

Lane County Sector Strategy Team Meeting
April 23, 2018
Meeting Notes

Food and Beverage Sector Updates (Micah Elconin)

- **Bi-weekly Newsletter: 467 subscribers**
 - Average 40.3% opens per email
 - Average 10.1% click through on links
 - Only 7 unsubscribes
 - Substantial job listings included in the newsletter

- **Quarterly Industry Events**
 - Sept '17: Industry Happy Hour at Oakshire Brewing
 - 33 yes + 57 interested RSVPs = **50+** attendees
 - Dec '17: Industry Happy Hour at The Barn Light
 - 43 yes + 77 interested RSVPs = **60+** attendees
 - Feb '18: Food Business Unpacked at Ninkasi Atrium
 - 52 yes + 88 interested = **80+** attendees
 - Jun '18: Food Business Unpacked at TBA
 - Goal: **100+** attendees

- **UO Business Careers in Food and Beverage - Feb '18**
 - 50 industry members from 30+ businesses
 - 200+ student participants

- **Food Safety Modernization Act Roundtable (FSMA) Launched - Mar '18 (partnered with Mary Craighead from OMEP)**

FSMA is federal legislation. Food and beverage manufactures are required to implement more systems to ensure food safety standards are kept at a maximum level.

 - 8 companies represented in roundtable
 - First Topic: Continuous Improvement
 - Next Topic: Maintenance Programs
 - The roundtable concept is something that we are going to explore with other parts of the food and beverage industry: sales managers, marketing managers, finance, and human resources, etc.

- **LCC F&B Manufacturing Training Program**
 - Industry needs gathered from advisory board
 - Best practices identified
 - LCC already offers many of the courses (thanked Pat O'Connor for moving at light speed to get a food and beverage manufacturing training program off the ground at LCC)
 - Started work on grant applications last week – hope to have program at LCC launching Fall 2020
 - Next Step: Curriculum development

- **Food NW**
 - Two PCQI trainings scheduled for Eugene
 - Cultivating relationship for long term collaboration

- **Workgroups launched** (if you are interested in being on one of the identified workgroups, please contact Micah)
 - Workforce
 - Marketing
 - Infrastructure
 - Permitting
 - Connectivity

Construction- Aggregate Updates (Stan Pickett)

Overall goals of the construction-aggregate sector:

- Create industry awareness for younger workers.
- Identify/problem-solve workforce issues related to recruitment of an emerging workforce.
- Discuss how to make connections with Lane County Middle/High Schools, Lane Community College (LCC), and collaborations with local workforce agencies.

The group met one time in 2018 to focus on the below:

- Organize for **2018 Lane County High & Middle School Construction-Aggregate presentations** (15 companies gave presentations to 17 different high schools and a few middle schools – very successful)
- **Connected Lane County/Elevate Lane County** presented on information related to construction-aggregate. Our next big push is to get companies to join Elevate.
- **BOLI/Apprenticeship issues** – follow up and next steps. LWP and Steve Simms (Oregon Apprenticeship and Training Division Administrator) will facilitate a meeting of local apprenticeship training programs to discuss possible options to improve applicant and employer results.

2018 Construction-Aggregate Projects Summary:

- During the months of February-March 2018, 17 local construction-aggregate employers and training programs presented to approximately 110 students and parents at nine Lane County Schools. Several sessions were expanded to include middle school students. Two sessions were scheduled in the evening to allow parents to attend. The purpose of these presentations is to introduce, inform, promote and create awareness of construction-aggregate industry opportunities.
- March 2018: KEZI began running a public awareness media campaign called Skilled to Work to promote trade opportunities for the construction, aggregate, manufacturing and utility industries. The target audience for this campaign will be eligible workers of all ages, parents and educators.
- April 4th & 5th 2018: Lane County Sand & Gravel Tour. Because of student interest, this year's tour was expanded to two days so that 120 students from nine high schools could participate. Delta S&G/Knife River hosted. Additional participating companies were: Wildish S&G and Eugene S&G. Interested students, from the tour, were encouraged to attend the April 12th Elevate Lane County High School Job Fair to discuss S&G employment opportunities. There is a mindset change happening with construction-aggregate companies - instead of looking at how old an individual is, looking more at finding the right individual and then providing training.

Advanced Wood Products Sector Updates (Courtney Griesel)

There has been a lot of work taking place with this sector. Referenced the feedback, insights, and initial asks received by industry at their November 2017 meeting. There are approximately 23 true core manufacturing businesses in Lane County that are doing plywood/pulp/ dimensional lumber. That doesn't count the many industries that are doing the next wave of taking those products and turning them into even more value back (about 109 statewide). Identified focus areas were: promotion/advocacy, workforce development, and technical support. Committees formed and have been working on these issues.

- Industry Advocacy (chaired by Commissioner Sid Leiken)

This has been a great opportunity for us to learn more about how our Chambers are already championing in the region and promoting and advocating at the state level. This is also a place where partners (Oregon Forest and Industries Council (OFIC), Oregon Forest Resources Institute (OFRI), and American Forest Resource Council (AFRC)) can join us and talk about what this means and how we can be doing it better.

Working on: continuing to better align and coordinate with the industry. This includes making sure we are using the right words, being proactive in championing key industry priorities, etc.

The committee has identified a couple of key initiatives including hosting a round table with industry leaders and those who are lobbying and advocating at the state/federal level.

- Industry Appreciation/Promotion (chaired by Kari Westlund)

Working on: moving from defending to defining - improving public understanding of the wood products economic, social, and environmental contributions to Lane County and Oregon; through the coordinated use of branding, storytelling, promotion activities, data, etc., demonstrate that the wood products industry is integral to both our history and our future.

We realized that we have done a lot of talking around sustainable harvest but have not talked a lot about manufacturing. We coordinated a number of tours which many of you participated in. Other possible interactive engagement opportunities include a kiosk and an app on IPAD.

- Technical Assistance (chaired by Mary Craighead)

This gets into the nuts and bolts of what it is really like to permit and exist in Lane County.

Working on: building a process map that highlights specific pain points felt by the industry; identifying the right folks to help lower or remove obstacles and focus on processes and building best practices.

- Workforce Development (chaired by Tony Scurto)

Working on: snapshot of Career and Technical Education programs in Lane County; expanding student awareness of the wood products industry; navigating apprenticeships and 'Elevate Timber' as a way to rebalance the younger generation perception of careers in manufacturing and wood products; better coordination so that industry can engage regionally in a much easier way.

Next Steps:

Courtney said that this has been a very exciting year and we are learning that there are a lot of players in this industry. We're learning how the membership organizations (OFIC, OFI, and AFRC) work together and if there is an opportunity in our area to have a local advocate on the ground.

Tech Sector Updates (Matt Sayre)

- Talent Match: Over 900 resumes were submitted with 150 individuals invited to participate.
- Ride Share: 150 straight days of advocacy work in partnership with both the Eugene and Springfield Chambers. Eugene Council will vote tonight.
- Technology Association of Oregon (TAO) membership: close to 100 companies which mirrors the growth of the tech sector
- Mayor Lucy Vinis presented the Community Award to TAO. She credited it for bolstering Eugene's tech sector, including helping bring high-speed internet to the downtown.

- Hack for a Cause: Had over 200 participants. There were 34 teams competing to deliver the best solution during the course of a weekend for 11 different community challenges. This event had a cost savings/economic impact to the non-profits of over \$360,000.
- Experience Oregon Technology: TAO initiative that brings top students from Oregon Colleges and Universities together with technology companies in the state. The program introduces students to Oregon's large and growing tech industry. The program has expanded to include Willamette University and Oregon State University. We continue to track at a 100% success rate – at least one student from each bus lands an internship or full-time job.
- Date Night: Great success – over 100 people attended. Evening started at the 5th Street Market which was a great way to bring everyone together. Walked over to the symphony and then finished the night at Oregon Electric Station. 100% of survey respondents said they would participate again next year.
- Mozilla Gigabit: 5 local organizations were awarded grants as part of the Mozilla Gigabit Community Fund, a partnership between Mozilla, the National Science Foundations, and U.S. Ignite.
 - Giga-Scapes: using internet-connected board games, this project allows people hundreds of miles apart to play together. It also features STEM workshops for local students, taught by game-industry experts. Led by Tech Tone Graphix.
 - Gigabit Residencies: this project provides virtual reality and video game development training to teachers at low-income schools. Led by Lane Arts Council.
 - Real Time Wetland Restoration Mapping and Analysis: this project empowers at-risk students as environmental watchdogs – teens will use Geographic Information Systems (GIS) to track land restoration initiatives. Led by Bethel Education Foundation.
 - Educational Equity VR: this project uses virtual reality training to help eliminate teachers' unconscious biases – and, as a result, mitigate disproportionate suspensions and expulsions for minority students. Led by Treadwell Ventures LLC.
 - Opening Access to Virtual Worlds: this project provides training in the fields of virtual reality and video game development for community members. Led by Eugene Public Library.
- October Fly-In: used as a recruitment tool and has provided a lot of visibility for our region. After meeting with companies in the Bay area, we invited about 20 of them to come here. What better way to showcase our area than to have them here to eat, drink, and engage with our local companies. The visit was a combination of showing them sites, hosting them at wineries, attending an Ignite event, and attending a Duck tailgater and game. Within 6 months of that visit, one of the companies opened shop here and have hired 23 individuals. That's \$1.6 million in annual wages.

Apprenti Update (Jessica McCormick):

Lane Workforce Partnership and TAO have partnered to pilot a registered tech apprenticeship program in Lane County. The program, called Apprenti, started last year in Washington State. Once accepted into the program, apprentices receive between 14 – 20 weeks of certified training followed by one year of full-time paid, on-the-job training with a local tech company. Apprenti provides a proven, reliable pipeline for underrepresented groups such as minorities, women, and veterans to gain training, certification, and placement within the tech industry in Lane County. Through the selection, certification and hiring process, we are bridging the talent gap and meeting the demands of the tech industry's growing workforce.

We have completed 34 phone pre-screens and 16 in-person interviews. Top candidates will interview with employers next week for final selection into the program. Lane Community College will be the training provider for the two cohorts (Network Security Administrator and DevOps Specialist). Training begins May 21. Both cohorts should be ready to move to the paid on-the-job-training portion of the apprenticeship by September.

We are in the process of creating a new state-wide Joint Apprenticeship and Training Committee (JATC) with BOLI. Our committee has approved three occupational standards and will be reviewing two additional occupational standards next week as well as the committee policies and procedures. These standards and policies and procedures will be reviewed by the Apprenticeship Training Division Council on June 6th.

Sector Strategy Director Position (Kristina Payne)

Lane Workforce Partnership is recruiting for a Sector Strategy Director. When reading through the position (included in your packet), if someone comes to mind, please direct them to our website.

Future Ready Oregon (Kristina Payne)

Launched by Governor Kate Brown in February 2018, Future Ready Oregon helps to close the gap between the skills that Oregon's workers have and the skills Oregon's growing businesses need. Closing this gap will be accomplished through a combination of initiatives and programs that provide skill and job training to youth along with projects designed to increase the housing supply in rural areas.