



LANE WORKFORCE BOARD MEETING

Thursday, November 29, 2018

4:00pm – 5:30pm

MINUTES

In Attendance: Travis Brooke, Michael Caven, Sabrina Cunliffe, Julie Davidson, Noreen Dunnells, Jacob Fox, Bob Halligan, David Heavirland, Phillip Hohnstein, Shondra Holliday, Shaun Hyland, Katie Jeremiah, Joshua McClaughry, Celeste Marshall, Grant Matthews, Debra Miller, Angela Peacor, Stan Pickett, Tony Scurto, Margaret Theisen

Absent: Jennifer Adams, Justin Freeman, Lena Kostopulos, Jeffrey McGillivray, Sarah Means

Staff: Kristina Payne, Tiffany Cink, Anne Nestell, Sue Thompson, Lyle Lang, Jessica McCormick, Ashley Espinoza, Stephanie Lovell

Others: Erin Maloney, Allison Weatherly, Matt Sayre, Kari Westlund, Chris Edwards, Bailey McEuen, Jon Kubu, Eric Anderson, Sarah Bennett, Todd Edman

Action Summary:	Motion	Seconded	Status
Approved Board Meeting Minutes, May 24, 2018	Margaret Theisen	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

Margaret Theisen made a motion to approve the May 24, 2018 Board Meeting Minutes. Tony Scurto seconded and the motion was unanimously approved.

IV. PRESENTATION: ELEVATE LANE COUNTY

Erin Maloney, Project Coordinator for Connected Lane County and Lane STEM presented on Elevate Lane County.

Elevate Lane County was launched in early 2017 with the mission of supporting students as they envision a path from school to their future career, whether directly following graduation, or after a post-secondary experience. Elevate Lane County aims to incorporate learning experiences for all students from elementary to high school and helps teachers receive professional development and hands-on experience in industry. There are 16 school districts in Lane County and over 75 Career

Technical Educational programs. 47,000 students go to school in Lane County with high school populations ranging in size from 53 students to 1600 students. Thirteen of the 16 districts are considered rural and approximately 70% of the student population qualifies for free and reduced lunch. Of the 3,800 students that graduate every year, over 1,500 go directly into the workforce.

When Elevate launched, there was only one Computer Science CTE program of study in Lane County. With the industry hours educators have earned in Elevate externships, that number will increase to seven in 2019, four of them in rural high schools. The types of courses offered to students have diversified to include mobile app development, game development, and cyber security. Students can earn college credit for Computer Science 160.

In addition to Computer Science, teachers in Chemistry and Construction & Manufacturing Technology have participated in externships to inform the classroom lessons they teach. Students have benefitted from their teachers learning quality assurance procedures for ice cream production, and using GPS-based surveying equipment to grade a slope. As a resource for counselors, three pathway documents show students how to achieve successful careers in Construction/Aggregate, Food Production, and Technology. Students are learning skills needed to be ready for the future workforce.

Since Elevate Lane County's launch, 5,100+ students have participated in Elevate Lane County career fairs, tours, job shadows, and internships; all 16 school districts in Lane County have participated in at least one Elevate Lane County event, with a 20% increase from 2017 to 2018; 16 educators from 9 school districts spent more than 4,000 hours in industry over the past two summers; 150 local companies have collaborated to host students, educators, and sponsor events.

V. PRESENTATION: APPRENTI TECH APPRENTICESHIP PROGRAM

Jessica McCormick, Workforce Project Manager for Lane Workforce Partnership and Allison Weatherly, Events and Marketing Manager for the Technology Association of Oregon presented on Apprenti.

Background:

- Apprenti is the 1st Registered Apprenticeship program for careers in technology in the nation. November 2017 marked the official launch of the Oregon Apprenti program.
- Powered by Lane Workforce Partnership and the Technology Association of Oregon.
- Funded through Oregon Employment Department via US Department of Labor Advancing Apprenticeship Grant.
- Built to fill industry's workforce gap and increase diversity of tech workforce (emphasis on women, minorities, and veterans).

Screening and Hiring Process:

- Apprenticeship candidates take an online assessment that assesses their math, logic and critical thinking, and soft skills.
- Apprenti staff pre-screen and interview candidates.
- The interested employer interviews candidates and selects apprentices based on attitude, aptitude, and cultural fit.
- Apprentices complete one to five months of technical training before they begin one year of on-the-job training.

In order to file standards with BOLI, we had to recruit and form a Joint Apprenticeship Training Committee (JATC). We needed individuals who represented both the employee and the employer side in the tech sector. JATC members include:

- Greater Eugene: Todd Edman, BitCork (Chair); Cale Bruckner, Concentric Sky; Ben Matson, XS Media; Mark Davis, CBT Nuggets/Eugene Tech
- Central Oregon: Adam Duquette (Secretary); Ryan Comingdeer, GL Solutions; Ryan Pedersen, Five Talent; Bradley Smith, Les Schwab

To date, five occupations have been approved by BOLI-ATD:

- Network Security Administrator: Network+, CCENT, CCNA, CCNP from Cisco
- Web Developer: Through local best-aligned coding academy
- Software Developer: Through local best-aligned coding academy
- IT Support Professional: A+, Network+, Linux+
- Developer Operator Specialist: Through local best-aligned coding academy

After standards were filed, we had two local employers (XS Media and City of Eugene) who requested network security administrator apprentices. We were able to partner with Lane Community College on a very intensive, full-time 15 weeks of training. The community college leveraged their existing staff to provide this training and we could not be happier with our collaboration with the college.

There is currently an IT Support Professional apprentice at Homes for Good. Jacob Fox shared how great it has been to have the apprentice working at the organization.

What's next for Apprenti?:

- Continue selecting hiring partners and placing apprentices;
- Help current organizations who are engaged navigate through the internal processes of taking on an apprentice;
- Market the success of current apprentices;
- Meet in January with all of the state CIO's to talk about how they can leverage this program;
- Meet with heads of unions to explain who we are, what we do, and how we might be different than other typical apprenticeship programs;
- Strengthen our local talent pool utilizing current resources.

Ms. McCormick and Ms. Weatherly encouraged board members to use their networks to promote the Apprenti program.

VI. PRESENTATION: LANE COUNTY SECTOR STRATEGY TEAM

Ashley Espinoza, Sector Strategy Director for Lane Workforce Partnership presented on the Lane County Sector Strategy Team.

The Lane County Sector Strategy Team is all about inclusion and collaboration. The team is comprised of City Leaders, Chamber Directors, Workforce Boards, Education Leaders, Elected Officials, Economic Development, Business Champions, and Industry Groups.

We have six identified sectors: Technology (Matt Sayre, lead strategist); Food and Beverage (Micah Elconin, lead strategist); Construction-Aggregate (Lyle Lang, lead strategist); Wood Products; Hospitality (Coastal Region); and Maritime (Entire State).

Food and Beverage Sector Updates:

- 165 Firms in Lane County (148 new jobs)
- Received High Impact Grant to create Business Development Center (\$59,537)
- Southern Willamette Valley Agritourism Trail (Spring of 2019)
- 2nd annual Career in Food event at the Lundquist College of Business on January 31, 2019.

Construction-Aggregate Sector Updates:

- 17 local C-A employers and training programs presented to approx.110 students from nine Lane County Schools in the spring of 2018.
- Teacher externship was completed for the new CTE instructor at Willamette High School.
- KEZI Skilled to Work campaign is being recognized throughout the state.

Wood Products Sector Updates:

- There has been a restructuring of the committees – now consolidated into one committee working on: coordinating a regional message; improving public understanding; and firmly retaking a sense of pride and appreciation. There are a lot of exciting things coming up.

Hospitality Sector (Coastal Region) Updates:

- 1st Convening happened October 29, 2018. Partnering with North & South Workforce Boards with focus on affordable housing and workforce/student readiness. From this meeting we decided to convene an Affordable Housing Summit. This will take place January 8 – 9, 2019 in Florence and is being hosted by Three Rivers Casino and Driftwood Shores. There will be presentations by NEDCO, Cornerstone, and Our Coastal Village.

Maritime Sector (Entire State) Updates:

- LWP is leading the Technical Staff. Focus is the development of a clear definition statement. In addition, the team will offer recommendations to the state task force that include education, employment, job training, and economic development components.
- Members of the Legislative Task Force include: Senator Betsy Johnson; Representative David Gomberg; and Representative David Brock Smith.

Collective Impacts – highlights include:

- Eugene Chamber of Commerce: Open for Business Series
- Elevate Lane County: Career Pathway documents for Construction-Aggregate; Technology; and Food and Beverage.
- AHM Brands: Three sectors (Food and Beverage, Tech, and Wood Products) coming to life at the Eugene Airport. Each sector will have their own message but there will also be an over-arching collective message. This is a great opportunity to showcase these sectors. Launch date is tentatively set for the end of January 2019.

What makes the Lane County Sector Strategy Team successful?:

- Convening business and community leaders;
- Following through on commitments;
- Carrying the message forward.

VII. PRESENTATION: TECH SECTOR

Matt Sayre, Vice President of the Technology Association of Oregon presented on the Tech Sector in Lane County.

Tech continues to grow and there is a lot of momentum.

- Eugene Tech Tours
Mr. Sayre played a short video showcasing the success of the Eugene Tech Tours.
- Uber/Lyft
There are over 800 local drivers for Uber/Lyft since the launch in September. Approximately 60 former taxi drivers have switched and now drive for Uber/Lyft. It has been reported that drivers working during peak times can make up to \$80 an hour (gross). As Lane County is known as the “DUI” capital of the state, we are working to get driving under the influence numbers year over year. We are also working on a joint effort by a number of transportation companies for New Year’s Eve so that everyone gets home safely.
- Opportunity Zones
As part of the Jobs Act of 2017, a new federal tax incentive program was created to encourage long-term investments in the 86 newly designated Opportunity Zones in Oregon. Through Opportunity Funds, private investment within a designated Opportunity Zone can provide a triple play tax break on capital gains. These funds will have the freedom to invest in a variety of ventures including real estate and tech start-ups. The idea is to incentivize targeted investments and create jobs. In Lane County the census tracts include Downtown Eugene, 5th Street area, Bethel, U of O, EWEB, and Glenwood. TAO held an event on October 4 where a panel of experts brought greater clarity to what it means to have opportunity zones in Lane County. More information will be forthcoming.
- Hack for a Cause 2019
Hack for a Cause is entering its fourth year. This is an exciting community opportunity for non-profits and organizations that are in need of some tech help. Over the past three years, Hack for a Cause has helped 25 different projects. Last year over 220 people participated. Applications for 2019 are now open and the event will take place April 5 - 7, 2019.
- Experience Oregon Tech
Talent retention was top of mind when the tech sector convened four years ago. LWP funded the first Experience Oregon Tech. Students are picked up by charter bus at Matthew Knight Arena and are taken to local tech companies for an authentic experience. 100% of tours have resulted in at least one student staying here for a fulltime position. One of the reasons students were leaving the area upon graduation is because they did not know about opportunities with the local tech companies. Over time we have been tracking this awareness and we are making headway.

- US Ignite
We competed and won to become a US Ignite smart gigabit community. This partnership has put us on yet another national map alongside about two dozen prestigious cities across the county who have world class internet infrastructure. We just applied for their second round of grants – we had more applications for grants than the rest of the county combined. Of the eight grants they offered nationally, the Eugene/Springfield area received three of them.

VIII. REGIONAL CTE PROGRAM FEASIBILITY STUDY/ *Tony Scurto*

Tony Scurto reported that the Lane County Superintendent Council, along with assistance from Lane Community College, has hired a firm to conduct a feasibility study. They will be conducting an analysis to see if it is possible to create a center or centers in Lane County for high school students to more deeply explore Career Technical Education pursuits. These centers exist and thrive throughout the country. One of the closest out of state examples is in Vancouver, WA at Cascadia Tech Academy (formerly the Clark County Skills Center). Mr. Scurto shared a brief video that demonstrates what a regional CTE center might look like.

The North Clackamas School District and the Salem-Keizer School District each operate a similar type of center but both of these are administered by a single school district. We are interested in seeing if we can create more robust CTE opportunities for all students in the county regardless of which district they reside. We see this as beneficial for all our students and it should provide better connections to education and potential workforce for our local business/industry.

Mr. Scurto will keep the board updated.

IX. CHAIR'S REPORT/ *Angela Peacor*

Ms. Peacor reviewed Executive Board and Council action items and minutes from June 21, 2018. In addition, Ms. Peacor highlighted the report from the state which provided a performance review of our work. The report was glowing – we are the role model for many of the practices that are being done.

X. EXECUTIVE DIRECTOR'S UPDATE/ *Kristina Payne*

Ms. Payne reviewed the Lane Workforce Partnership Workforce System PY 2017-2018 Year-End Performance Report. Ms. Payne highlighted the SHINE (Sustainability Hub of Interchange Negotiation Expert) Layoff Aversion Program. The purpose of SHINE is to help businesses transition their companies in an effort to remain relevant in rapidly changing markets. This provides us with the opportunity to be proactive in our approach. LWP secured these funds through WIOA Layoff Aversion funds. Ms. Payne will present the SHINE program to her peers next week in an effort to take this program statewide. There is not anything in the Year-End Performance Report that makes us take pause but if you see something through your lens and would like to have a further conversation, please reach out to Ms. Payne.

XI. OTHER BUSINESS

No other business was noted.

XII. ADJOURNMENT

Ms. Peacor adjourned the meeting.

Next Lane Workforce Board Meeting, February 21st, 2019, 3:00pm – 5:00pm
Lane Workforce Partnership, 1401 Willamette Street, Eugene
(Dave Hauser 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.