

1 A JOINT RESOLUTION establishing a Workforce Attraction and Retention Task
2 Force to study how Kentucky can attract and retain skilled workers to address workforce
3 needs throughout the state and declaring an emergency.

4 WHEREAS, there are 9.6 million open jobs across the United States with only 5.7
5 million actively unemployed workers; and

6 WHEREAS, as of September 2023, there were an estimated 131,000 open jobs
7 across Kentucky with only 85,000 actively unemployed workers; and

8 WHEREAS, the workforce shortage in the United States has been caused by
9 declining birth rates and the surge in baby boomer retirement, which many experts say
10 will create a "forever labor shortage"; and

11 WHEREAS, the workforce landscape is creating competition between states for
12 skilled and talented workers and emphasizing the need for marketing that can attract
13 people in much the same way as states, regions, and cities market their communities for
14 job creation and tourism; and

15 WHEREAS, it is incumbent upon the General Assembly to gather Kentucky's
16 leaders in economic development, tourism, education, and labor to study what local,
17 regional, and state economic development entities and industry trade associations are
18 doing to support talent attraction and retention marketing strategies;

19 NOW, THEREFORE,

20 ***Be it resolved by the General Assembly of the Commonwealth of Kentucky:***

21 ➔Section 1. The Legislative Research Commission is hereby directed to create
22 the Workforce Attraction and Retention Task Force to evaluate and develop legislative
23 recommendations and policy options on how to:

24 (1) Create a marketing program for Kentucky to attract and retain skilled and
25 talented workers;

26 (2) Study how other states and local and regional communities in Kentucky are
27 marketing their communities' quality of life, strengths, and job opportunities to address

1 workforce needs throughout Kentucky; and

2 (3) Develop recommendations for the General Assembly to create a grant fund
3 program for a statewide talent marketing campaign and a local or regional talent
4 marketing partnership campaign.

5 ➔Section 2. The task force shall be composed of the following 12 members, with
6 final membership of the task force being subject to the consideration and approval of the
7 Legislative Research Commission:

8 (1) The chair of the Senate Standing Committee on Economic Development,
9 Tourism, and Labor, who will act as co-chair;

10 (2) The chair of the House Standing Committee on Economic Development and
11 Workforce Investment, who will act as co-chair;

12 (3) Five additional members of the Senate, three to be appointed by the President
13 of the Senate, and two to be appointed by the Minority Floor Leader of the Senate; and

14 (4) Five additional members of the House, three to be appointed by the Speaker
15 of the House of Representatives, and two to be appointed by the Minority Floor Leader of
16 the House of Representatives.

17 ➔Section 3. The first meeting of the Workforce Attraction and Retention Task
18 Force shall be no later than June 30, 2024, and the task force shall meet at least six times
19 prior to the submission of the report required under Section 6 of this Resolution.

20 ➔Section 4. The Workforce Attraction and Retention Task Force shall:

21 (1) Identify the issues currently facing Kentucky employers with attraction and
22 retention of skilled and talented workers;

23 (2) Consult with officials and other entities in other states and in local and
24 regional communities in Kentucky to study how they are marketing their communities'
25 quality of life, strengths, and job opportunities to address workforce needs throughout
26 Kentucky; and

27 (3) Establish the parameters of the study and consult with the Cabinet for

1 Economic Development, which shall hire a consulting and strategic firm to evaluate and
2 develop legislative recommendations and policy options on:

3 (a) Creating a marketing program for Kentucky to attract and retain skilled and
4 talented workers; and

5 (b) Developing recommendations for the General Assembly to create a grant fund
6 program for:

7 1. A statewide workforce attention and retention marketing campaign; and

8 2. A local or regional workforce attention and retention marketing campaign.

9 ➔Section 5. The Cabinet for Economic Development shall hire the consulting
10 and strategic firm required under Section 4 of this Resolution and provide a report to the
11 task force no later than November 1, 2024.

12 ➔Section 6. The task force shall submit a report to the Legislative Research
13 Commission no later than December 1, 2024, for referral to the appropriate committee or
14 committees no later than December 31, 2024. The report shall detail all task force
15 meeting activity and provide recommendations for the creation of the Workforce
16 Attraction and Retention Grant Program, to be attached to the Cabinet for Economic
17 Development. Recommendations shall include the staffing needs of the cabinet and the
18 program, and compliance requirements.

19 ➔Section 7. Provisions of this Resolution to the contrary notwithstanding, the
20 Legislative Research Commission shall have the authority to alternatively assign the
21 issues identified herein to an interim joint committee or subcommittee thereof and to
22 designate a study completion date.

23 ➔Section 8. Whereas Kentucky is experiencing a workforce shortage and needs
24 to gather Kentucky's leaders in economic development, tourism, education, and labor to
25 study what local, regional, and state economic development entities and industry trade
26 associations are doing to support talent attraction and retention marketing strategies, an
27 emergency is declared to exist, and this Act takes effect upon its passage and approval by

1 the Governor or upon its otherwise becoming a law.