



## LANE WORKFORCE BOARD MEETING

Thursday, May 25, 2017

3:00pm – 5:00pm

### MINUTES

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**In Attendance:** Jennifer Adams; Sabrina Cunliffe; Julie Davidson; Dennis Dover; Noreen Dunnells; Todd Edman; Justin Freeman; Phillip Hohnstein; Shondra Holliday; Linsey Bjorkland (Proxy for Lena Kostopulos); Jeffrey McGillivray; Celeste Marshall; Grant Matthews; Angela Peacor; Tony Scurto

**Absent:** Travis Brooke; Jacob Fox; Stan Pickett; Pat Riggs-Henson

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

**Others:** Emily Reiman; Karen Saxe; Tessa Siebert; Cindy Perry; Mark Warne

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| Action Summary:   | Motion           | Seconded        | Status             |
|---|------------------|-----------------|--------------------|
| Board Meeting Minutes 2/23/17   | Shondra Holliday | Jennifer Adams  | Unanimous Approval |
| Approved recommending the One Stop Operator subcontract be awarded to OMEP for a period of one year with the option for renewal for an additional 3 years.  | Sabrina Cunliffe | Noreen Dunnells | Unanimous Approval |
| Approved the following as board officers for PY 2017 – 2018:<br>Angela Peacor, Chair<br>Stan Pickett, Chair-Elect<br>Todd Edman, Past Chair<br>Jennifer Adams, Treasurer<br>Celeste Marshall, Secretary | Noreen Dunnells  | Grant Matthews  | Unanimous Approval |

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#### I. CALL TO ORDER

Todd Edman called the meeting to order.

#### II. PUBLIC COMMENT

Shondra Holliday shared that the SHINE program will be featured in the June 2017 Lane County Medical Society newsletter as health care is a rapidly changing industry. Shane Johnson and Joe Maruschak were both interviewed for the article. Ms. Holliday is hoping the article provides people an opportunity to connect with Mr. Johnson and Mr. Maruschak in order to look at things from a new perspective as well as provide help to a business before it is too late.

Todd Edman noted that it is great to see the program being recommended to businesses that might be needing help and expertise.

### III. CONSENT CALENDAR

Shondra Holliday made a motion to approve the February 23, 2017 Board Meeting Minutes. Jennifer Adams seconded and the motion was unanimously approved.

### IV. ONE STOP OPERATOR RECOMMENDATION

Kristina Payne provided a summary. In accordance with the Workforce Innovation and Opportunity Act, local workforce areas must competitively select through open procurement, a One Stop Operator by July 1, 2017. The One Stop Operator, at a minimum, will coordinate the service delivery of one-stop partners and providers in the local one-stop system.

Lane Workforce Partnership along with three other local workforce areas (Incite, Clackamas, and East Cascades) joined together to solicit applications. We wanted an entity that can:

- Act as a consultant to the local boards and center partners;
- Assess service delivery, customer service practices, and service content as related to the local workforce needs;
- Share nation-wide One Stop Center best practices across the 13 workforce areas in this solicitation.

Oregon Manufacturing Extension Partnership (OMEP) was the only entity that submitted a response to the proposal. OMEP has a long standing history of being a third party consultant to private and public businesses. Their approach involves a rigorous assessment of performance against standards and goals followed by a series of prescriptive steps to support improved outcomes.

We feel that this entity can do the work we want to have done and can raise the level of customer service. Ms. Payne noted that if we hired an individual, it would cost more than the \$49,700 submitted in the OMEP proposal. The OMEP proposal is a good, efficient way to go.

Sabrina Cunliffe made a motion to approve the OMEP proposal to serve as the One-Stop Operator for Lane County in the amount of \$49,700 per year with the option to renew for an additional 3 years. Noreen Dunnells seconded and the motion was unanimously approved.

### V. BOARD OFFICER RECOMMENDATION

At the May 18, 2017 Executive Board meeting there was discussion and action taken regarding board officer appointments for the upcoming 2017 – 2018 Program Year. Angela Peacor will automatically move into the Chair position. Todd Edman will automatically move into the Past Chair position. Stan Pickett expressed interest in the Chair-Elect position and Jennifer Adams expressed interest in the Treasurer position. The Board was notified of the open Secretary position and Celeste Marshall expressed interest in this position.

Noreen Dunnells made a motion to elect the following individuals to serve as board officers for Program Year 2017 – 2018:

- Angela Peacor, Chair
- Stan Pickett, Chair-Elect
- Todd Edman, Past Chair
- Jennifer Adams, Treasurer
- Celeste Marshall, Secretary

Grant Matthews seconded and the motion was unanimously approved.

#### VI. PRESENTATION: NEDCO (Neighborhood Economic Development Corporation)

Emily Reiman, Executive Director and Karen Saxe, Director of Asset Building Programs came and presented.

NEDCO was founded in 1979 by a group of neighbors in Eugene's Whiteaker area. They looked around their neighborhood and they didn't like what they saw: deteriorating housing stock, neglected streets, people out of work and out of options. They decided that if they worked together, they could bring positive change to their area. They formed the Neighborhood Economic Development Corporation, the first Community Development Corporation in Oregon. Since then, NEDCO has served thousands of people, helping them buy homes, stay in their homes, start small businesses, and succeed financially.

NEDCO, by virtue of SPROUT, has a little niche in the food and beverage industry. NEDCO is partnering with Springfield High School (SHS) to develop a new Entrepreneurship Career and Technical Education (CTE) track focused on the food and beverage industry. The program, Youth Food Innovators, will expand options for youth, create better education outcomes (including higher graduation rates), encourage future generations of business startup, improve workforce preparedness, and align with the economic development strategy for Lane County. The program will be based at NEDCO's Sprout Regional Food Hub and aligned with existing CTE programs and local economic development strategies. In the first year (academic year 2016-17), 22 students are expected to be enrolled. Combining elements from culinary, business, graphic design, manufacturing, writing/communication and other interdisciplinary subjects, the year-long curriculum will help students (as individuals, partners, or in small teams) design, test, produce, package, market, and sell a food product. Both the food production and entrepreneurial components are entirely new in the CTE world and it is the hope that this pilot will be replicated broadly.

The funds will be used to support NEDCO and SHS staff time as it relates to curriculum development for the Youth Food Innovators Program and systems alignment between the school and the external incubation community. All funds from this grant cycle will be expended by June 30, 2017 and will result in a packaged and replicable entrepreneurship curriculum and certification that can then be shared with any interested school.

## VII. CHAIR'S REPORT/*Todd Edman*

- Reviewed the summary of board actions taken between March 2017 – May 2017. Highlights include:
  - Lane Workforce Partnership becoming the pass-through 501 (c)(3) entity for the Marcola Virtual Stem Academy Charter School. This was to allow them to apply for grant funds and give them time to build their own virtual 501 (c)(3). We agreed to operate as a pass-through for the grant funds. Marcola School District already receives WIOA youth funding so it makes the process pretty seamless.
  - OMEP awarded \$55,150 for Food Safety Modernization Act (FSMA) Compliance for Small Manufacturers from the Regional Innovation Training Fund. FSMA is the largest change in food safety regulations in 100 years.
  - Food for Lane County awarded \$30,000 for Food Warehouse training from the Regional Innovation Training Fund.
- LWP Board Business Representation Openings: As a reminder, we are actively recruiting for business members on the Lane Workforce Partnership Board of Directors. If you think of someone who is a leader in an industry and would want to step up and be a leader in the community, please have them submit an application. We have had a focus on the tech and food and beverage sectors and it would be nice to broaden that representation. It would also be good to have representation from the wood products industry. Deadline to apply is May 31<sup>st</sup>.
- Lane ESD Google Grant: Lane Education Service District in collaboration with Lane Community College, Technology Association of Oregon, and Lane STEM, have been awarded a Google grant that will help increase the number of computer science courses in local high schools. Collaboration between local grant applicant partners set Lane County's proposal apart from others that applied to Google. Expanding these education courses will provide a pathway to dual-credit opportunities at both Lane Community College and the University of Oregon, as well as high paying careers in the tech industry. There is currently just one high school teacher in Lane County with the credentials necessary to teach a college level computer course. With Google's support, 18 teachers from eight school districts across Lane County will receive new training this summer. These teachers will be prepared to teach Computer Science 160 (CS 160): Orientation to Computer Science. This course includes curriculum focused on computer fundamentals, game development, and mobile software development.
- Eugene Named as Mozilla Gigabit City: Eugene has been chosen as Mozilla's next Gigabit City. Eugene joins Austin, Kansas City, and Chattanooga in this distinction. This is largely a result of the fiber project. The Mozilla, the nonprofit behind the Firefox web browser believes the Internet should be a global public resource that is open and accessible to all. In addition to the national recognition, the recognition also comes with \$150,000 of grant funding for local initiatives that increase participation in technology innovation. The central purpose of the grant funding is to try and drive technology in the Eugene/Springfield area out into the rural areas. Ms. Payne noted that Matt Sayre with the Technology Association of Oregon was really key to driving this forward and reached out and made sure that all partners were convened to help pitch Eugene.

## VIII. LANE COUNTY SECTOR STRATEGY TEAM UPDATE

- Lane County Sector Strategy Meetings

Ms. Payne is bringing Lindsey Woolsey back to meet with the Lane County Sector Strategy Team June 6<sup>th</sup> and June 7<sup>th</sup>. Ms. Woolsey is a national expert in the field of industry sectors and helped us originally launch our sector work. We are separating the Team into 3 groups (government; education; business/economic development) for the first day and then everyone will come together on the second day to debrief and plan next steps. The goal is to have a greater understanding of how we are juggling the multiple sector initiatives and making sure that we have sustainability plans in place.

- Updated Performance Metric Dashboard

Jessica McCormick talked about the performance metric dashboard for the sector strategies team. Last time the board met, we had a draft of the performance metrics dashboard. Since then, we have had a chance to work with all of our partners and refine the data. Highlights of recent achievements in Lane County as a result of the collaborative efforts of the Lane County Sector Strategy Team (LCSTT) include:

- 193 qualified job seekers having face-to-face time with 19 local tech companies with immediate job openings through Talent Match Tech.
- Travel Lane County secured \$302,460 in earned media through Alaska/Horizon Airlines and United Airlines in-flight magazines that promoted the LCSTT targeted industry sectors.
- Six public and private organizations jointly funded an RFP for the Food and Beverage Sector Coordinator.
- Willamette Farm and Food Coalition and the Willamette Valley Sustainable Foods Alliance launched the Willamette Valley Grown and Crafted brand.

This is a working document and we will continue to update and add information as we move forward and progress in our work. It is important to document and measure the work that we are doing.

- Food and Beverage Sector Coordinator Position

Ms. Payne provided an update on the Food and Beverage Sector. An RFP was put out and four proposals were submitted. The Food and Beverage Advisory Board comprised of industry leaders reviewed the proposals and two out of the four were invited to come in for an interview this morning. Both interviews went well with one individual coming out as what the industry is looking for. We are moving ahead and will be checking references and then making an offer. We should soon have the “Matt Sayre” of food and beverage.

- 2016-17 Lane County Construction-Aggregate High School Presentations

Lyle Lang explained that the high school presentations came out meetings of the Construction-Aggregate group. The industry kept saying that they needed to have more young people emerging into the workforce. During the months of November 2016 and February/March 2017, 15 local construction-aggregate employers/training programs presented to approximately 320 students at 10 Lane County High Schools. The presentations were used as a way to introduce, inform, promote, and create student

awareness of industry opportunities with information including company overview, jobs, wages, and career paths.

The response from students and teachers was great and the program will most likely continue.

## IX. SCHOOL TO CAREER TASK TEAM UPDATE

Lyle Lang said that the construction career path presented in the board packet came out of the presentations at the high schools. Mr. Lang met with several school counselors and it was determined that a one-pager would be helpful to the counselors. The one pager identifies general youth employability skills along with skills specific to the construction industry. The page also displays a construction career path diagram. This will be a tool that counselors can use when talking with students. The plan is to replicate this tool for the various sectors.

Awareness for young people is a big thing – most people don't have an idea of the career opportunities available in the industries. There is a strong possibility that a local media company will create an awareness campaign for students, parents, teachers, etc. to provide more education. A college path is not the only option for youth.

Connected Lane County has launched a new program called Elevate Lane County. This is a school-to-work program with four identified goals:

1. Create learning opportunities for students in the field.
2. Build educator capacity through summer externships.
3. Construct a robust local technology portal to match profiles.
4. Convene a regional advisory board to inform curriculum.

Beginning in the spring of 2017, six Lane County students were matched to internships in six different local tech companies. In the summer of 2017, 12 different teachers will be embarking on summer experiences in local industries in order for them to create curriculum that aligns with what employees are doing in the field. While the tech sector and manufacturing/construction are the Phase 1 pilot programs, they plan to expand Elevate Lane County to all interested local companies in every industry.

Noreen Dunnells mentioned that it would be great to bring Wayne Skipper in to present on digital badging. This looks at skills that students already have where they can earn a badge that helps them towards a career path. It's a cool innovation that isn't happening in other parts of the country.

## X. EQUITY AND INCLUSION TASK TEAM UPDATE

Sabrina Cunliffe re-stated the goal of the task team which 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, offenders, and rural communities. Ms. Cunliffe thanked the board for supporting this work.

The task team has been looking at ways to promote the WIOA training scholarships. An outreach plan has been created and includes contacting various groups at Lane Community College as well as community partners to inform them of scholarship opportunities and eligibility requirements.

The task team is also reviewing customer satisfaction survey results for WorkSource Lane customers. These results come from Oregon's Performance Reporting Information System (PRISM). The task team feels the survey is a good starting point but lacks qualitative data. The Oregon Employment Department has access to more information and Julie Davidson will be compiling that information and bringing it back to the task team.

Next steps:

- Reviewing different equity lens models;
- Developing a one-page information flier for community partners to help promote WIOA training scholarships;
- Reviewing additional customer satisfaction survey comments;
- Goal setting for year two of the task team

## XI. EXECUTIVE DIRECTOR'S UPDATE/Kristina Payne

- Legislative Update

We do not know yet what funds we will receive through the state general funds. We hear positive things some days and negative things other days. We do not base our budget that was approved by the Executive Board on receiving general funds so it is basically back to where we started last year. As we receive funds, we will get them out the door. We have strong support in Salem for the work that we are doing.

We found out yesterday what our allocation from the state is for federal dollars. We came out 8% ahead which has never happened. We have been in a cycle of federal dollar cuts for years so we are very happy with this news.

- WIOA National Convening

All staff went to the WIOA National Convening held in San Diego earlier this month. It was good for everyone to hear from the Department of Labor how things are happening and how they see the future of workforce. We learned that we are really ahead of the game and are well positioned for the new laws. Locally, we have the deadline of June 30<sup>th</sup> to have our memorandum of understanding developed with our partners (Lane Community College, Voc Rehab, Department of Human Services, Oregon Employment Department) followed by an infrastructure/cost sharing agreement. We met with the partners yesterday and we are on track to meet the June 30<sup>th</sup> deadline. Through this process, we have been able to expand our services by adding affiliate sites through the Department of Human Services.

- Focus on Florence Leadership Team

Last month the Executive Workforce Board held its meeting in Florence. Jesse Dolin who sits on the Executive Board representing Florence invited key leaders throughout the Florence community to talk about challenges and opportunities in Florence. There was a lot of information shared with us from the tribe and casino, the high school, and Lane Community College. They were ready to talk to us and be heard and we were ready to listen and act. We have created a leadership team that will work together to map out and execute an action plan. Part of the plan will be to convene key stakeholders in Florence to engage in a facilitated conversation to develop an action plan for the community. You may be invited to participate in a larger stakeholder conversation to really dig into what is happening in Florence and how we can be a backbone organization to support their work.

XII. OTHER BUSINESS

No other business was noted.

XIII. ADJOURNMENT

Todd Edman adjourned the meeting at 5:00pm.

**Next Lane Workforce Board Meeting, September 21, 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.*