



LANE WORKFORCE BOARD MEETING
Thursday, February 23, 2023
3:00PM – 5:00PM

MINUTES

In Attendance:	Jennifer Adams, Allan Benavides, Travis Brooke, Bettina Hannigan, David Heavirland, Phil Hohnstein, Shondra Holliday, Heidi Larwick, Scott Littlejohn, Josh McClaughry, Bailey McEuen, Jeff McGillivray, Miles Pendleton, Stan Pickett, Tony Scurto, Laura Vinson
Absent:	Julie Davidson, Solomon Harris, Shaun Hyland, Katie Jeremiah, Grant Matthews, Sarah Means, Holly Powell, Teri White
Board Staff:	Ashley Espinoza, Anne Nestell, Tiffany Cink, Cindy Perry, Lyle Lang, Ryan Kounovsky, Jesse Quinn, Stephanie Lovell
Others:	Rachel Soto, Dana Merryday, Jessalyn Ballerano, Amanda Wagner, Jeffrey Dufresne

Recommendation	Motion	Seconded	Status
Approve Full Board meeting minutes December 8, 2022	Shondra Holliday	Tony Scurto	Unanimous Approval

I. CALL TO ORDER and INTRODUCTIONS

Jennifer Adams called the meeting to order and introductions were made.

II. PUBLIC COMMENT

There was no public comment.

III. CONSENT CALENDAR

Shondra Holliday made a motion to approve the December 8, 2022 Board Meeting Minutes. Tony Scurto seconded and the motion was unanimously approved.

IV. NURTURELY PRESENTATION (*Jessalyn Ballerano*)

Jessalyn Ballerano, Program Coordinator and Doula with Nurturely presented on Nurturely's programs. She thanked the board for their support of Nurturely and specifically the Birthworker Business Hub.

Nurturely Mission and Focus: *Equity in perinatal wellness*

Nurturely believes that developing programs like their Birthworker Business Hub will bring more birthworkers and doulas to our local community because wellness for infants and caregivers is a right, not a privilege. Nurturely's programs aim to tackle the root causes of inequities in pregnancy, postpartum, and infant health. They see these root causes primarily as:

- Systemic racism in perinatal care;
- Disproportionate climate impacts;
- Perinatal workforce development barriers.

In order to tackle the inequities, they focus on:

- Prevention-focused education for perinatal professionals;
- Community-based research that advances policies for parents;
- Grassroots engagement to empower advocacy.

Why Birthwork? Maternal and infant mortality in the US is the highest among all high-income countries, and is the only country where mortality is actually increasing – disproportionately harming black parents and babies. One solution is birth doulas which leads to:

- Fewer cesareans;
- Shorter labor;
- Spontaneous labor;
- Increased breastfeeding.

Local Gaps: As of 2018, there were only 7 registered doulas in Lane County. That same year, there were 10,609 births – 2,512 were birthing people from communities of color.

Workforce Pipelines: Birth doula career

- No prerequisites;
- Honors lived experience;
- Entry into healthcare;
- Flexible hours;
- Serving own community.

Nurturely's Project Goals:

1. Certification – recruit, mentor, train, and facilitate OHA THW certification;
2. Inclusion – increase community awareness on the role of doulas in health equity;
3. Sustainability – foster sustainability through entrepreneurial skills and support as well as additional avenues for employment.

Nurturely tackles racism in perinatal care through Perinatal Racism:

- Racism in Perinatal and Pediatric Health Training;
- Racism in Home Visiting;
- Monthly Accountability Meetups;
- Seal of Perinatal Equity Initiative.

They advocate for climate solutions to improve perinatal health. This is accomplished through:

- Wombs and Wildfires workgroups, interviews, and report;
- Climate Advocacy Work;
- Enviro-Natal Health Equity Symposium; Environment and Health Webinars with Beyond Toxics.

Nurturely supports equitable access to lactation and human milk through:

- Milk Magic Educators;
- Milk Magic Foundations;
- Monthly Workshops;
- Milk Donation;
- Coalition-Building.

Cultures of Carrying:

- Carrying for Health Equity Workshop;
- Carrying Trainings for organizations;
- Carrying and Culture Postpartum Documentary;
- Carrying y Caminando/Babywearing y Bailando.

Empower proactive postpartum preparation:

- Positively Pregnancy;
- Tiny Human Survival Training;
- Embarazo Exitoso;
- Nurturing BLACK;
- Loss Retreat for Perinatal Advocates.

For more information on Nurturely's programs, please reach out to Jessalyn Ballerano, jessalyn@nurturely.org or visit: nurturely.org/birthwork. More details on the Birthworker Business Hub can also be found [here](#).

Ashley Espinoza mentioned to the board that along the lines of all that Nurturely is doing around diversifying the workforce and creating entrepreneurial pathways, another important point to consider is that we are also creating the infrastructure for our future workforce. These infants will become adults and how we are able to support them from birth will create a better future for them. Ms. Ballerano thanked Ms. Espinoza for providing the big picture reminder and noted that we are all stakeholders in raising up the next generation and the wellbeing of the children today certainly plays into the future workforce.

Jennifer Adams asked how partnerships are being formed so that we can support our employees and they can stay in the workforce. Ms. Ballerano said that in terms of the doula cohorts, there are three main paths of employment for doulas. The first path is the entrepreneurial route. The other two paths include partnering with local doula agencies and collectives to take on more of the administrative role (not every birthworker wants to be an entrepreneur and run their own website, take on the billing, etc.) and then also working with clinical sites such as PeaceHealth to establish what will be a new future in the institution's role in hiring/contracting with local traditional health care worker doulas. This will allow doulas to do their job as advocates and client centered support people but also gives the hospitals and institutions a trusted workforce that they can lean into with referrals. Nurturely is changing the conversation around what does continuity in a reproducing

person's life/family's life/working parent's life look like and how are we best supporting and affirming the wellbeing of the individual beyond the standard practice.

V. LWP MID-YEAR PERFORMANCE REPORT (*Cindy Perry*)

Cindy Perry reviewed the LWP Mid-Year Performance Report. We made some changes to the report with more emphasis being placed on quantitative data. Highlights of the report include:

- From July 2021 – December 2021, 2,306 customers came into the Center seeking services. This number increased by 893 customers for the period July 2022 – December 2022. If this trend continues, will potentially be serving 4,800 – 5,000 customers this year. Our typical year pre-COVID was approximately 7,000 customers so we are not back to that level yet but the numbers are increasing.
- WIOA (Workforce Innovation and Opportunity Act) Youth/Adult/Dislocated Worker Performance: Numbers reported are official numbers from the state. The state implemented a new performance sanction policy this past year – if performance is at or below 50% of target on any given measure, we are at risk on being placed on corrective action. Most of our performance is upwards of 80% - 100% of target. Our providers do very well in all of their measures.
- The other big change in this report is that we wanted to be more relevant in the information around business services. The data that is reported now is representative of the work we can say our service providers accomplished during the six month period:
 - Onward Eugene's Business Outreach: 128 new businesses engaged;
 - WorkSource Lane Staff Assisted Hires from Job Postings: resulted in 93 hires;
 - WorkSource Lane Business Engagement Events: 10 events with 28 participating businesses;
 - Number of Businesses Participating in OJT and Work Experience: 49.
- Fund Development: Highlighted where LWP has spent Future Ready Oregon/Driving Prosperity money to date.

If you have questions or are interested in additional information, please reach out to Ms. Perry.

VI. CHAIR'S REPORT (*Jennifer Adams*)

Jennifer Adams noted that the summary of actions items from LWP Board, Executive Board, and Lane Council meetings are included on page 33 in the packet and meeting minutes are available on the LWP website if you would like detailed information.

Ms. Adams reminded the board that the Center for Workforce Excellence International will be leading us in a board training on Thursday, May 25, 2023. A calendar invite has been sent out – if you haven't yet had a chance to respond, please make sure to do so. This training is directly related to feedback that the board has given to LWP. This will be a great opportunity to come together in-person and understand the impact that we can have as board members and what it means to be a board member.

VII. EXECUTIVE DIRECTOR'S REPORT (*Ashley Espinoza*)

As future meetings will be offered in a hybrid format, Ms. Espinoza highly encouraged members to attend in person whenever possible.

- LWP has been busy onboarding our newest team member Ryan Kounovsky in his role as Workforce Project Manager. We have also met with two of our new Lane Workforce Council members, Lane County Commissioner Heather Buch and Springfield City Councilor Michelle Webber to familiarize them with the work of LWP.
- LWP Board has three (3) business representative board positions that are open and one (1) community based representative position that is open for three-year board terms beginning July 1, 2023. We are currently accepting applications. More information can be found [here](#). If you think of anyone who would be a good addition to our board, please encourage them to apply.
- Our Community Collaborative group is receiving quite a bit of national attention around the work of private and public collaboration. The Community Collaborative started as a very small group and it has grown significantly over time. Jesse Quinn, LWP's Community Engagement Director is doing a great job of ensuring that the Community Collaborative space is engaging, relevant, and responsive. A copy of January's Community Collaborative notes are included in the packet to provide context on the conversations that take place.
- There is a lot of work being done around the state on with strategic planning - how do we work better together as public workforce partners. LWP staff are on several committee and subcommittees to help lead this work.
- Constructing a Brighter Future has been receiving great positive attention, even on a national level. Shout out to Lyle Lang and team. There is a page on LWP's website with all the information. Click [here](#) to visit the page.
- Board Training: The Center for Workforce Excellence International will be coming to Eugene on May 25th to lead the board training. We know it is a significant time commitment for that day but we ask that you please attend.
- Held joint meeting with BOLI's Apprenticeship and Training Division to learn about funding available through Future Ready Oregon for creating and expanding pre-apprenticeship and apprenticeship programs. Because of that meeting, several proposals were submitted and award decisions will be announced on March 16th.

VIII. OTHER BUSINESS

No other business was noted.

IX. ADJOURNMENT

Ms. Adams adjourned the meeting.