



LANE WORKFORCE BOARD MEETING
Thursday, October 27, 2016
3:00pm – 5:00pm

MINUTES

In Attendance: Travis Brooke; Sabrina Cunliffe; Julie Davidson; Noreen Dunnells; Jacob Fox; Phillip Hohnstein; Lena Kostopulos; Jon Kubu; Mary Jeanne Kuhar; Grant Matthews; Angela Peacor; Stan Pickett; Tony Scurto

Absent: Jennifer Adams; Dennis Dover; Todd Edman; Justin Freeman; Shondra Holliday; Jeffrey McGillivray; Celeste Marshall; Pat Riggs-Henson; Sean Stevens

Staff: Kristina Payne; Tiffany Cink; Anne Nestell; Sue Thompson; Lyle Lang; Jessica McCormick; Adrienne D’Addabbo

Action Summary:	Motion	Seconded	Status
Board Meeting Minutes 9/29/16	Jon Kubu	Tony Scurto	Unanimous Approval

I. CALL TO ORDER

Angela Peacor called the meeting to order.

II. PUBLIC COMMENT

There was no public comment.

III. CONSENT CALENDAR

Jon Kubu made a motion to approve the September 29, 2016 Board Meeting Minutes. Tony Scurto seconded and the motion was unanimously carried.

IV. EXECUTIVE DIRECTOR’S REPORT – *Kristina Payne*

- Outcomes of the School to Work Construction Field Day: A total of 347 students from 22 high schools participated in the 2016 Field Day hosted by EWEB. 32 vendors promoted the industry through booth/exhibits, hands on activities, heavy equipment operation, and utility demonstrations. The program is promoted through schools – every school in Lane County is offered the invitation. The program is also promoted to vendors and statewide organizations.
- Other Youth Events:
 - As part of the National Manufacturing Day on October 7, Willamette and North Eugene High Schools participated in manufacturing tours of two local businesses. 18 Willamette High School students toured Peterson Pacific and interacted with the plant manager, production supervisor, and engineering director. Peterson Pacific is also in the process of researching/creating an internship for students who are not yet 18 years old. 8 students

from North Eugene High School went to Johnson Crushers International where they toured the entire production facility including fabrication, service, painting, shipping, and receiving.

- 41 students from 12 high schools participated in an Apprenticeship Open House on October 20th. This gave interested students the chance to learn about requirements and career opportunities for sheet metal, plumbing, steamfitters, and electrical work.
- Outcomes of the Talent Match Tech: Talent Match came out of the work of the Sector Strategy Team. A team of government officials, planners from Eugene, Springfield, and Lane County, Lane Workforce Partnership, WorkSource Lane, and the Technology Association of Oregon all came together for this event. Event took place on October 19 at the Downtown Athletic Club and we are already seeing positive impacts coming out of that event. Matt Sayre led the work for this event. 18 companies with 50 job openings participated (most of whom had never done a tradeshow in Eugene). There were 181 job seekers. The staff at WorkSource Lane screened applicants prior to them coming and they also reached out to every Veritas employee who had been laid off. We have received feedback from both the businesses and job seekers. Anyone who has ever been to a job fair before said this was the best one they had ever been to. The businesses really appreciated the quality candidates. There will be more talent match events to come: Talent Match Food and Beverage; Talent Match Timber; Talent Match Manufacturing, etc.
- Entrepreneurial Training Funds: Request for Proposal that is out right now. Purpose of the funds is to address the critical need of investing in human capital, building innovation talent, and bringing new technologies to market in Lane County. The cities of Eugene and Springfield, Lane County, and Lane Workforce Partnership have combined forces and funds to put this package together so that entities can apply for these funds. This is the first time to bring community resources together and not just rely on federal dollars. Applications for the Entrepreneurial Training Funds are due November 11, 2016.
- Lane County Sector Strategy Team Event: Angela Peacor encouraged board members to attend the Lane County Sector Strategy Team Event happening next Thursday, November 3. There will be fantastic speakers and then a reception will follow at 5:00pm.

V. LANE WORKFORCE PARTNERSHIP MISSION, VISION, and GOALS STRATEGY SESSION

At this point, board members separated into their assigned task teams. They were tasked with 1) identifying additional individuals to include on the task team; 2) Identifying priorities; 3) How often does the team want to meet, what process is the team going to use, etc.

After the task teams met, the full board came back together for a report out from each task team.

Lane County Sector Strategy Task Team

Kristina Payne provided the report out. The goals associated with this task team are Goal #1 (Prepare workers for jobs in a new and changing economy) and Goal #3 (Connect individuals to education, skill-building, and employment opportunities in industries and occupations most impacted by retirements.) Areas of focus will be the tech sector and the food and beverage sector. Goal #1 was set as the priority for this group (it was decided that Goal #3 should be prioritized by the School to Career Task Team).

Lane County Sector Strategy Task Team Priorities:

- Establish metrics (job creation, how many companies coming out of the RAIN program and are those companies staying here, etc.) and show the impact that the Lane County Sector Strategy Team is having in the community.
- Come back in January 2017 as a team with data and select a chair for this group. The chair will then report out to the broader Lane County Sector Strategy Team. The chair will also report to the full Lane Workforce Board.
- Additional individuals that need to be added to the task team are Jake Weatherly from SheerID and Sabrina Parsons, Palo Alto Software (or someone she thinks would be good to work with us on this. Also need to include some folks from the food and beverage sector.

School to Career Task Team

Lena Kostopulos provided the report out. There is a lot that is already happening with youth between what is going on at the schools and partnerships with many different organizations. Lyle Lang is going to put together an overview so that we can establish what is already out there and where are the gaps and opportunities. That is the biggest piece of work that needs to be done before we can move forward. If we have a better sense of what is happening and how that all integrates, we can make some connections. Spent some time talking about dual credit and how to make that more robust and accessible to students. Also talked about the Salem CTE Program and if that is a model that could be replicated here in our area.

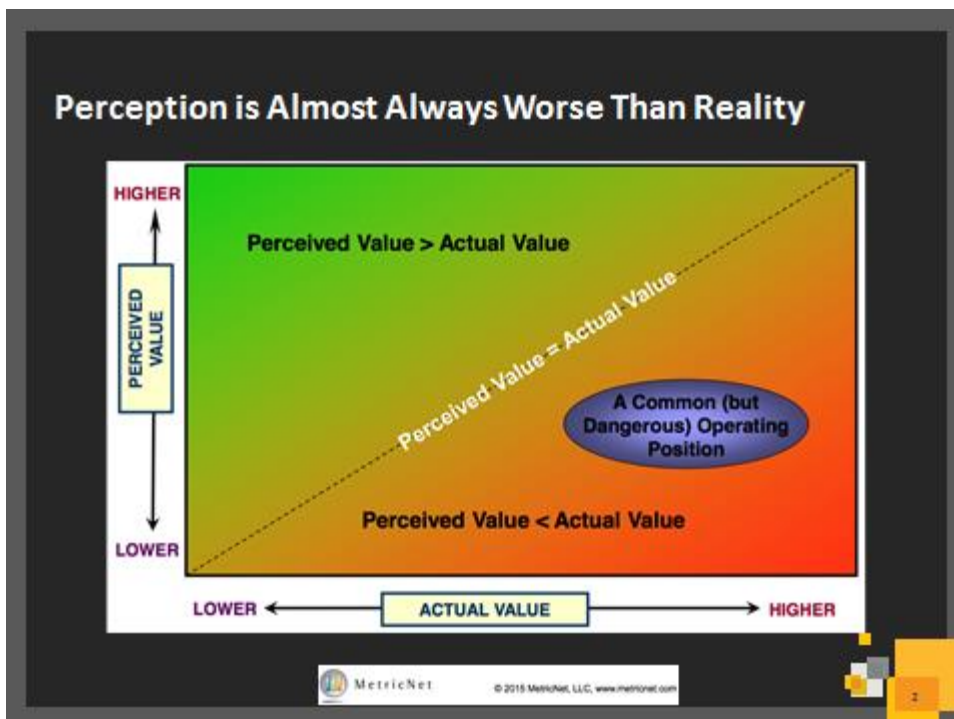
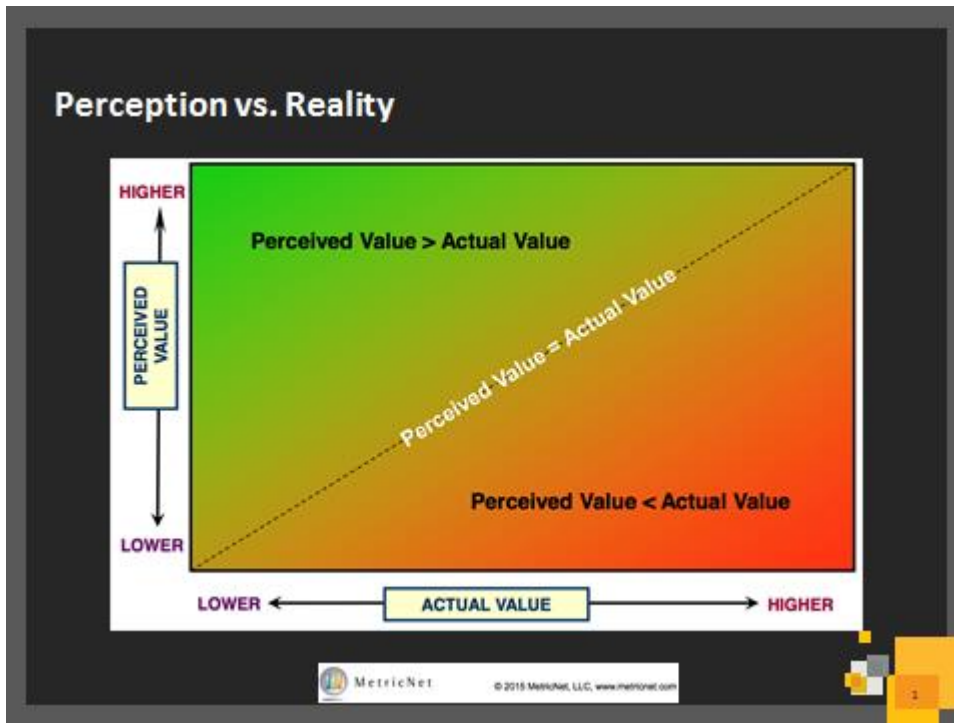
Meeting times have not yet been established. Mr. Lang will work on getting out a schedule out to the group.

Equity and Inclusion Task Team

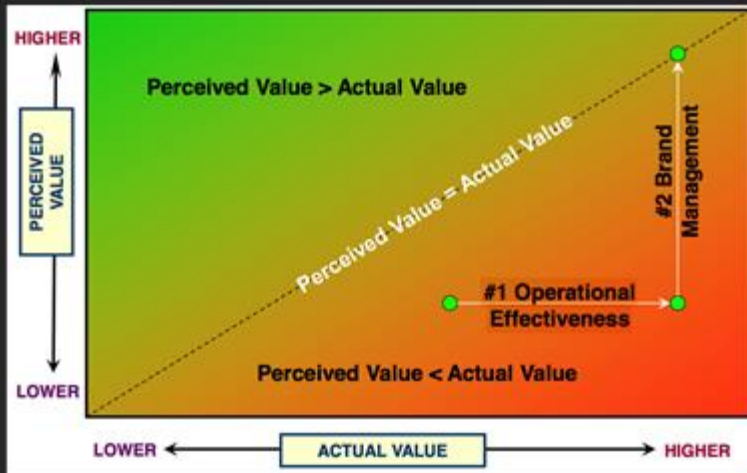
Jessica McCormick provided the report out. The main priority of this group is to work on myth busting and in order to do that, we need to know what those myths are. The group would like to convene focus groups from businesses to talk about what the issues are that are preventing them from hiring individuals from these special populations. The information received from the focus groups will shape how we move forward. We have additional individuals that need to be included on this task team: veterans, businesses, Sponsors, etc. We will be meeting the week after Thanksgiving in preparation for focus groups convening in February. Noreen Dunnells suggested talking with LCHRA (Lane County Human Resources Association) as they are an already established group and could speak to what barriers/issues exist, etc.

Ms. Payne noted that there are really good things happening in our region but that we are just not good at talking about them – we tend to focus more on deficits rather than assets. Jon Kubu mentioned that there is a model for this - perceived value versus actual value. Ultimately you want your perceived value to match your actual value. What happens a lot of the time (and is probably true for Lane County), is that we have these values but the perception is not there. Unless you move the perception, people will not value what you do and they will not contribute to your success. Lane County pitches opportunities such as “we’re an hour from the coast and the mountains”, etc. but what is missing are the professional opportunities. Mr. Kubu noted that there are professional opportunities in our region and they are growing but we are not communicating these opportunities.

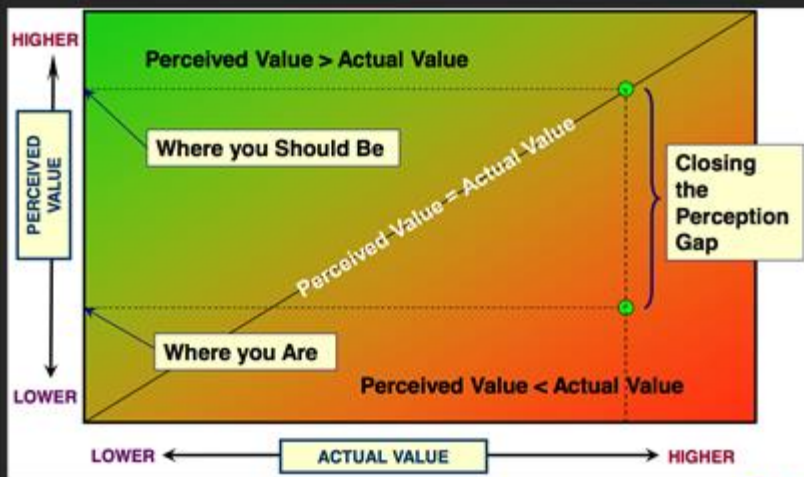
Mr. Kubu shared how perception vs reality works in brand management.



Brand Management



Closing the Perception Gap





Ms. Payne expressed her appreciation for the level of engagement from board members. Because all of you are leaders in this community, we want to hear from you and learn from you. That is the value of all of us getting together.

VI. OTHER BUSINESS

This is May Jeanne Kuhar's last board meeting with us. She has accepted a position with Blue Mountain Community College in Pendleton, Oregon as their Vice President of Instruction. She will start her new position the last week of November. The board congratulated her and wished her well.

VII. ADJOURNMENT

Angela Peacor adjourned the meeting at 5:00pm

**Next Lane Workforce Board Meeting, February 23, 2017, 3:00pm – 5:00pm
Lane Workforce Partnership, 1401 Willamette Street, Eugene
(Sony Conference Room)**

Lane Workforce Partnership is an equal opportunity employer. With 48 hours of notice, auxiliary aids and services, and alternate formats are available to individuals with limited English proficiency free of cost. Requests can be made directly to LWP or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900.