



LANE WORKFORCE BOARD MEETING
Thursday, February 18, 2016

MINUTES

In Attendance: Jennifer Adams; Travis Brooke; Julie Davidson; Noreen Dunnells; Todd Edman; Colin Gibson; Rocky Hadley; Phillip Hohnstein; Lena Kostopulos; Jon Kubu; Mary Jeanne Kuhar; Cathy Lindsley; Angela Peacor; Pat Riggs-Henson; Tony Scurto; Sean Stevens; Paul Wynkoop

Absent: Debi Creager; Dennis Dover; Jacob Fox; Shondra Holliday; Jeffrey McGillivray; Stan Pickett, Jerry Stiltner

Staff: Kristina Payne; Tiffany Cink; Sue Thompson; Anne Nestell; Jessica Cahill; Adrienne D’Addabbo

Public: Caroline Cummings; Carrie Chaffee; Steve Manela; Sandra Crawley; Toby Johnston; Grant Matthews; Sheri Moore

| <u>Action Summary:</u> | <u>Motion</u> | <u>Seconded</u> | <u>Status</u> |
|--|----------------------|------------------------|----------------------|
| Consent Calendar <ul style="list-style-type: none">• Board Meeting Minutes 8.27.15 | Pat Riggs-Henson | Paul Wynkoop | Unanimous Approval |
| Local Strategic Plan Approval | Pat Riggs-Henson | Noreen Dunnells | Unanimous Approval |

I. CALL TO ORDER

Todd Edman called the meeting to order at 3:35 p.m.

II. INTRODUCTIONS

Introductions were made.

III. PUBLIC COMMENT

There was no public comment.

IV. CONSENT CALENDAR

Pat Riggs-Henson made a motion to approve the August 27, 2015 Board Meeting Minutes; Paul Wynkoop seconded and the motion was unanimously carried.

V. PRESENTATION: *HOW RAIN IS MAKING AN IMPACT ON THE ENTREPRENEURIAL ECOSYSTEM IN LANE, LINN, BENTON, AND LINCOLN COUNTIES*

Caroline Cummings, Venture Catalyst for Regional Accelerator & Innovation Network (RAIN) presented to the Board.

Ms. Cummings background includes over 20 years of management experiences. Before becoming an entrepreneur, Ms. Cummings lead technology and communication projects, fundraising campaigns for various non-profits, and launched and/or helped grow several entrepreneurial development initiatives. Her role as RAIN’s Venture Catalyst utilizes her years of experience to help other entrepreneurs launch and grow their own companies in the most sustainable way.

The Regional Accelerator & Innovation Network (RAIN) is an Oregon consortium of government, higher education, and the business community. RAIN was founded by the State of Oregon's Regional Solutions network and is funded to advance the formation of high-growth innovative startup companies throughout the South Willamette Valley and Mid-Coast. In coordination with the cities of Eugene and Corvallis, as well as communities throughout the region, RAIN is partnered with two accelerators to create a collaborative environment to assist entrepreneurs in establishing viable companies that generate jobs, wealth, and opportunities for the region. The RAIN Eugene Accelerator is a partnership between the University of Oregon and the Eugene Area Chamber of Commerce and the RAIN Corvallis is served by the Oregon State University Advantage Accelerator.

RAIN advances startups by connecting entrepreneurs with a network of available resources at Oregon State University and University of Oregon as well as through partnerships with local and state governments and the private sector. Through education, mentors, financing assistance, business consultation services, office and lab space, and innovative programming, RAIN leverages resources throughout the region. A connection between entrepreneurs, community members, government entities, and higher education is critical for success. RAIN's investment of time, expertise, and resources offers startups the opportunity to grow deep roots in the South Willamette Valley and Mid-Coast that will create jobs, increase the tax base, provide education opportunities, and generate business innovation that will spur the region's economy for years to come. The communities of the South Willamette Valley and Mid Coast (Lane, Linn, Benton, and Lincoln counties) are wholly engaged with RAIN to maximize infrastructure within limited resources.

Oregon RAIN benefits from its strong partnerships with the cities of Corvallis, Eugene, and Springfield as well as Lane County, Corvallis Benton County Economic Development Office, and Eugene Area Chamber of Commerce. The Eugene Area Chamber is joined by the other RAIN partners (FertiLab; Willamette Innovators Network; Business Oregon; Lane Workforce Partnership; Palo Alto Software; Concentric Sky; etc.) to help link accelerator entrepreneurs at Oregon State, University of Oregon, and in the local communities to chamber members and others in the region who can provide resources, networking opportunities, and counsel.

RAIN's outreach is expanding into rural areas including Florence, Newport, and Albany. Ms. Cummings has been receiving calls from Oakridge, Lowell, Junction City, Lebanon, Brownsville, etc. wanting to know how to implement programs in their areas.

What kinds of things do these startups need? It really depends on the phase of the company (pre-accelerator/acceleration/launch). If it's the idea phase, we figure out where to push them – they get a lot of homework in this phase. Then there's the research part (science, software, etc.), and then the launch (ready to hire people, etc.). Needs depend on the team and the phase of the startup.

RAIN's model is based on a "pull" model – not a "push" model. We create free services and programs and "pull" you out. Entrepreneurs want to be pulled out – they don't want to be pushed. RAIN's model:

- Core team
- "Meetup" (people getting together to meet and learn what you're thinking about/what ideas you have – usually 4 – 15 people attend these – smaller, more intimate event)
- "Call of Interest" (bigger pub talk style event)
- Survey (who's there; what have we learned, etc.).
- Seminar (educate them on different topics, etc.)
- Survey
- Core Team (what have we learned, etc.)
- All the time we are doing media promotion, stakeholder outreach, and partner marketing

There is a Willamette Angel Conference May 12 from Noon – 5:00pm at Venue 252 (Whitaker area) that everyone is welcome to attend. It's the big showcase of entrepreneurship – similar to "shark tank style".

People get up and pitch and at the end of it, investors will give a big check to one company (potentially a couple of companies this year).

How can you as Board members help? We need mentors. You don't have to have been an entrepreneur to be a mentor. If you have experience in hiring/firing, reading financial statements, creating a company culture, etc., there's a spot for you. For more information and to sign up to be a mentor, please visit rain.mentorpitch.com. If you have any additional questions, please contact Ms. Cummings at caroline@oregonrain.org or 541-968-2982.

For further education, Ms. Cummings recommends the book "Startup Communities" by Brad Feld.

VI. PRESENTATION: *ADULT BASIC SKILLS & TITLE II AT LANE COMMUNITY COLLEGE*

Cathy Lindsley, Dean, Adult Basic & Secondary Education, Lane Community College presented to the Board.

The students served in the Adult Basic and Secondary Education are teens 16 – 18 with school district arrangement; adults 18+; adults incarcerated at Lane County Jail; and adults in the day report program at the Sherman Center. Instruction is provided by faculty who have master's degrees and at least 2 years of experience.

Title II funds in ESL serve students who are permanent residents. Those not considered permanent residents include: International students; those here on a tourist visa; and other visa categories. ESL students are served at the Main Campus, Downtown Campus and Florence.

Adult Basic & Secondary Education (ABSE) classes are held at the following locations: Downtown Campus; Main Campus; Springfield; Junction City; Cottage Grove; Florence; and Lane County Corrections. Currently, the ABSE classes follow the college term schedule. The program begins with a 2-day orientation before each term to provide an overview of the program. Classes are offered mornings, afternoons, and evenings and vary by location. Testing is done for placement and for program accountability.

What we offer:

- Pre-Ged class for those not yet performing at the high school level
- Students who have high school diplomas but lack the basic skills needed to be successful
- GED Preparation. This includes the process of taking the test as well as the material in the test

One of LCC's commitments to people in our community who do not have a lot of funds is to help make the program affordable. Students pay a \$27 transportation fee to attend classes at the downtown campus and the main campus. The transportation fee comes with a term-long LTD bus pass which helps support parking lot maintenance and public safety. At the outreach sites, we are still maintaining the program with no costs at this time. Those living in rural areas are still able to access the program at no cost to them. Funding for this program comes from a variety of sources: Title II Adult Education and Family Literacy Act – WIA (WIOA) through the Department of Community College and Workforce Development; college general funds; per diem from several school districts (GED Option) for students served; small amount of student fees (Pass through); and the Lane Community College Foundation.

GED Testing:

- There are 4 tests (reading/language arts; social studies; science; math) and each test costs \$38. Retakes cost \$10.
- In order to take the GED, students must have a state-issued photo ID and credit/debit card or a voucher code to take the test. If they don't have state-issued photo ID, they will need to get copy of their birth certificate.

WIOA – Now what?

For Title II, the people that we count will be restricted to those who are “ready to work”, although we are still waiting for definitions. Other parameters include: students must show progress; share same outcome measurers with other WIOA partners; share data with partners; etc. LCC is going to continue to serve students who need these skills (and are not eligible for Title II funds) as much as possible through general funds and other grants. LCC desires to partner /coordinate more with other agencies. LCC will apply for Title II WIOA although the outline isn’t ready yet (expected in spring). In terms of Lane Workforce Partnership, the Title II Dean will continue to serve on the Board.

Our students face many barriers including: health; transportation; child care; family issues; drug/alcohol; court involvement; undiagnosed learning disabilities; housing; money and no debit/credit card. The amazing thing about our students is that they are: creative; they try and try again; are appreciative; use their life experiences; resourceful; have a sense of humor; ask questions; and learn from diverse environment.

The issue facing us is what can we do together to help families become self-sufficient and thrive in Lane County. The answer is to bring more of them to the workforce where they will be better parents, taxpayers, consumers, etc. We need to help them get to this next step. Of the people in Lane County who do not have a high school diploma, 25% of them live in poverty. If we can help them get a GED so that they can at least get in the door somewhere, then we have made a difference.

VII. LOCAL STRATEGIC PLAN

Back in October 2015, Lane Workforce Partnership hosted a county-wide strategic planning session. The goals and strategies developed at the strategic planning session are based on current economic conditions and data reports which indicate emerging and in-demand industry sectors and occupations. The Executive Board reviewed the local strategic plan at their December 17, 2015 meeting and the plan was made available for the 30 day public comment period. In addition, it was sent out to everyone who participated in the strategic planning session. We did not receive any public comment.

When it comes to the sector work, we are a lead in the state as well as gaining national attention. Kristina Payne, Todd Edman, and Matt Sayre will be presenting our sector work at the National Association of Workforce Board’s Annual Forum next month in Washington DC.

Our local strategic plan is due to the Oregon Workforce Investment Board April 1, 2016. The Executive Board approved the final local strategic plan today at the meeting prior to the full Board meeting and are now bringing it before the full Board for a vote.

Pat Riggs-Henson made a motion to approve the Lane Workforce Partnership Local Strategic Plan for July 1, 2016 – June 30, 2020. Noreen Dunnells seconded and the motion was unanimously approved.

VIII. PRESENTATION: *WORKSOURCE OREGON (WSO): A NEW STANDARD FOR CUSTOMER SERVICE*

Julie Davidson, Senior Manager, WorkSource Lane, Oregon Employment Department presented to the Board.

During the 2015 legislation, the Oregon Employment Department requested dollars to redesign worksource centers throughout the state. The intent was to create a customer friendly, open office environment that was more in line with the new Oregon workforce standards. The funding was approved and the first phase started in July 2015. WorkSource Lane was one of 12 centers included in the first phase.

With the redesign, we have greatly improved the customer engagement process. There is now a greeter station where customers are met immediately. The greeter is there to guide and direct. We also have new self-service standing stations for quick access. Services are driven by customer need, not by process. This redesign allows customers to walk in and start utilizing the services.

We have a new lab that serves multiple uses: trainings; meetings; presentations; testing; and more. The lab is outfitted with current technology.

Throughout the building, we have upgraded and/or added new technology that we are really excited about. In June, we received WiFi and we were also one of three offices to help pilot the Surface Pro tablet. The Surface Pro is able to help with many functions all in an effort to increase/expedite services to customers (immediate job referrals; warm hand off to career staff; sign up for career services; unlock passwords; etc.).

In the main resource area, we have 27 computer stations. Customers in this area are typically working on resumes, online applications, customer registrations, etc. Staff work areas are wrapped around the computer stations so that customers have immediate access to staff. Customers now feel like they have the ability to engage with staff.

Customers tell us that with the redesign, they feel welcomed and important. Customers are building relationships with staff members which helps with career exploration, training, and employment. WorkSource Lane is fortunate to have outstanding staff as well as great customers utilizing our services. We hope that the changes we have incorporated will help attract under represented customers who are not currently walking through our doors.

IX. EXECUTIVE DIRECTOR'S REPORT

Kristina Payne briefly reviewed the Mid-Year performance report. We have already hit some of the numbers while others might not happen until the end of this program year due to the nature of the reporting cycle. What stands out is that while we know we have expertise in how we serve our customers, the impact we have as far as how many people we serve, is continuing to dwindle. This is especially true when looking at the youth numbers. Our current resources only allow us to serve 160 youth yet there are 40 high schools in Lane County. We have an opportunity now that we are not part of the county, to have conversations with city officials from Eugene and Springfield to really talk about how our community views workforce development. Funding cannot just be based on federal dollars as there simply isn't enough money available. We need to determine how we as a Board can advocate for more resources. We have a great foundation for workforce development – with that foundation in place we need to bring in additional resources to have a broader impact, especially in the more rural areas of our county.

Noreen Dunnells added that there are a multitude of organizations and institutions that have just completed the strategic planning process and they all have intersecting/overlapping strategies that are important. The issues feel like they are monumental but there are immense opportunities for convergence with a number of organizations. Noreen is hopeful that we can start to move the dial on important issues. The key is that we all have to work together – combining resources and energy in order to help us move forward.

X. CHAIR'S REPORT

Todd Edman stated that it is the hope of the Lane Workforce Board to be able to find ways to engage in the work that is going on in the community. We can leverage this as an information sharing and exchange platform to energize new efforts. The Executive Committee has been functioning well and has accomplished much. Todd reviewed awards made from the Regional Innovation Training Fund including one just approved for CDL training and licensing for 45 participants with a cost per person approximately \$1,000. Normally this training is \$5,000 - \$6,000 dollars. The request was brought by a consortium formed from the Sand and Gravel industry. The Executive Board approved another for directing funds to a rural

entrepreneurial program developing in Cottage Grove. This leverages a program developed at FertiLab which is designed for early stages of entrepreneurialship. One of the big challenges is how to leverage the talent base in rural communities who may not have as many other opportunities as those in larger cities. The funds requested help to address this need. This allows us to engage with the rural communities and be a hub for connections between cities and non-profits around these issues.

XI. OTHER BUSINESS

Noreen Dunnells mentioned that since we have moved to quarterly meetings and there is a fair amount of work to absorb, perhaps we should consider extending the meeting to two hours. The extra half hour will allow more time for discussion/interactions/engagement. It was also suggested that the meetings move back to the 4th Thursday of the month to accommodate the labor representatives' schedules. No issues/conflicts were mentioned with making these proposed changes.

XII. ADJOURNMENT

Todd Edman adjourned the meeting at 5:00 p.m.

PRIMARY ROLE OF THE BOARD

CONVENER– Bringing together business, labor, education, and economic development to focus on workforce issues and promote strategic alignment.

WORKFORCE ANALYST– Developing, disseminating and assisting with the analysis of current labor market and economic information and trends in industry sectors.

BROKER– Bringing together community stakeholders to solve common problems; aligning systems and strategies; forging new relationships between business and education.

COMMUNITY VOICE– Articulating the issues for the needs of a skilled workforce. Demonstrating and speaking to the effectiveness of training programs.

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.