



LANE WORKFORCE EXECUTIVE BOARD MEETING

Thursday, April 20, 2017

11:30am – 1:15pm

MINUTES

In Attendance: Kristina Payne, Todd Edman, Angela Peacor, Jennifer Adams, Stan Pickett, Christine Lundberg, Garland Burback, Jesse Dolin

Absent: Pete Sorenson

Staff: Tiffany Cink, Anne Nestell, Adrienne D’Addabbo, Jessica McCormick, Sue Thompson

Others: Russ Pierson (Lane Community College, Florence Campus), Steve Moser (Siuslaw High School); Anne Blakeslee (WorkSource Lane), Sally Wantz (Confederated Tribes of Coos- Lower Umpqua- Siuslaw), Mike Rose (Three Rivers Casino & the Chair of Florence’s Economic Development Committee), Lori Ellis (College & Career Readiness Specialist), Bou Kilgore (ASPIRE), Jamie Gorder (Florence Police Department), Klaus Witte (Top Hydraulics), Matt Miller (Tobas Investments), Tom Benedict (U.S. Airforce, Retired), Eric Rines (City of Florence and the Siuslaw School Board)

<u>Action Summary:</u>	<u>Motion</u>	<u>Seconded</u>	<u>Status</u>
Executive Board Meeting Minutes, March 16, 2017	Garland Burback	Stan Pickett	Unanimous Approval

I. CALL TO ORDER

Angela Peacor called the meeting to order.

II. PUBLIC COMMENT – *In accordance with Lane Workforce Partnership’s Public Comment Policy: Speakers will be taken in the order in which they sign up and will be limited to three minutes per public comment.*

There was no public comment.

III. CONSENT CALENDAR

Garland Burback made a motion to approve the March 16, 2017 Executive Board meeting minutes. Stan Pickett seconded and the motion was unanimously approved.

IV. TREASURER'S REPORT

Stan Pickett provided an overview. We are $\frac{3}{4}$ of the way through the fiscal year. Looking at year-to-date actual expenses, we are at \$586k versus a budget of \$799k. We have roughly 27% left so we should be right on target. We are doing well in the area of Materials and Services – currently at \$158k with 40% left.

Tiffany Cink added that our revenue comes to us as cost reimbursement – we do not get paid until we spend the money. We do have reserves and those reserves are really to get us through those times (July, August, and September) that it takes the government to get the paperwork out the door. We also have a couple of grants that cross over program years.

Christine Lundberg asked if the federal funding is a use it or lose it situation. Kristina Payne responded that 80% of the budget must be obligated. We do make sure we are tracking the money and ensuring that the funds are being spent on allowable expenditures and within the required timelines.

V. FLORENCE WORKFORCE & ECONOMIC DEVELOPMENT

Jesse Dolin thanked everyone for coming to the meeting. He hopes this can be an initial conversation with more to come on how best to bolster workforce job training programs, etc. in Florence.

Ms. Payne started the conversation by sharing some background. She started in workforce development 17 years ago as a Workforce Manager with Lane Workforce Partnership overseeing services at WorkSource Lane. Her responsibilities included writing grants and the first grant she wrote was for a career pathways program in healthcare for Peace Harbor Hospital. The grant was awarded and became a successful program. After that project, Lane Workforce Partnership continued to work on a number of career pathway projects. It is important to keep in mind that a lot of the work we do comes through one time grants. Moving forward, as we think about things we can accomplish, we need to also think of ways to sustain the work.

Russ Pierson from Lane Community College Florence Campus spoke about workforce development from his perspective. Mr. Pierson was previously at the main campus for about 5 years before he moved here two years ago. He was just named Dean of the Florence Campus. Mr. Pierson has an understanding of what life is like in the metro area as well as in Florence. Florence is a tale of two cities – there is a large and relatively wealthy older demographic and then there is a much different demographic in the school system. A study done by United Way a couple of years ago on Lane County Incorporated Cities showed that Florence had the highest level of poverty in all of Lane County (69%).

The good news is that we have many partnerships/collaborations with others, some of whom are in this room today. For example, the main LCC campus has an acclaimed culinary arts program - we would love to bring some cohort of culinary arts here to the Florence campus. We have been working with the high school to get both the instructor and the facility certified by the appropriate accrediting agencies so that we can offer College Now classes. We are an open slate in a sense – if you have a good idea and you are willing to give it a try in Florence, we are happy to be a hub. We have a lot of programs on main campus like welding and fabrication that might help our businesses over here.

Todd Edman noted that where we have been successful as a workforce board is going to the County and the Cities and solidifying partnerships which provides us opportunities to try different programs. Knowing that there are specific verticals that people are interested in (culinary arts, hospitality, healthcare, etc.) might be an attractive pitch to people.

Eric Rines echoed what Mr. Pierson said. Being with the City's Building Department for the last 12 years, he knows firsthand the shortage of contractors and inspectors in the area. The average age of the company the City contracts with is 60 years old with no talent pipeline in place. We need to work on bringing some kind of construction elective back to the high school. There is a great need and professions such as this could help retain students in the area after they have completed high school. We need to develop better ways in making information more visible to students.

Tom Benedict noted that curriculums are available for high schools in the fields of construction, electronics, cosmetology, culinary, etc. Mr. Benedict would like to see a partnership program developed with community members and surrounding areas to be used in the schools. He believes if these partnerships came to fruition it would go a long way in helping the Florence community to grow.

Christine Lundberg commented that in Springfield, they are very big on advanced wood products and have established a partnership between the City, Springfield School District, Springfield Chamber of Commerce, and D.R. Johnson in Riddle, Oregon. The partnership brought in industry leaders to help develop the curriculum for working in this specific industry. While D.R. Johnson cannot do the curriculum portion, they can put students to work in the mill. Ms. Lundberg recently attended a Mozilla gigabit presentation and she is thinking that maybe a distance learning program where you can combine what can be offered in one school district to other students would be a good project for Mozilla. Ms. Lundberg would be happy to talk with people about what they did on their own and if her group can help in some way to provide distance learning. Ms. Payne noted that Eugene was just named as a Mozilla gigabit city. While this recognition brings a lot of attention to the region, the focus is really about using technology to better the education and opportunities for people in rural parts of the region. Ms. Lundberg has an information sheet on all the education projects that Mozilla has funded to date and can provide that information to others.

Steve Moser, counselor at Siuslaw High School, talked about what is happening at the high school level. It is amazing to see what the high school has been able to accomplish with limited resources. Enrollment has gone up each year over the last four years but we have fewer teachers. One thing that happens with a small school is that we have to be very specific and intentional with class sizes and teacher resources. We have core classes and graduation requirements that have to be met. There are some areas that we have been able to be creative - the auto department being one of those areas. The auto department receives donations, usually in the form of a vehicle. The students will work on the vehicle and then sell it. Profits from the sale go back into the program. We take a similar approach with the culinary program. Students provide catering services for school and community events with profits going back into the program.

Insurance tends to be a barrier when placing students out in the field through internships/job shadowing. The question always comes up - is the school liable for accidents or the company where they working? Mr. Moser explained that even as a staff member, in order for him to transport students, there are multiple forms he has to complete in addition to having his car certified, car insurance submitted, etc. Mr. Edman noted that there are individuals looking for ways to support CTE programs. If insurance is truly a barrier for mills/construction sites etc. this might be a way to get those individuals involved. The tech industry had similar issues around insurance and were able to work through them. He encouraged Mr. Moser to also reach out to Lane ESD.

A program they have been utilizing for a couple of years now is to give students elective credits for graduation if they are working and/or volunteering. For every 72 hours worked/volunteered, students receive .50 credit of electives. This program is only available for juniors and seniors. This year, there were six students with internships at Peace Harbor. Five of them will be going into the medical field and five have already been accepted to college next year. If these kinds of opportunities are not visible and available to students, they won't go for it. If we can't afford to provide them with the opportunities and students have to find them on their own, they may or may not find them.

Mr. Moser noted that the high school does a good job of preparing those students who are going to go into the medical field or onto a four year school but it is a totally different dynamic for those going to a technical school. To many, technical schools are regarded as a back-up plan. We are trying to remove that stigma from the student's thought process.

Bou Kilgore with the ASPIRE program (mentoring program that matches adult volunteers with students to help develop a plan to meet their educational goals beyond high school) spoke to the attractiveness of being able to leave school earlier in the day to go to work. Many students are stressed over the rising costs of higher education. The ASPIRE program allows students to make connections in the community so that they can job shadow, intern, etc. The more that we can build up the local option, the

better it is for all of us. Ms. Kilgore noted that the issues around workplace insurance haven't really been talked about and that needs to happen.

Matt Miller spoke about his role as a partner with a venture capitalist firm that invests in emerging tech companies. One of the advantages of having a smaller community is that you can be very competitive from a cost of business standpoint. The cost of real estate is cheaper as well as the cost of capital and labor. Many of the positions at the tech companies his firm brings in start in the \$40 - \$50k range. Physical trade jobs are jobs that are going to stick around. The challenge with physical trade jobs is you have to be in proximity to the work. There is a new and emerging trend in the marketplace called virtual trades. What Mr. Miller means by virtual trades is business brand development. Businesses are having a difficult time finding people that understand how to maintain a business's social media presence. This is a trend that Mr. Miller feels education and labor force development organizations haven't caught up with yet. There is another trend that is just starting to emerge that will drastically change how we do business moving forward. This new trend involves hiring individuals as "contractors" for scopes of work. One reason for this trend is that it lowers the company's cost of doing business (individual not considered a company employee and all the expenses that go along with that) and individuals like the freedom of not being a "company" employee and just doing the work that they like. The gap that exists is individuals coming out of high school/college not only needing to know a physical or virtual trade but also needing to know how to build a business. Based on the people Mr. Miller is hiring, individuals need to have a better understanding of the modern virtual trades in the business world.

Mike Rose spoke as a business operator and the Chair of the Florence Economic Development Committee. There is a large senior population in Florence and it would be great to find ways to bring this population into the workforce at some level. The Florence community is a hospitality/tourism driven industry and most of the pay is at the lower end of the scale. For the senior population, the income is secondary to them due to social security benefits, etc. If we can engage the senior population, it would help keep our kids in school and have them work towards family wage/career building jobs.

Sally Wantz representing the Confederated Tribes and the Human Resources Department said there are many facets to human resources with recruitment being one of them. She is always looking at how to attract tribal members to the workforce and provide training to get them up to speed. We are charged with helping Three Rivers recruit good quality employees. If the employees could be better trained in the areas that we need them (serving food, hotel front desk, IT, etc.) that would help us. Anything Ms. Wantz can do to foster education and training for them to get good jobs would be very beneficial.

Ms. Payne believes the Board can explore ways to offer entrepreneurial training to high school students through David Youngentob, RAIN Venture Catalyst here in Florence. Ms. Payne would like to explore opportunities with Mr. Youngentob and RAIN.

VI. OTHER BUSINESS

Ms. Payne noted that there is a lot of business to cover over the next couple of months so please plan on attending the meetings. If we do not have enough for a quorum, then we will need to look re-scheduling. The Executive Board will meet on May 18, 2017 and the Council will meet on June 15, 2017.

VII. ADJOURNMENT

Meeting was adjourned at 1:15pm.

**Next Executive Board Meeting: May 18th, 2017, 11:30am – 1:00pm
Ford Alumni Center (1720 E. 13th Avenue, Eugene)**

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