Lane Workforce Partnership
Community Engagement Committee Minutes

Date: 5/31/2024
Location: Zoom

Agenda Items:

1. Welcome and Introductions
   - Attendees: Billy Dover, Stan Pickett, John Stapleton, Jesse Quinn

2. Publicity/Public Awareness
   - Discussion Points:
     - Evaluation of current publicity efforts and their effectiveness.
     - Linking the success of the ground game to publicity efforts.
     - Assessing ROI while casting a wide net.
   - Community Calendar:
     - Tracking employment placements.
     - Overabundance of events for employers.
     - Conflicting dates and coordination issues.
     - Concentrating efforts for better impact.
     - **Action Item:** Continue refining and sharing the community calendar with partners.
   - Career Fair Provider Networks:
     - BHSN – Lane Community
     - Connected Lane County: Elevate Lane County
     - Regional Advisory Committee – CTE Instructors
     - WSO Events Committee
     - Lane ESD – High/Middle School Counselors
     - Collaborative EDO – Career Tours, etc.
     - **Action Item:** Aligning groups towards a shared goal; a neutral third party (CEDO or Lane Workforce Partnership) to coordinate.
     - Placement counselors at high schools or districts should focus on career navigation and talent matching beyond basic services.
     - **Focus on Job Placements as metric**
     - **Action Item:** Assess vocational aptitudes to identify strengths and areas of improvement.

3. Regional CTE Contact
   - Helping students find jobs, particularly in the Hospitality and Leisure sector, which hires 50% of individuals as their first job.
   - Strong relationship with the Oregon Restaurant and Lodging Association.
   - LWP is applying for a Tier 2 Critical Jobs Sector Department of Labor Grant (500K implementation award due 7/15).
   - Pilot projects with superintendents and boards.
   - Sustained placement and data collection positions funded by ADW.
   - Building a list of employers eager to hire high school students.
• Delivering foundational career experiences to students.
• Understanding the median income of areas and helping students draft budgets.
• Creating classes to support students in career finding, aptitude assessment, and resume building.
• Growing industry connections (e.g., https://connectedlane.org/job-board/).
• WorkSource Oregon’s email capabilities to all Lane County Employers

**Action Item:** Pursue the Placement Coordinator role, John to take the lead.

4. Lane County Youth
   • Most Lane County youth are within 30 minutes of Lane Community College Campus (Florence, Eugene, Cottage Grove).
   • Shared CTE models, such as FutureBuild and Youth Build Kalapuya, Bethel.
   • Initiatives like Constructing a Brighter Future.
   • Oregon Promise Funds supporting two-year tuition at community colleges.

5. Returning Citizens
   • Identifying skillsets of returning citizens and matching them with employers.
   • Building and sharing a roster of individuals and their skillsets with industry partners.

**Action Item:** Share profiles of returning citizens/skillsets with industry partners.

6. Partnership Initiatives
   • Community Engagement Committee taking roadshow tours with several business associations:
     • City Clubs, Rotaries, Chambers, Kiwanis, etc.
     • Springfield Chamber Roundtable
     • Educational Partners: Craig Sproles (Bethel), Colt Gill (4J)

**Action Item:** Meet with these community stakeholders.