



LANE WORKFORCE BOARD MEETING

Thursday, February 23, 2017

3:00pm – 5:00pm

MINUTES

In Attendance: Jennifer Adams, Sabrina Cunliffe, Julie Davidson, Dennis Dover, Noreen Dunnells, Todd Edman, Jacob Fox, Phillip Hohstein, Shondra Holliday, Lena Kostopulos, Jon Kubu, Jeffrey McGillivray, Celeste Marshall, Grant Matthews, Angela Peacor, Stan Pickett, Sean Stevens

Absent: Travis Brooke, Justin Freeman, Pat Riggs-Henson, Tony Scurto

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

Others: Joe Maruschak (RAIN Eugene), Shane Johnson (RAIN Eugene), Paul Solomon (Sponsors), Trish DeJohn (Sponsors), Cindy Perry (Lane County Health and Human Services), Peter Lauf (Lane ESD)

Action Summary:	Motion	Seconded	Status
Board Meeting Minutes 10/27/16	Jon Kubu	Jacob Fox	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 October 27, 2016 Board Meeting Minutes. Jacob Fox seconded and the motion was unanimously approved.

IV. CHAIR’S REPORT *Todd Edman*

- Mr. Edman reviewed the action items that the Executive Board has taken between November 2016 and February 2017. The major actions include: RAIN Eugene awarded \$193,360 from the Regional Entrepreneurial Training Fund; NEDCO awarded \$45,000 from the Regional Entrepreneurial Training Fund; Approved General Operating Budget Modification I.
- Executive Board meeting minutes for November 2016, December 2016, and January 2017 are included in your packet for review.

V. PRESENTATION: SHINE PROGRAM (*Sustainability Hub of Interchange Negotiation Experts*)

Through the course of doing business, RAIN Eugene started to see applications for their accelerator program from existing businesses. The businesses wanted to work with the experts at RAIN in transitioning their companies in order to remain relevant in rapidly changing markets. The SHINE program will assist existing businesses with stabilization, business model transformation, and lay-off aversion strategies following the regional accelerator model. The program lasts about 7 months. The first 6 weeks of the program consist of evaluations with the CEO and management team. In addition, RAIN Eugene staff will make the determination if the business is really ready to make the commitments necessary to turn the business around. If RAIN Eugene cannot get to the point where the CEO/management team comes together and is fully committed, then the business is done with the program. If RAIN Eugene and the business can get past that point, then we go into the strategic analysis phase. If the CEO/management team cannot get through this phase by completing the deliverables needed for the analysis, then the business is done with the program. If the CEO and management team has made it through all the identified steps, then RAIN Eugene will start engaging the experts and mentors to help work through all the issues identified. Once the plan has been initiated, RAIN Eugene staff will continue to meet with the business on a monthly basis (long term).

The majority of businesses do not know if they are going to have lay-offs in 12/18/24 months, etc. so we are having some problems framing the marketing piece around this program. If you know of any businesses that might fall into the rapidly changing marketplace and could use some strategic help, please let them know about the SHINE program. Our premise is that RAIN Eugene is here to help prevent the start of the decline. This is the only program in the state trying it this way and if successful, it could be replicated in other regions. The request was made to the board to please consider themselves as part of the extended SHINE team and help them find businesses that would be a good fit for this program.

VI. PRESENTATION: LEAP PROGRAM (*Linking Employment Activities Pre-Release*)
Paul Solomon and Trish DeJohn, Sponsors

Sponsors is a nonprofit reentry program that has been providing services to individuals transitioning from incarceration back to their communities since 1973. Housing and employment have been at the cornerstone of the services provided. Historically, Sponsors has focused on individuals coming out of the state prison and released back into Lane County (approximately 700 people a year). At the same time, there are approximately 12,000 individuals cycling in and out of the Lane County Jail each year, many being repeat offenders. In 2010, Sponsors partnered with the Housing and Community Services Agency of Lane County to build a new re-entry facility. The facility has 75 beds for transitional housing as well as a number of ancillary services including a re-entry resource center which is their employment program. Since 2010, Sponsors has been able to assist 20 – 50 people a month in finding full time positions in Lane County (not just individuals coming out of the prison system but anyone in Lane County with a criminal history). The LEAP grant came about last year and Sponsors was very excited to partner with the Sheriff's Office and Lane Workforce Partnership. The funding from the Department of Labor targets individuals coming out of jail who are lacking employment skills and needing jobs. The program started February 1st of this year and is off to a great start. Participants are identified by staff at the Lane County Sheriff's Office and then referred to Sponsors Workforce Readiness Program instructors. Pre-release services are provided at the Sherman Center located next to the Lane County Jail. These services facilitate employment readiness upon release from incarceration by providing workshops, activities, and one-on-one meetings with participants. Sponsors staff will monitor, support, and guide participants in their initial work search efforts both in and out of the Sherman Center. Sponsors will also provide post-

release services at their Jobs Center located at their Highway 99 facility. In addition to workshops and individualized employment assistance, the reentry center offers a fully-staffed computer lab with internet access, printers, fax machine and scanner, and a phone for employment related purposes.

VII. LANE COUNTY SECTOR STRATEGY TEAM UPDATE (*Todd Edman*)

The Sector Strategy Team is shifting into a different gear and becoming a team that works with multiple sectors simultaneously.

Tech Sector Updates

- Eugene's broadband fiber project has reached a milestone – half of the funding has been secured for the broader project to connect up to 120 buildings.
- On March 26, there will be a fiber launch celebration for the middle mile. This has regional significance by expanding the local internet exchange connection to major peering points in Portland and San Jose which will lower costs for Internet Service Providers and their customers. It will be the largest 'open access' fiber project spanning nearly 1,200 miles.
- Mozilla Project: Eugene is a finalist to be the next Mozilla gigabit city (Mozilla runs the Firefox web browser). The Mozilla Foundation recognizes cities that invest in infrastructure work. We had a good interview so hopefully we will receive that designation.
- Hack-For-A-Cause: This event will take place April 7 – 9. Last year, there were a number of amazing challenges that went on to really make a difference in our community. If you know of any non-profits/community organizations that have a challenge/problem and you think technology might have a role to play in solving that issue, please fill out the form on hackforacause.io.
- SpaceX Launch: The SpaceX Launch took place last Sunday. The tech community along with other partners got together to provide funding to help 4J students put an experiment into space. Over 600 students participated and the experiment is now in space.
- K-12 Education: This is a big deal with the sector strategy work that is going on. It is hard to recruit employees when there is not a great K – 12 education system in place. 0% of high schools have computer science CTE programs even though the tech industry is Lane County's fastest growing sector with 28% employment growth projected over the next 10 years. There is a broad effort underway to connect high school students with jobs. A new program, ELEVATE is a joint initiative from a number of partners. The program is designed to better coordinate school to work learning placements. It will utilize a technology platform to bridge communication between schools, students, and industry partners as well as assess a student's 21st century skills. ELEVATE will also gather data on student's skills sets, career interests, and have the capability to identify successful completion of courses or skills through a digital badging component. The goal is that ELEVATE will be operational fall of 2017.
- There is going to be a PAC-12 watch party in San Francisco. The idea is that Business Oregon, Greater Eugene Inc., City of Springfield, University of Oregon, and Travel Lane County will go to San Francisco and reach out to the big names in the tech industry telling them the story of our community and why our community is a great place to open a branch office.

- Downtown Safety: This has been one of those bubbling issues that has now boiled over. The tech companies are getting involved in downtown Eugene and they are making their employees aware of what is happening and giving their employees platforms to have these discussions. Because of their involvement, it has changed the demographics of the people that show up to testify at City Council meetings.

The Downtown Safety Group operates around the following four goals:

- Ensure as a City that all people feel safe downtown and in surrounding neighborhoods
- Create an inviting atmosphere that brings more people downtown
- Provide services and support policies that enable people to live healthy lives
- Help businesses succeed and prosper

The City has embraced that this is an issue worth addressing. Mr. Edman feels there is a shot at putting policy forward that can really make a difference for the people who work downtown as well as those living on the streets.

Food and Beverage Sector Updates

The Eugene Chamber had been heading up the sector work but there have been a couple of changes since our last meeting: Leigh Ann Hogue accepted an Economic Development position in Oregon City and Dave Hauser has been out on medical leave. With the transitions, the dynamic has changed some and the baton has been handed back to the workforce board to help carry the work forward. The push now is to find a “Matt Sayre” type of person for the Food and Beverage Sector. The idea is to put out an RFP for the position (the Chamber put together a draft job description which is included in your packet). The person hired will not be an employee of Lane Workforce Partnership, Eugene Chamber of Commerce, or a City entity. The person will either be part of an industry group or someone who is independent and has done this type of work previously. Lane Workforce Partnership and other partners will fund the position in years one and two. After year two, the individual/or entity needs to have established a sustainable model focused on the work. If other organizations want to invest and/or be a part of launching this initiative, please contact Kristina Payne. Once there is a person in place, we will start to see this work move forward.

Timber/Wood Products Sector Updates

The Springfield Chamber and the City of Springfield are taking the lead on this sector which is in its infancy. We will still be the backbone to the organization and there to support the work that is happening. There is also an educational component involved when it comes to the timber/wood products industry. There is a much greater emphasis/focus on environmental sustainability as well as a whole new world around complex timber products – the jobs have changed; the products that are being produced have changed; the way trees are farmed has changed, etc. Cross-laminated timber (CLT) is a new technology that is paving the way for the future. CLT’s strength, structural performance, and cost-competitiveness are expanding opportunities for the use of wood in a wider range of buildings. Cross-laminated timber creates a new market for struggling Oregon sawmills and a new technology for developers who want to further reduce carbon emissions tied to buildings. In September 2015, D R Johnson Lumber Company, located in Riddle, Oregon, became the first U.S. certified manufacturer for cross-laminated timber.

Construction/Aggregate Sector Updates (Stan Pickett)

This was work that was being done before our sector strategy work formalized and it sort of took a while to realize that construction/aggregate in and of itself was a sector. The work on aggregate started about four years ago and the construction side came on board last year. The industry was running into labor and workforce issues because as people were retiring, there was not a talent pipeline to fill those positions. People had to be brought back in on a contract basis in order to sustain the work. We have a lot of participation from industry. We want to make our careers accessible to high school students as that is where the bulk of our workforce will come from. We offer plant tours as well as scheduling visits to Lane County High Schools to promote the benefits of working in the industry and paths to employment opportunities. We will also be meeting with BOLI representatives to help problem solve around issues relating to apprenticeships. Generally there is about a 4 – 6 month wait and by that time, individuals have gone on to something else. Once in the program, most of the apprenticeships take four to five years to complete. We are also continuing to meet with the LCC Construction Program in an effort to enhance that program and get more high school students involved. LCC has a great facility that is being under-utilized. In addition, we are looking at ways to reach middle school students so that they can see what opportunities are available in these fields.

Next Steps for Sector Work

- Kristina Payne is going to meet with Springfield leadership on the timber/wood products sector work.
- Workforce gap analysis and where we can influence/guide curriculum and training.
- Look at coordinating communication and marketing efforts across all of the sectors.
- Bring Lindsey Woolsey back (sector strategy consultant) to talk about what is going on nationally with sector strategy work as well as how best to manage multiple sectors and next steps.
- Create a funding structure for entities like the Cities and the County where they can help provide funds that feed into the startup of a sector strategy. Something that can be taken back to elected officials showing that they are investing in a larger engine.

Lane County Sector Strategy Team Performance Metric Dashboard (Kristina Payne)

This is something that came out of the smaller task team of the board. The document provided is a draft document. We would like board members to review and provide feedback. We want to create a measurable way to track the impacts our work is having. The smaller task team will fine tune this and as we launch new sectors, we will have performance metrics in place.

VIII. SCHOOL TO CAREER TASK TEAM UPDATE (*Stan Pickett*)

We have met a couple of times and there are some pretty cool things that have come out of it so far:

- Several organizations/school districts have career activities happening and that has resulted in fragmented and/or duplicated work. LWP will be working with Lane County School Districts to write a consolidated monthly summary/overview that is distributed to school counselors, teachers, and representatives of the four identified sectors.
- Working on developing a skill set summary and a career path for the four identified sectors. This will be shared with teachers and counselors. The construction-aggregate skill set summary should be finished in April and then the task team will move on to manufacturing.

- School to Career Database. The task team is identifying strategies to improve industry to education connections and communications.

More information on the task team and the work being done can be found in your packet.

IX. EQUITY AND INCLUSION TASK TEAM UPDATE *(Sabrina Cunliffe)*

The goal of the Equity and Inclusion Task Team is to expand the use of services and increase job placements for under-represented populations, including: women, minority groups, those over 50, veterans, people with disabilities, and rural communities.

Strategies that can be effective and measurable include:

- Holding equity and inclusion round table discussions with targeted populations
- Ensuring staff are adequately trained in service delivery for all targeted populations
- Ensuring services are user-friendly and appropriate for targeted populations
- Targeting outreach activities

The task team will be focusing on expanding services for people of color and offenders during the first year. The following activities were identified as priorities:

- Access the current outreach efforts for special populations at WorkSource Lane and identify gaps.
- Practice targeted outreach to community organizations that represent communities of color or other under-represented populations to inform of opportunities through WorkSource Lane.
- Explore ways to expand services to rural communities through technology.
- Measure job placement, job retention, and income increases for under-represented populations utilizing services at WorkSource Lane.
- Increase services to offenders through the LEAP-2 Grant and track performance.

More information on the task team and the work being done can be found in your packet.

X. EXECUTIVE DIRECTOR'S REPORT *(Kristina Payne)*

- Todd Edman and Kristina Payne are attending a Department of Labor Convening in San Francisco at the end of this month. The Convening is for Executive Directors and Board Chairs of Local Workforce Boards. The purpose of the meeting is to build a community of Region 6 leaders interested in accelerating the strategic purpose of Workforce Development Boards. It will be good for us to make those face to face connections.
- Legislative Updates: The legislators are in session. Most of the funds we receive are federal dollars but we also receive funds that come through the State General Fund (sector work; OJT, etc.). Testimony has already happened for the workforce and education programs on the house committee side. Three of the Local Workforce Board Executive Directors (Clackamas, East Cascades, and Rogue) presented to the House Committee regarding the impacts that local workforce boards are having around the state. They did a magnificent job and the work is being recognized. Statewide, the asks for workforce program dollars goes through the Higher Education Coordinating Commission (HECC) budget.

- Mid-Year Performance Report: Ms. Payne noted that the template shown is the same template that was used before we updated our local strategic plan 2016 – 2020. The data is correct but the template needs to be updated. Ms. Payne will work with staff to update the template.

XI. OTHER BUSINESS

No other business was noted.

XII. ADJOURNMENT

Todd Edman adjourned the meeting at 4:50pm.

**Next Lane Workforce Board Meeting, May 25, 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.