	36	647.00
IBM Certifications	4	24	431.00
Accounting	8	48	862.67
Wine	4	24	431.00

Career data will be sent to you by a representative of ADWS

Reporting	Number of individuals obtaining employment upon completion of training	19
Reporting	Number of individuals who gained employment in the field they received training	9
Reporting	Median earnings of the number of individuals who gained employment in the field they received training	<ul style="list-style-type: none"> • Entrepreneurship Small Business Management \$38,966 • Human Resources \$42,669 • Digital Marketing Fundamentals \$46,000 • Wine \$42,000 • Microsoft Office Specialist \$31,540 • Accounting \$35,211 • IBM \$63,592

13. What is the cost and the benefit of going through the program?

The benefits of completing the program are as follows:

- Additional skill attained for job promotion
- Ability to pivot to another career
- Opportunity to create their own business

14. What evidence reflects a significant return on the training investment of students participating in the Reimagine program?

Evidentiary findings include participants attaining jobs in their certification fields, establishing their own businesses, promotions within their current job field, etc.

15. What is the actual cost of putting the student through the training programs and are we really seeing a significant advancement in their career, and do you have the data to show that?

Certifications	Weeks	Hours	Tuition/Fees
Entrepreneurship Small Business Management	16	144	2,588.00
Human Resources	8	96	1,725.50
Microsoft Office Specialist	12	96	1,294.00
Digital Marketing Fundamentals	6	36	647.00
IBM Certifications	4	24	431.00
Accounting	8	48	862.67
Wine	4	24	431.00

16. For a point of clarification on the 302 number, in the presentation, and if that was the number of students enrolled in the program since its inception?

That is correct.

17. What is the retention rate of those students now versus when the grant started and how many were retained in the program?

Year	Enrolled	Completed	Ratio
1	39	0	0%
2	180	30	17%
3	104	51	49%

18. Out of the 300 students, what was the percentage that completed? Was it 100% or 50%, 25%, how many actually got credentials or a certification and then entered the workforce?

Program	Enrolled	Completed	Completion Ratio
Entrepreneurship Small Business Management	117	23	20%

Human Resources	75	19	25%
Microsoft Office Specialist	39	6	15%
Digital Marketing Fundamentals	13	8	62%
IBM Certifications	43	14	33%
Accounting	12	8	67%
Wine	8	4	50%

19. What systems and resources are in place for students who take the online classes to receive assistance since some may fall below certain comprehension levels?

These barriers are addressed with our one stop shop (support services) and full-time Reimagine Office and instructional staff structure. Our support services staff consist of a tutor, counselor, and career placement specialist. We are committed to a holistic approach to supporting our students. This consists of supporting their social, emotional, physical and cognitive competencies. We will continue these practices as well as incorporating additional mental health services by taking the following short term certificate course offered free of charge by the University of South Florida <https://www.usf.edu/cbcs/mental-health-wellness/>.

If students need additional time, we create a completion plan contract with the following conditions

- Provide the reason for not completing the program in the designated amount of time
- Grant a one-month extension
- Student Signature

20. What barriers exist that prevent students from completing training programs?

- Mental Illness
- Family challenges
- Health challenges
- Ability to work in a virtual environment
- Intellectual deficits
- Lack of resilience

21. What do you see as the reason for those barriers?

These barriers are addressed with our one stop shop (support services) and full-time Reimagine Office and instructional staff structure. Our support services staff consist of a

tutor, counselor, and career placement specialist. We are committed to a holistic approach to supporting our students. This consists of supporting their social, emotional, physical and cognitive competencies. We will continue these practices as well as incorporating additional mental health services by taking the following short term certificate course offered free of charge by the University of South Florida <https://www.usf.edu/cbcs/mental-health-wellness/>.

If students need additional time, we create a completion plan contract with the following conditions

- Provide the reason for not completing the program in the designated amount of time
- Grant a one-month extension
- Student Signature

22. If we expound on the barriers and look for the reasons for failure to complete, what do you see are those reasons and how are you addressing those issues? Is it the literacy issue where they are not capable, or is it some other barrier they are running into?

These barriers are addressed with our one stop shop (support services) and full-time Reimagine Office and instructional staff structure. Our support services staff consist of a tutor, counselor, and career placement specialist. We are committed to a holistic approach to supporting our students. This consists of supporting their social, emotional, physical and cognitive competencies. We will continue these practices as well as incorporating additional mental health services by taking the following short term certificate course offered free of charge by the University of South Florida <https://www.usf.edu/cbcs/mental-health-wellness/>.

If students need additional time, we create a completion plan contract with the following conditions

- Provide the reason for not completing the program in the designated amount of time
- Grant a one-month extension
- Student Signature

23. Are the agricultural certifications currently in place or are those looking to be added?

The agricultural/green jobs are not currently in place. They have been researched, verification for need has established by talking industry leaders and they are available through Coursera, IAP, etc.

24. Please provide an explanation as to why the enrollment rates are heavily women participants.

We are not sure for the reason the program enroll more women 82% then men 19%. That is one of the reasons we decided to add agriculture/green job certifications. Research shows that these areas are attained by more men than women.

25. What is the demand from the private sector that justifies these and is one year really enough time to get the certification in process, funded and off the ground to produce graduates?

I conducted initial research then contacted agricultural experts in the state. We discussed the viability of offering several “green job” certifications and the opportunities for employment in the field.

26. Was the decision for agriculture certifications employer driven or was it from a data driven decision and seen as good fit?

It is a combination of the two. I conducted initial research then contacted agricultural experts in the state. We discussed the viability of offering several “green job” certifications and the opportunities for employment in the field.

27. Is one year is enough time to get this in place and produce competent certification holders for those programs?

The new certifications presented during the meeting are all available through Coursera, IAP, etc. They vary from 1-3 months and the internships are for a 6-week period.

28. How long is the agricultural certification program to allow it to happen in one year?

The new certifications presented during the meeting are all available through Coursera, IAP, etc. They vary from 1-3 months and the internships are for a 6-week period.

Both Shorter College and UAGC

1. Provide a chart or table that lists the following information:
 - Program offerings
 - Length of training
 - Number of students enrolled since inception of the grant
 - Number of student completers

Program	Duration	Enrolled	Completed	Completion Ratio
Entrepreneurship Small Business Management	4 months	117	23	20%
Human Resources	2 months	75	19	25%
Microsoft Office Specialist	3 months	39	6	15%
Digital Marketing Fundamentals	6 weeks	13	8	62%
IBM Certifications	4 weeks	43	14	33%
Accounting	2 months	12	8	67%
Wine	4 weeks	8	4	50%

2. Please describe your outreach efforts.

We currently share Reimagine Program information with all workforce development centers in the state of Arkansas, conduct virtual presentations during workforce development meetings, high school career fairs, and have run marketing campaigns across the state through Social Media advertising, radio, and television. In addition, we have conducted presentations for the 12th Episcopal District of the AME Church District Conferences, which covers the states of Arkansas and Oklahoma. We have presented and attended at various conferences including:

- ADWS Workforce Center Event Forrest City, AR (August 2021)
- Certiport Conference Grapevine, TX (June 2022)
- Arkansas Teacher Student Association Conference, Hot Springs, AR (March 2023)
- One Stop Shop Partner Presentations (March 2022 and March 2023)

3. Is your institution requesting a one-year grant extension? Why/Why not?

As illustrated in the presentation earlier this month, we are asking for a 1-year extension to recover the time lost in the first year due to the challenges encountered by

commencing a new program. This one-year extension will afford us the opportunity to meet the short-term certification needs of Arkansans and supplement the workforce needs of employers throughout the state. We have recently acquired additional corporate internship partners and are excited to provide a more diverse internship pool of partners for our participants.

It took us a little longer to get up to speed because of our strategy of instruction. We chose to build the infrastructure for the program to allow us to offer virtual classes with live instruction available to students in real time. We chose to hire “live” instructors and design courses for the specific demographic we anticipated serving. We believed a more intimate approach was necessary.

We noticed that once our advertising and outreach plan took off, our cohorts grew in numbers. All of these plans are in line with what we are doing with the Reimagine grant.

UAGC's Responses to ADWS State Board Meeting Questions:

1. Shorter is over budget on marketing, would it make sense to reallocate that money to another place in the grant? NA
2. Is the plan to reallocate money into the marketing of the program? Depends on if the grant is extended. If not extended, marketing funds will not need to be allocated or re-allocated.
3. Do you have any metrics on jobs placed out of the 580 that completed? See the attachment in the email called "ADWS 5.15 requested report". We collect survey information but will better understand where participants are working once we get the wage information from the data share from ADWS.
4. We need those hard numbers and actual outcomes of the delta in earnings so we can see the investment right now and if all 580 were hired that cost for service would equate to \$5500 per person, and from that what is the level of engagement and what is the response? We only collect certain questions on the survey. See "ADWS 5.15 requested report" for data we collect.
5. What are future plans to reach those less resourceful communities, particularly in rural or underserved communities to provide internship opportunities for some of the students who may want to go back home? Students do not need to leave home to enroll in our programs. All programs are self-paced and online. Please see Slide 5 to see where we are enrolling participants across the State of AR.
6. If you are able to extend some of those programs, what is your plan to look at a different employer base for some of those internship opportunities?" UA is not currently offering internship opportunities as a part of our program. We do provide externships with some of our healthcare programs and will continue offering those within 50 miles of a participants home.
7. Has there been any discussion to establish an apprenticeship with the partners who provide internships? A model in place that will allow the participants to get credit for everything they've done and then starting to the richer, richer program, which would then, you know, tie into the model. University of Arkansas doesn't offer apprenticeship programs.
8. How can we do better to make employers aware of these grant opportunities with participants and their wages which is part of the disconnect in serving employers? University of Arkansas has been reaching out directly to employers in the state via email and also face-to-face visits and will continue to do so.
9. Do you have a sustainability plan? University of Arkansas will continue to offer the courses we developed after the grant cycle. There is not a way, currently, to offer

programming for free but we are in the process of applying for other grant funding to extend this opportunity in the future.

10. How long do we have to spend the 13 million dollars and is an extension viable based on those guidelines? End of September 2023
11. What is the typical duration for a student to be in the program to receive these certifications? 5 weeks-18 months
12. How many participants have gone through each program? See Slide 3
13. Does Shorter College have the data on how many enroll and complete versus how many enroll and do not complete and the cost associated with both? NA
14. What is the cost and the benefit of going through the program? Each program has a different cost associated with it depending on length, type of program, if certification voucher is included, etc. It is not just a set cost per participant. The benefit is that individuals will come out the program trained to enter the workforce.
15. What evidence reflects a significant return on the training investment of students participating in the Reimagine program? See all slides and video presentation to understand the full scope and story.
16. What is the actual cost of putting the student through the training programs and are we really seeing a significant advancement in their career, and do you have the data to show that? See question 14. Yes, we have success stories and lots of them. Again, see the video presentation for one example.
17. For a point of clarification on the 302 number, in the presentation, and if that was the number of students enrolled in the program since its inception? NA (Assume Shorter question)
18. What is the retention rate of those students now versus when the grant started and how many were retained in the program? Since these are self-paced courses, individuals have the entire duration of the program to complete. We will not know total numbers until the completion of the grant.
19. Out of the 300 students, what was the percentage that completed? Was it 100% or 50%, 25%, how many actually got credentials or a certification and then entered the workforce? NA (Assume Shorter Question)
20. What systems and resources are in place for students who take the online classes to receive assistance since some may fall below certain comprehension levels? All students are able to access OEOC on campus to get accommodations for a disability. We have

pre-requisites listed for courses that may be more difficult or need some background knowledge and work with students to find the best program fit for them.

21. What barriers exist that prevent students from completing training programs? Got a job in the middle of taking the program, personal or family issues/sickness, etc.
22. What do you see as the reason for those barriers? NA per our response to question 21.
23. If we expound on the barriers and look for the reasons for failure to complete, what do you see are those reasons and how are you addressing those issues? Is it the literacy issue where they are not capable, or is it some other barrier they are running into? NA.
24. Are the agricultural certifications currently in place or are those looking to be added? NA (Assume this is a Shorter question)
25. Please provide an explanation as to why the enrollment rates are heavily women participants. There may be a hesitation for males to complete because of the selective service option. We also have the highest enrollments in healthcare which typically tend to be a more female dominated profession (for entry level). These are assumptions and we don't have hard data to support.
26. What is the demand from the private sector that justifies these and is one year really enough time to get the certification in process, funded and off the ground to produce graduates? We have had a lot of support from business and industry across the state. Short term training programs range from 5 weeks-18 months and yes it is enough time to upskill, reskill or retool individuals to get a job or a new job.
27. Was the decision for agriculture certifications employer driven or was it from a data driven decision and seen as good fit? NA (Assume this is a Shorter question)
28. Is one year is enough time to get this in place and produce competent certification holders for those programs? See question 26.
29. How long is the agricultural certification program to allow it to happen in one year? (NA assume this is a Shorter question)

University of Arkansas Global Campus (UAGC)

30. What is the cost per participant? UAGC stated they did not know. The lowest course cost is approximately \$200 for administrative assistant and the most expensive is about \$5,000 in full stack development.

31. Will you be able to find additional funding beyond the grant end date, for those who are still participating in training programs? Grant funding for participant stipends? We are writing other grants but the scope of type of programming may change if we get other grant funding.
32. Do you have a timeline for participants that are currently in the pipeline that will finish by the end of the grant, and/or, how many do you expect to complete once the grant has ended if they are able to find additional funding beyond the grant period. We will help students that have already enrolled during the grant period to complete programming beyond the end of the grant cycle. Again, they have the full time to complete the self-paced course which is usually 6-18 months.
33. Please provide an explanation for the year-over-year fluctuations and what is being done to improve the completion rates? Year one was getting the grant up and running. Year 2 had heavy marketing campaigns. We have a retention specialist that is working with all participants on getting them completed.
34. What is the employment rate and what are their median earnings of the participants before receiving these certifications and after receiving them? Unknown. Will know more when ADWS shares wage/earnings that they pull with us.
35. Please share the percentage of completers who are currently employed. Please share the percentage of completers who are seeking to upskill even after completing training. We don't collect this data specifically.
36. Do you have it broken down by who's employed and seeking which certifications versus who isn't employed? We don't collect this data specifically.

Both Shorter College and UAGC

4. Provide a chart or table that lists the following information:
 - Program offerings
 - Length of training
 - Number of students enrolled since inception of the grant
 - Number of student completers

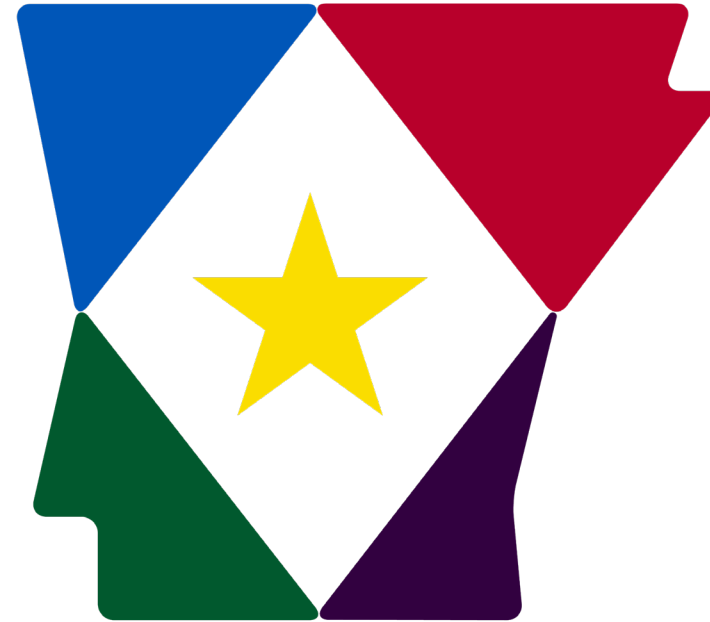
See attached Excel spreadsheets that we report on weekly/monthly and attached slides to supplement.

5. Please describe your outreach efforts. See slide 6.
6. Is your institution requesting a one-year grant extension? Why/Why not? We would like to have a conversation about this before committing to extending grant so we fully understand the expectations.



Arkansas Division of Workforce Services

WIOA State Board Meeting
June 15, 2023



Arkansas Division of
Workforce Services

ADWS Reimagine Abstract

- **Arkansas COVID-19 Economic Recovery Project** will create, develop, implement, and replicate short-term educational programs and training courses to help displaced workers return to gainful employment and help new workers enter jobs within in-demand industry sectors or occupations. The project will deliver online services to cover the entire state. It will recruit unemployed, underrepresented, recent or currently incarcerated, and rural individuals from across the state to enroll in existing online short-term training programs. It will work with industry partners to develop new online training programs targeting in-demand occupations. It will remove barriers to participation by supporting students with financial assistance, career counseling, work-based learning through internships, and job placement assistance. It will develop and deliver short-term training to increase remote learning options and ensure a quick return to work for displaced workers or an earlier start for those entering the workforce. The project will also provide tuition support for participants including dislocated workers, workers entering the workforce, residents of rural areas of the state, incarcerated individuals, and those from traditionally marginalized communities.

Key partners will include the Arkansas Division of Workforce Services, University of Arkansas Global Campus, Shorter College, and iDatafy LLC.

REIMAGINE GRANT SUBRECIPIENT PERFORMANCE OVERVIEW

Performance Measure YEAR 3		Quantitative Data				
		Actual Performance Data				
		U of A Actual Performance #	Shorter Actual Performance #	Cumulative Actual Performance #	Overall Actual Performance Goal #	%
At least 15% of the participants will enroll state-wide during Year 1 in the existing UA Global Campus and/or Shorter College online, short-term training programs and participants will enroll 42.5% in Year 2 and 42.5% in Year 3.	Project	2632	180	2812	2000	141%
At least 10% of the participants will enroll state-wide in new courses during Year 1 in the UA Global Campus and/or Shorter College online, short-term training programs and participants will enroll 45% in Years 2 and Year 3.	Project	88	122	210	1000	21%
At least 70% of the total participants enrolled will complete the online, short-term training programs during Years 1, 2, and 3.	Project	300	80	380	2100	18%
At least 80% of the participants will be employed the second quarter for employment after completing the online, short-term training program during Years 1, 2 and 3.	Project	69	14	83	1680	5%
At least 80% of the participants will be employed full-time in an occupation that is directly related to the online, short-term training program in the second quarter for employment after completing the program during Years 1, 2 and 3.	Project	30	6	36	1680	2%
At least 75% of the participants employed for online, short-term training programs will earn a wage earning above the poverty guide line during Years 1, 2 and 3.	Project	52	6	58	1260	5%
At least 70% of connections/hires, collected on an ongoing basis through employers and participants, are made through the iDatafy resume-building program during Years 1, 2 and 3. (<i>Participants were setup with the iDatafy SmartResume app</i>)	Project	2526	155	2681	1177	228%
At least 70% of connections/hires, collected on an ongoing basis through employers and participants, are made through the iDatafy resume-building program during Years 1, 2 and 3. (<i>Participants activated the SmartResume with iDatafy.</i>)	Project	453	34	487	1177	41%
<i>Number of individuals obtaining employment upon completion of training</i>				0	0	#DIV/0!
<i>Number of individuals who gained employment in the field they received training</i>				0	0	#DIV/0!
<i>33 Median earnings of the number of individuals who gained employment in the field they received training</i>				0	0	#DIV/0!

Reimagine Grant Subrecipient Monthly Budget versus Actual Report

U of A Expenditures

10/01/2022 thru 09/30/2023 (Year Three of Grant)

5

	Expenditures Thru	Average Monthly Exp.	Projection	Projected and Actual YTD Thru	Projected Ending Balance	
Budget	4/30/2023	31	05/01/23-09/30/23	9/30/2023		
U of A Expenditures						
<i>PS (Salaries)</i>	\$747,603.37	557,591	17,987	89,934	647,525	100,078
FB (Fringe Benefits)	\$184,454.90	141,685	4,570	22,852	164,537	19,918
<i>Travel</i>	\$36,064.69	6,615	213	1,067	7,682	28,383
<i>Supplies</i>	\$16,469.10	6,576	212	1,061	7,637	8,832
Marketing	\$167,663.14	64,387	2,077	10,385	74,772	92,891
<i>Contractual</i>	\$1,335,000.00	890,000	28,710	143,548	1,033,548	301,452
Training Costs	\$7,295,209.45	5,035,961	162,450	812,252	5,848,213	1,446,997
Total Direct Costs	\$9,782,464.65	6,702,815	216,220	1,081,099	7,783,914	1,998,550
Indirect Charges	\$306,086.35	208,482	6,725	33,626	242,108	63,978
Total Direct & Indirect Costs	\$10,088,551	6,911,297	222,945	1,114,725	8,026,022	2,062,529

Reimagine Grant Subrecipient Monthly Budget versus Actual Report

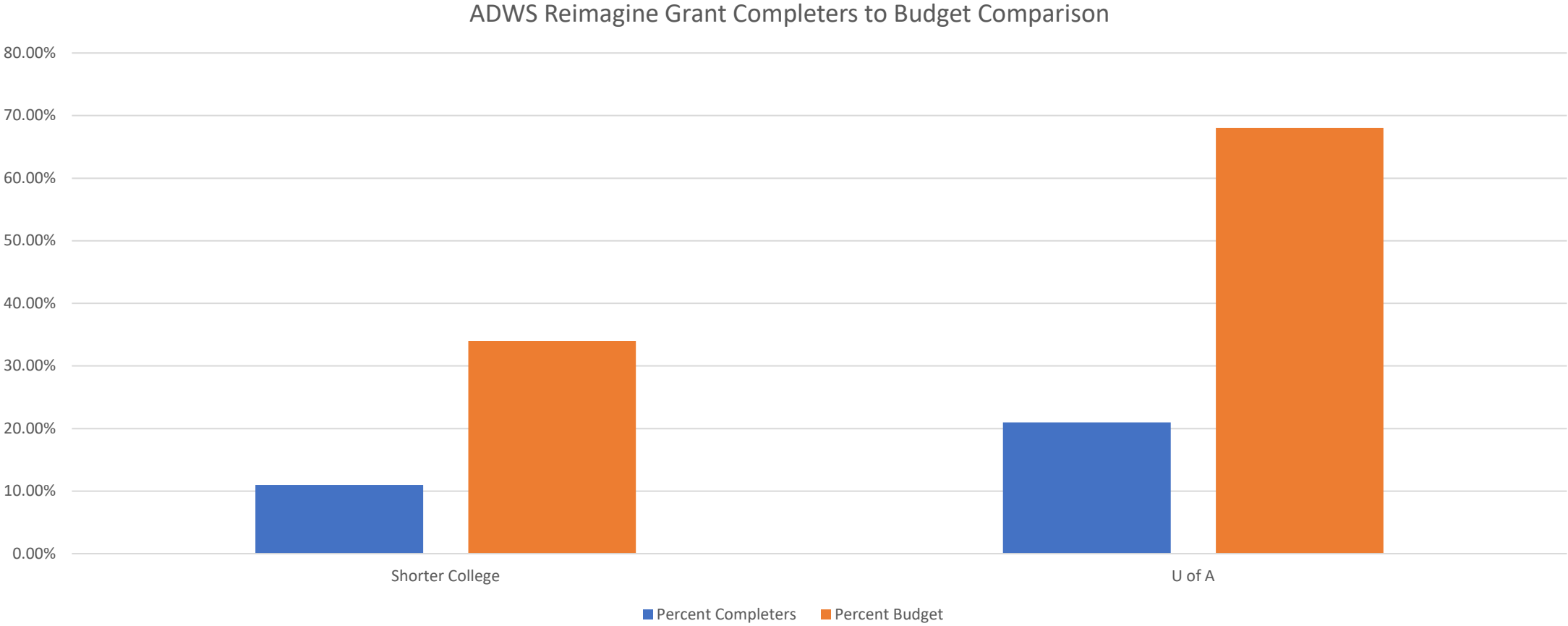
SHORTER COLLEGE

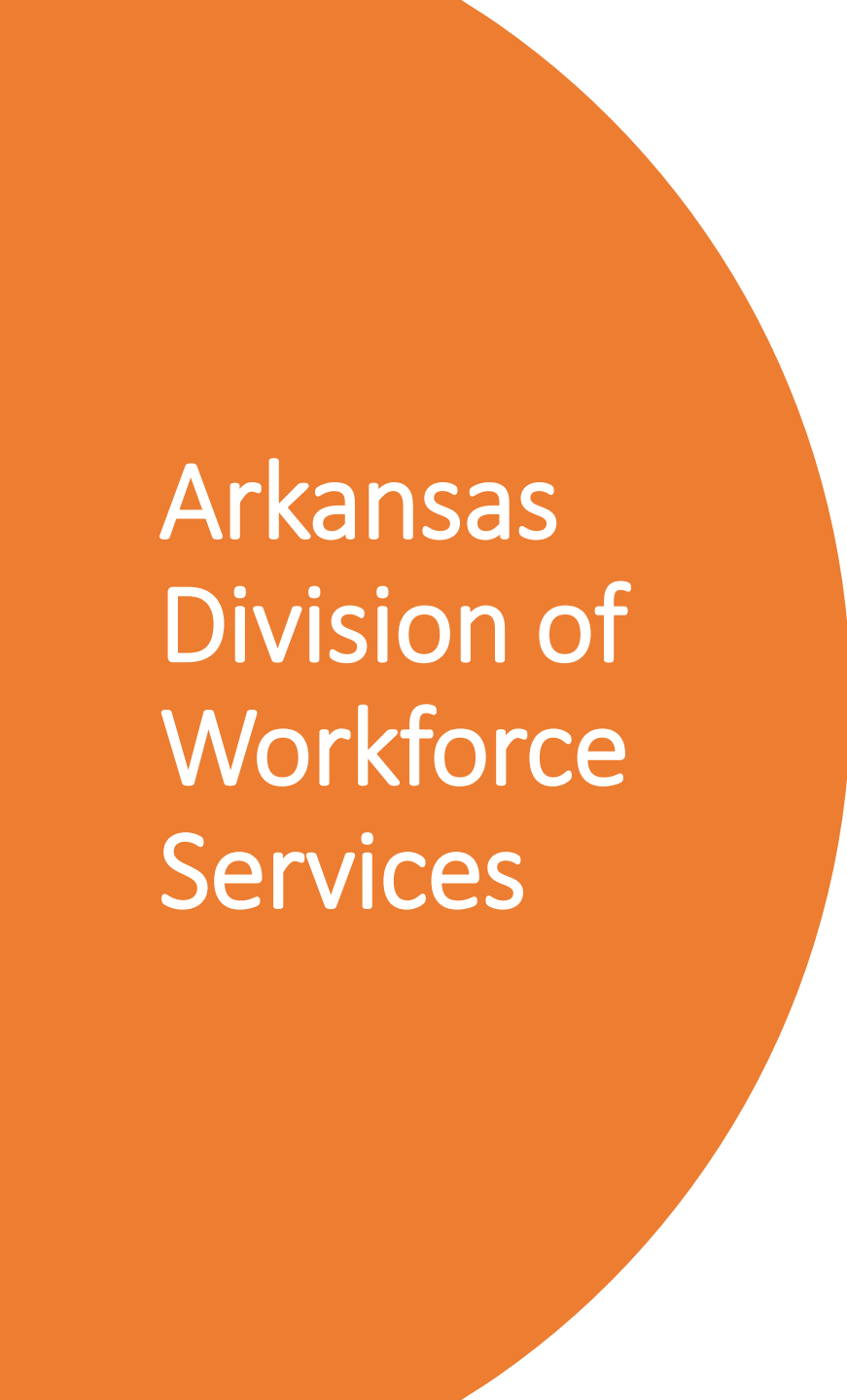
10/01/2022 thru 09/30/2023 (Year Three of Grant)

5

	Expenditures Thru	Average Monthly Exp.	Projection	Projected and Actual YTD Thru	Projected Ending Balance	
Budget	04/31/2023	23	12/01/22-09/30/23	9/30/2023		
Shorter College Expenditures						
<i>PS (Salaries)</i>	\$501,853.81	263,610	11,461	57,307	320,917	180,937
FB (Fringe Benefits)	\$47,026.88	21,679	943	4,713	26,392	20,635
<i>Travel and Conferences</i>	\$12,000.00	72	3	16	87	11,913
<i>Supplies</i>	\$265,938.50	121,695	5,291	26,455	148,150	117,788
Marketing	\$110,337.50	123,195	5,356	26,782	149,976	-39,639
<i>Contractual</i>	\$157,625.00	13,500	587	2,935	16,435	141,190
Training Costs	\$1,966,192.27	512,150	22,267	111,337	623,487	1,342,705
Total Direct Costs	\$3,060,973.96	1,055,901	45,909	229,544	1,285,444	1,775,530
Indirect Charges	\$103,819.04	28,478	3,164	15,821	44,299	59,520
Total Direct & Indirect Costs	\$3,164,793.00	1,084,379	49,073	245,365	1,329,744	1,835,049

ADWS Reimagine Discretionary Grant



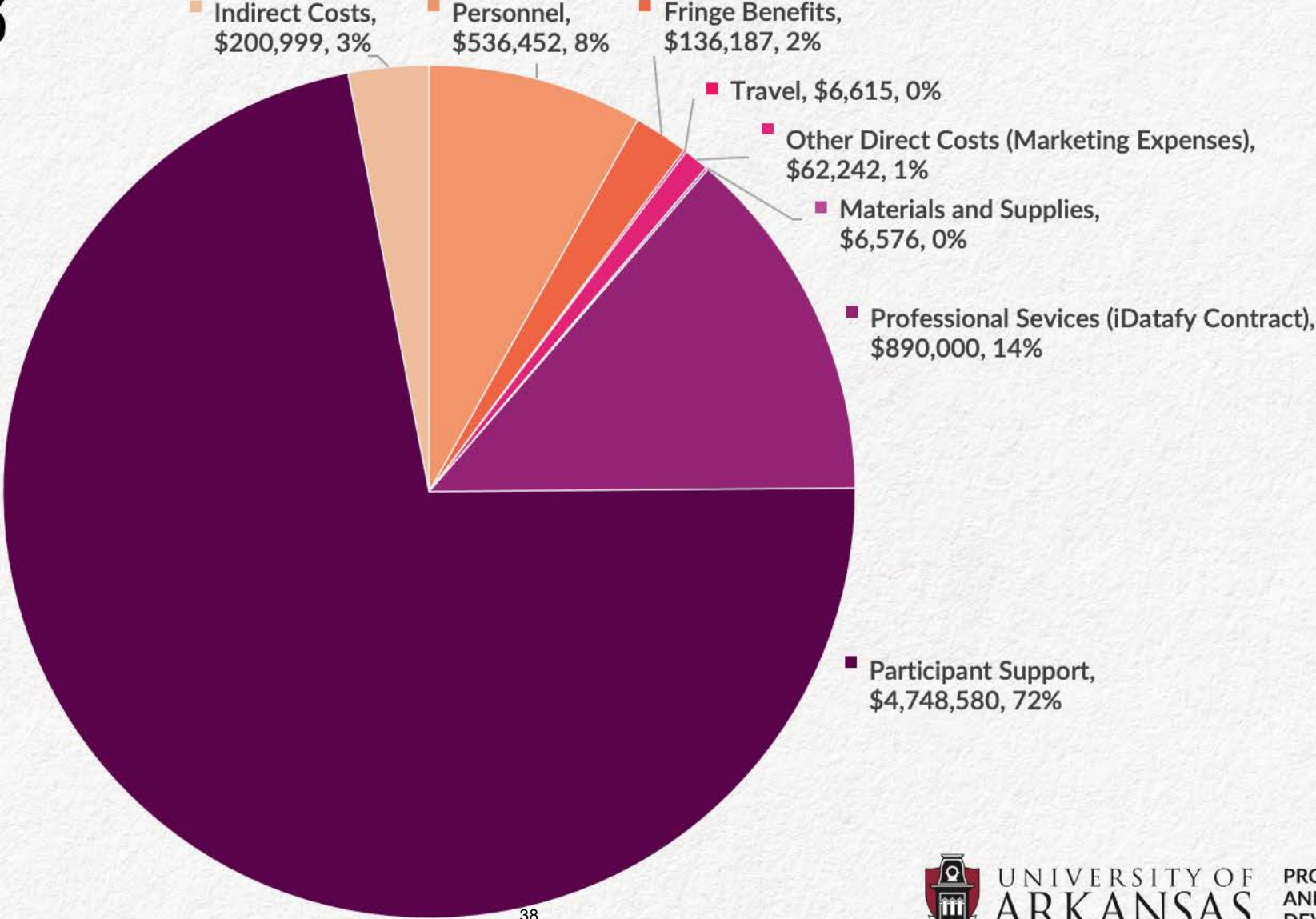


Arkansas Division of Workforce Services

Questions?

REIMAGINE GRANT EXPENDITURES

As of March 2023



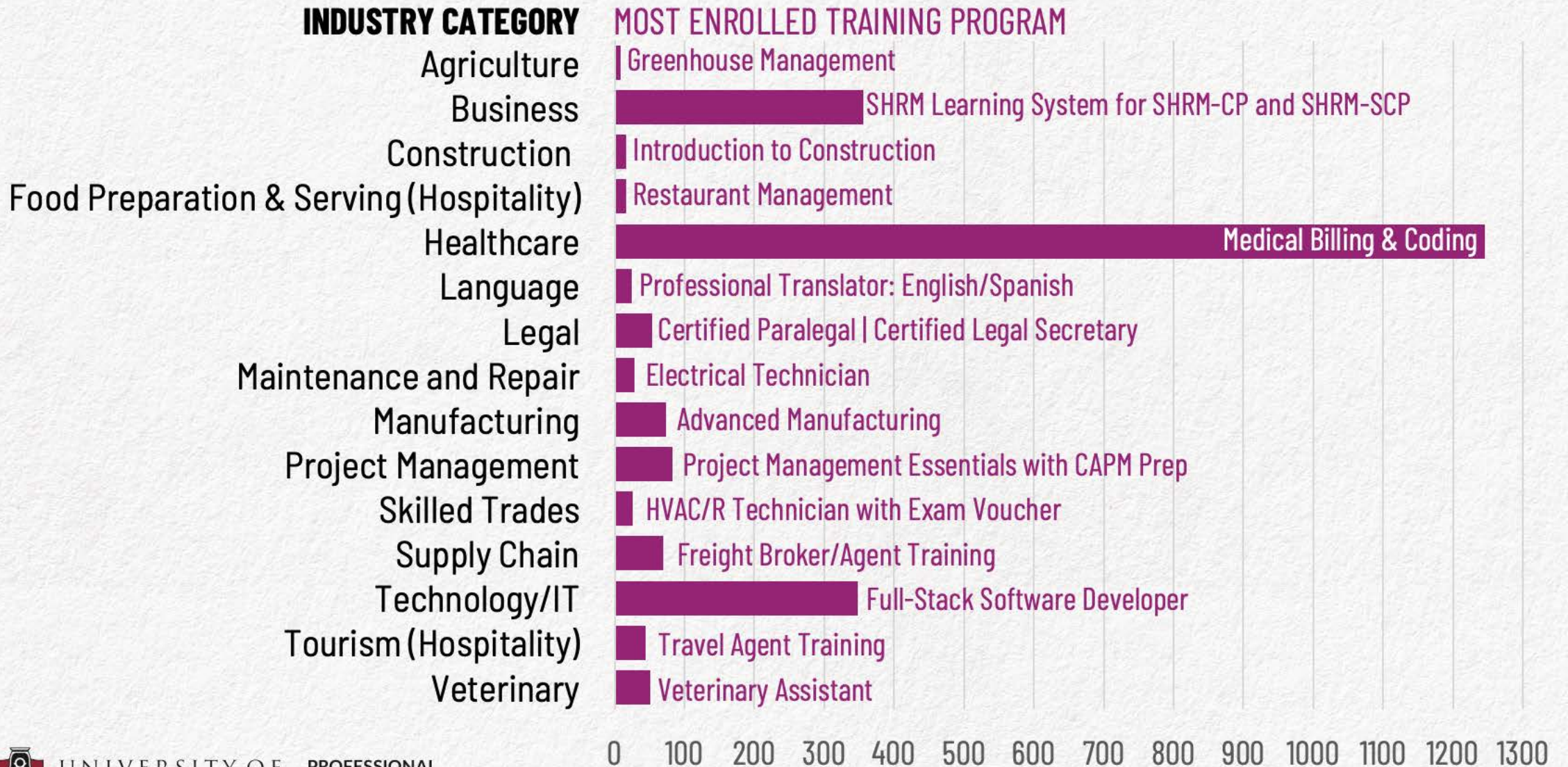
PARTICIPANTS SERVED BY PROGRAM As of March 2023



Year*	Enrolled	Completed
1	79	34
2	1,622	249
3	742	297
Total	2,443	580

*Note: Year 1 of the Reimagine Arkansas Workforce Project began 10/1/2020 and ended 9/30/2021. Year 2 began 10/1/2021 and ended 9/30/2022. The project is in its third year, which began 10/1/2022 and will end 9/30/2023.

ENROLLMENTS BY TRAINING INDUSTRY As of March 2023



POPULATIONS SERVED

As of March 2023

In their applications, participants can identify population demographics that may demonstrate their eligibility to receive funding for training. Here are the populations served from year one of the program based on this data:

POPULATION DEMOGRAPHIC	PARTICIPANTS
Female	1,984
Age 55+	1,140
Ethnicity – Not Hispanic or Latino	2,219
Ethnicity – Hispanic or Latino	224
Race – White or Caucasian	1,234
Race – Black or African American	945
Race – More Than One Race	151
Race – Asian or Asian American	78
Race – American Indian or Native Alaskan	30
Race – Hawaiian or OPI	5

POPULATION DEMOGRAPHIC	PARTICIPANTS
English Not Primary Language	89
Disability Reported	260
Ex-Offender	131
No HS Degree or GED	11
Unemployed	812
Self-Employed	135
Underemployed	717
Displaced Homemaker	104
Separating Military Service Member	8
SNAP Recipient	417
Veteran	79
Rural Area Resident	501
Homeless	69
Aged Out of Foster Care	14
TANF Recipient	17
Minority	1,335
No Work History	41
Other Traditionally Marginalized Group	42
Economic Opportunity Zone Resident	234

MARKETING DATA As of March 2023

All efforts direct people to the website



Printed materials distributed across Arkansas resulted in 453 QR code scans



Social Media Paid Ads

From LinkedIn and Facebook 01/18/22 - 02/3/23

13,797 Site visits

1,107 Go to Application Button Clicks

In-house paid social media campaign ongoing.

**REIMAGINE YOUR CAREER
GET FREE TRAINING**
FOR QUALIFIED INDIVIDUALS
TRAINING.UARK.EDU/REIMAGINE

Enter or Thrive in the Workplace
The Reimagine Arkansas Workforce Project provides free, short-term online job training through a grant from the U.S. Department of Education. The project is coordinated with the Arkansas Division of Workforce Services to benefit Arkansans economically impacted by COVID.

Who Should Apply?

- Arkansas residents (or residents of a neighboring state who work in Arkansas)
- 18 years of age or older
- Eligible to work in the U.S.
- If male, registered for selective service or exempt (can register before applying)

– 15 Career Fields
– No Cost to Those Who Qualify
– Grant Funded
– Apply Online

Workforce Services UNIVERSITY OF ARKANSAS PROFESSIONAL AND WORKFORCE DEVELOPMENT SHORTER COLLEGE IDATAFY

This poster was developed under a grant from the Department of Education. This does not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government. Project partners are listed above.

Job Training At No Cost
For Arkansans Who Qualify

**REIMAGINE
ARKANSAS
WORKFORCE
PROJECT**

UNIVERSITY OF
ARKANSAS

Job Training At No Cost
For Arkansans Who Qualify

**REIMAGINE
ARKANSAS
WORKFORCE
PROJECT**



UNIVERSITY OF
ARKANSAS

PROFESSIONAL
AND WORKFORCE
DEVELOPMENT

WEBSITE DATA



Website training.uark.edu/reimagine
from December 14, 2021 – March 31, 2023

86,197 users

225,435 total page views

Avg. Session Duration 2 min. 31 sec.

CITY	USERS	PAGEVIEWS
Little Rock	11,654	29,502
Fayetteville	6,575	17,035
Bentonville	3,462	9,852
Springdale	3,120	7,719
(not set) No data provided	2,532	6,236
Fort Smith	2,049	5,282
Rogers	2,016	4,794
Conway	2,008	4,517
North Little Rock	1,905	4,550
Jonesboro	1,825	4,457
Hot Springs	1,150	3,485
Benton	1,118	2,823
Sherwood	1,052	2,411
Cabot	1,044	2,601
Russellville	1,007	3,276
Jacksonville	993	2,391
Pine Bluff	922	2,387
Bella Vista	778	3,155
Maumelle	667	1,660
Bryant	652	1,399