

Lane County Sector Strategy Team Meeting
September 17, 2018
Meeting Notes

Kristina Payne welcomed everyone to the meeting and introduced Ashley Espinoza as the Sector Strategy Director.

Advanced Wood Products Sector Updates (Courtney Griesel, City of Springfield)

There has been a lot of work taking place with this sector. Focus areas were identified and committees were formed around the identified areas:

- Industry Advocacy (chaired by Sid Leiken, Lane County Commissioner)

What: Raise the local community awareness while elevating the local industry voice to support existing state and federal advocacy efforts.

Action Items: Industry Partner Networking Hour/Round Table Event(s) creating Local Point of Contact of Industry Organizations Mayoral/Elected Leadership Letter and Ongoing Support Network Coordination of Local Advocacy Efforts to support existing State and Federal efforts (OFIC, AFRC, OFRI).

- Technical (chaired by Mary Craighead, Oregon Manufacturing Extension Partnership)

What: Improve delivery of services to, and support of, industry efforts in processes of technical permitting business support and retention, by local public/support agencies.

Action Items: Establish on-going retention relationships with wood products manufacturers; gather region-wide input on permitting and regulatory experiences; audit permitting and regulation interactions and processes in local jurisdictions; implement process improvement.

- Workforce (chaired by Caroline Hennessey, Seneca Sawmill Company and Tony Scurto, Lane Education Services District)

What: Shape local curriculum and programs to fit needs of local businesses, elevating awareness of industry career opportunities and valued skills

Action Items: Industry high school tours and job fairs; state/county apprenticeship program changes; career technical education alignment to local industry; adjustment of Lane County apprenticeship program

Tony and Caroline talked about the areas of focus for the Workforce committee:

- Pre-High School
 - Work with existing advocacy groups
 - Provide accurate information about industry
 - Support existing programs to enhance industry needs: HS Connect, Gems, Manufacturing Day, FTF
- CTE
 - Expand and consolidate programs
 - Create regional advisory board
 - One-Stop shop to coordinate industry and schools (Elevate) – duplicate the best practices of Tech Sector – keep it simple!
 - Internships, mentorships, job shadowing: develop clear picture of industry time/\$\$ investment
- Pre-Apprenticeship
 - Learning center post-high school providing skills for technical trades – continuation of CTE (Cascadia Tech Academy)
 - Partnership between industry and school for continued education
 - Liaison with apprenticeship program
 - Strategy for broadening apprenticeship program
 - Work with State on requirements
- Next steps
 - Fill sub-committee with industry representatives and a few regional educators (Connected Lane County, Lane ESD CTE Dept.)
- Appreciation and Promotion (chaired by Jeff Thompson, Swanson Group and Kari Westlund, Travel Lane County)

What: Improve community understanding of the industry's economic, social, and environmental contributions firmly re-staking a sense of local pride and appreciation in our local industry's history and future.

Action items: Story telling with interactive community assets (kiosks, educational technology, data, maps, etc.); assemble and tell company histories and stories in startup perseverance, innovation, and philanthropy

Sarah Means gave a brief update on the work of this committee: looking to build out the committee to include more industry representation; meeting with AHM regarding advertising space at the Eugene Airport (this would span industries including Tech and Food and Beverage).

Tech Sector Updates (Matt Sayre, Technology Association of Oregon)

- Ride Share: Uber and Lyft are now active in the Greater Eugene area
- TAO is about three years old – have been pretty successful at achieving initial initiatives. About four months ago, came together as a local board to talk about the things we want to achieve in the next three years. Had a really good strategic planning session. Established three strategic priorities: build the local talent pipeline; want to continue working with partners to make Downtown Eugene more safe and welcoming; awareness building (why does a growing tech sector matter).
- SentinelOne opened a new office location in Eugene to help meet the demand of a rapidly growing enterprise customer base. They anticipate adding 50 jobs by the end of 2018 with plans to double that amount by the end of 2019.
- Partnerships with Mozilla have paid significant dividends – over a dozen teams have received grant funding. That program has now sunset but a new partnership is emerging with US Ignite. US Ignite is backed by the National Science Foundation. The City of Springfield is serving as the Fiscal Agent. We have been very successful in getting grants for local innovators - now on our third round of grants and looks like we'll capture about a ¼ of the nation's grants in this round. There are approximately 25 US Ignite cities in America.
- Just received latest numbers from Brian Rooney: up 22 companies from last year; wages are also up – average wage in tech is now \$74k (up from \$71k last year).
- Last year we had a coordinated effort for external business recruitment at a Duck Tailgater. We are going to do again for the Oregon/Washington Game on Oct. 13th. Tickets are priced at cost and local vendors will be used for food and beverage.
- Fiber Infrastructure: we've made some great investments throughout our community and those investments continue to pay dividends. There's a new initiative happening in Springfield (Ambleside neighborhood – 161 homes) right now called Connected Cluster. A Connected Cluster is passive fiber to the premises infrastructure owned by SUB and used by a Provider under a 10-year term. It is designed and constructed by the Provider and SUB reimburses the Provider for the construction. The Provider then reimburses SUB over time for the use of the Connected Cluster. Any internet service provider that is a licensed telephone provider with the City of Springfield can submit an application. XS Media has submitted an application and it was approved by the board. The agreement is now under legal review by both sides with service to start hopefully by the end of the year.

Apprenti Update (Jessica McCormick, Lane Workforce Partnership and Allison Weatherly, Technology Association of Oregon):

Lane Workforce Partnership and TAO have partnered to pilot the first registered tech apprenticeship program in Lane County. The program, called Apprenti, started last year in Washington State. Oregon is the second state in the nation to take on Apprenti. The program is built to fill industry's workforce gap and increase the diversity of the tech workforce with an

emphasis on women, minorities, and veterans. Once accepted into the program, apprentices receive full-time, intensive, certified classroom training that lasts anywhere from 3 – 22 weeks followed by one year of full-time paid, on-the-job training with a local tech company. We just had our first two apprentices graduate from their training at LCC and are thrilled it has been such a success. XS Media and the City of Eugene are the employers that will be taking these first two apprentices. A new apprentice (IT Support Professional) will be starting in a few weeks and Homes for Good will be the employer.

Lane County State of Technology:

- 450 firms in industries like software publishing, data processing services, and electronic manufacturing
- 23% projected growth 2017 – 2027 (5,304 openings)
- High-demand jobs include software developers, web developers, and network security engineer/administrator
- Annual average wage of \$74,297 compared to \$42,644 for all industries in Lane County

Current Occupations & Certifications

- 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+)

Additional occupations are available. If there are other jobs your company would like to fill, let us know. We can file occupations or build a specialized program.

Greater Eugene Area Applicant Demographics:

- Applicant Pool: 702
 - Minorities: 367
 - Veterans: 237
 - Women: 167
 - Non-Targeted: 152

Jessica and Allison asked that people help spread the word about Apprenti and if your organization is interested, please reach out to Jessica and Allison.

Food and Beverage Sector Updates (Ashley Espinoza, Lane Workforce Partnership)

Micah wasn't able to attend today's meeting but you can refer to your packet for an update on the Food and Beverage sector. Ashley highlighted a few items:

- Massive expansion happening right now – Yogi Tea, Mountain Rose Herb, and Humming Bird Wholesale are all undergoing expansions
- Micah has met with Senator Merkely and his staff and will be meeting with Senator Wyden and his staff to see how we can work together.

- Food Business Unpacked will be happening on Sept. 26 from 6:00 – 8:00pm at Oregon Wine Lab. 165 food and beverage manufacturing companies will be participating and over 100 people have registered to date.
- 7 Chinese buyers recently came to Eugene which has never happened – usually they go to Portland. All the national attention on our sector strategy work is paying off.
- Working with Travel Lane County to bring the beer marketing and tourism conference to Eugene in 2020.
- Working with LCC to expand the Food and Beverage Manufacturing Program. Micah is on the hiring committee.

If you have any questions or need additional information, please reach out to Micah.

Construction- Aggregate Updates (Stan Pickett, Delta Sand and Gravel and Lyle Lang, Lane Workforce Partnership)

Stan said that the biggest issue they face is creating industry awareness for students and younger workers. The other big issue facing the industry is employer challenges to meet the Bureau of Labor Industries apprenticeship requirements.

Over the last 3 years we have been coordinating with schools to provide presentations to students. It's exciting to see this work coming to fruition. Elevate Lane County has been a huge help to us in this process. They organized the first annual Lane County High School Job Fair. Several Lane County Construction-Aggregate employers participated which resulted in some summer/permanent hires. Delta hired four and three are still employed with Delta. The new CTE instructor at Willamette High School completed a teacher externship over the summer. His externship experience involved work at Delta Sand and Gravel and Urban Lumber. The externship program is run through Elevate Lane County.

KEZI began running a public awareness media campaign called Skilled to Work to promote trade opportunities for the construction, aggregate, manufacturing and utility industries. Has been positive in showing the kids what job opportunities there are as well as educating the parents. For 2019, biggest push will be to increase Construction Aggregate industry participation. Lyle mentioned the Construction Aggregate Profile that was included in the packet for today. Elevate Lane County created this profile – the intended audience is school counselors, educators, teachers, and then students and parents. It's meant to be an educational piece that provides a quick overview of opportunities in both the construction and sand and gravel areas. It includes pathways and resources. A profile has been developed for the Tech and they will be working on one for Food and Beverage and one for Health Care later in the year. They want to hit as many sectors as they possibly can.

Ashley wrapped up the meeting by expressing how excited she is to be a part of the team. Please feel free to reach out to Ashley with any questions, etc.