

**Lane Workforce Partnership
Community Engagement Committee**

3/5/24 Meeting Notes

Members Present:

John Stapleton – Committee Chair
Jennifer Adams
Stan Pickett

Staff Present:

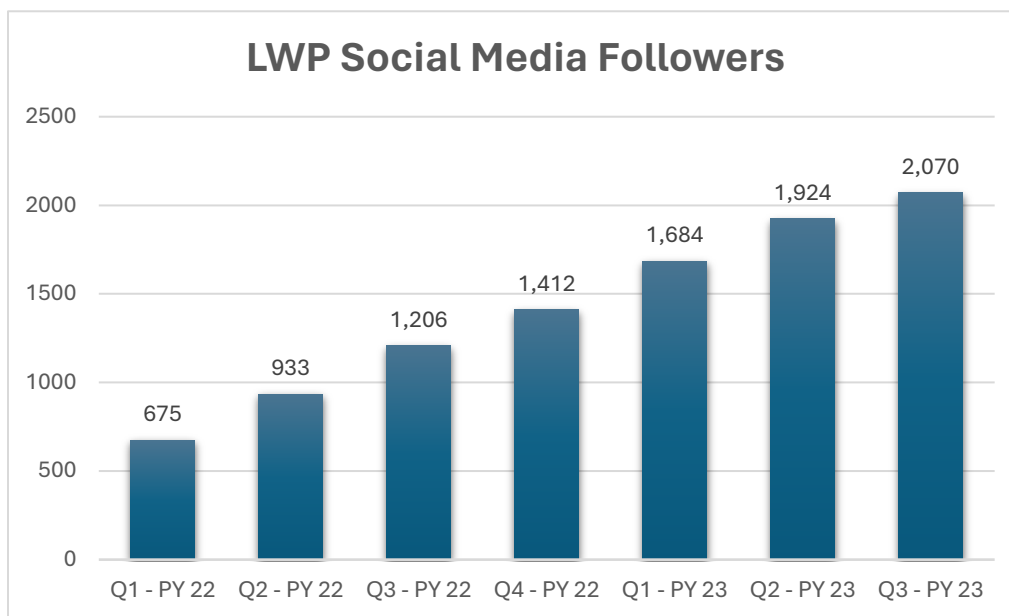
Jesse Quinn – LWP Community Engagement Director

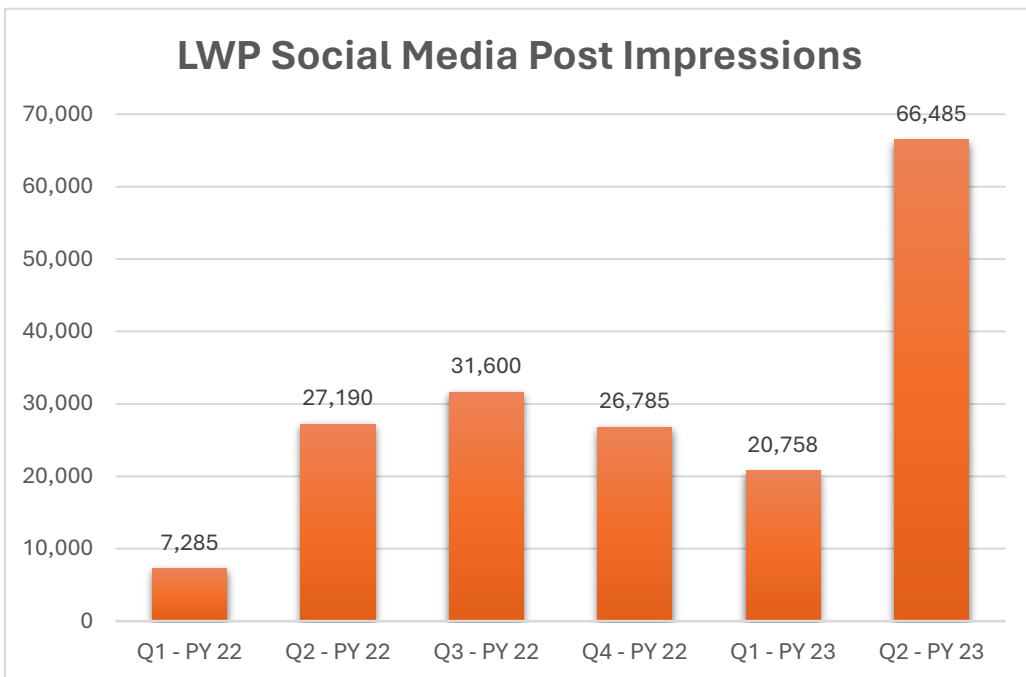
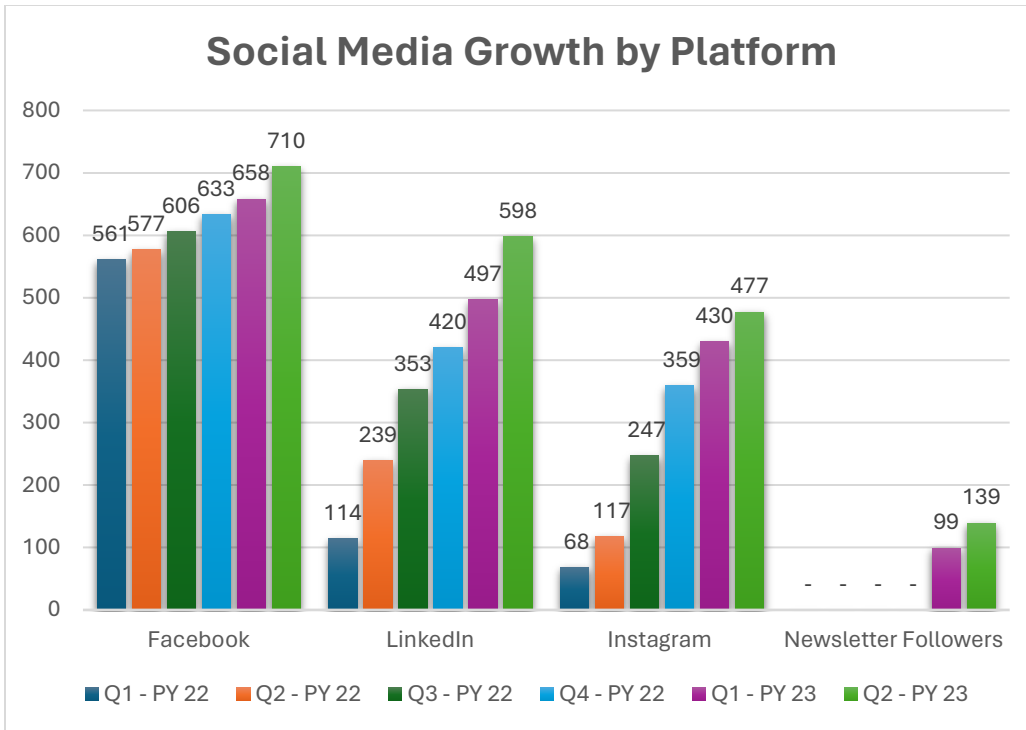
Committee Structure:

- Purpose: Raise the profile of workforce development in Lane County and discuss marketing opportunities.
- Suggestions: Rotate site locations, visit employers across the community for mutual learning.

Social Media:

- Significant growth in followers since October 2022, particularly on LinkedIn and Instagram.
- Newsletter launched in July – number could be improved.
- Emphasized measuring engagement and job seeker participation (or other meaningful metrics) over follower counts. Suggestions included measuring job seeker applications and correlating social media activities with successful job placements.
- Consider leveraging social media partnerships for increased presence.
- Tailor messages based on platform demographics.
- Tying social media outreach to increase business awareness and engagement.





Supporting Business Partners with Hiring Strategies:

- Explore assisting business partners in improving hiring processes.
- Consider convening panels or roundtable discussions to share strategies and best practices. The group discussed the potential benefits of knowledge sharing and collaboration in enhancing recruitment efforts.

Collaborating with Community Partners:

- Learn from successful knowledge-sharing models.
- Need actionable plans and proven results for business engagement.
- Interest in securing funding to expand business services' ability to host more career fairs tailored to specific industries and regions.

High School Career Development:

- Leverage existing career center resources in high schools to connect students with job opportunities.
- Coordinate with high school career centers to integrate job seeker opportunities with industry-specific recruitment initiatives.
- Consider streamlining career fair approaches. Discussed the challenges of organizing career fairs for individual high schools and the need for a more streamlined approach. Individual high school career fairs are ineffective for employers.

Talent Match Strategy:

- The concept of a "talent match" was proposed, where job seekers are matched with sector-specific events based on their interests and qualifications.
- It was suggested that by focusing on sector-specific events, both employers and job seekers could benefit from more targeted interactions.
- The importance of building partnerships with industry stakeholders and collecting data on successful hires was emphasized.

CTE Pathways and Sector Strategies:

- Discussed the idea of aligning career fairs with CTE pathways and sector strategies.
- Proposed narrowing down the focus of career fairs to specific sectors and using sector strategists as industry contacts to facilitate these events. Coordinate with relevant organizations for sector-specific events.

Next Steps:

- Schedule whiteboard planning session for detailed talent match plan.
- Continue collaboration and refinement before presenting ideas.
- Prioritize quick successes over long-term planning.