LANE WORKFORCE PARTNERSHIP BOARD OF DIRECTORS
Thursday, December 8, 2022
3:00 p.m. to 5:00 p.m.
Meeting being held in person at: The Gordon Hotel (Room: The Ballroom)
555 Oak Street
Eugene, Oregon 97401

AGENDA

I. CALL TO ORDER AND INTRODUCTIONS / Shondra Holliday

II. PUBLIC COMMENT – In accordance with Lane Workforce Partnership’s Public Comment Policy: Speakers will be taken in the order in which they sign up and will be limited to three minutes per public comment.

III. CONSENT CALENDAR / Action
   - Minutes of the September 9, 2022 Board Meeting

IV. PRESENTATION: ONWARD EUGENE
   Matt Sayre, Nicole Desch, Caitlin Vargas, Holly Mar-Conte

V. 2022 STATE OF THE WORKFORCE REPORT / Information
   Cindy Perry, Lane Workforce Partnership

VI. COMMUNITY ENGAGEMENT & SOCIAL MEDIA / Information
   Jesse Quinn, Lane Workforce Partnership

VII. EXECUTIVE DIRECTOR’S REPORT / Information
    Ashley Espinoza, Lane Workforce Partnership

VIII. OTHER BUSINESS

IX. ADJOURNMENT
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LANE WORKFORCE BOARD MEETING
Thursday, September 22, 2022
3:00PM – 5:00PM

MINUTES

In Attendance: Jennifer Adams, Julie Davidson, Bettina Hannigan, Solomon Harris, David Heavirland, Phillip Hohnstein, Shonda Holliday, Shaun Hyland, Heidi Larwick, Scott Littlejohn, Joshua McClughry, Bailey McEuen, Jeff McGillivray, Miles Pendleton, Holly Powell, Stan Pickett, Tony Scurto, Margaret Theisen, Teri White

Absent: Alan Benavides, Travis Brooke, Katie Jeremiah, Grant Matthews, Sarah Means, Laura Vinson

Board Staff: Ashley Espinoza, Anne Nestell, Tiffany Cink, Cindy Perry, Lyle Lang, Stephanie Lovell

Others: Deanna Strachan-Wilson, Caitlin Little, Rachel Soto

<table>
<thead>
<tr>
<th>Action Summary</th>
<th>Motion</th>
<th>Seconded</th>
<th>Status</th>
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<tbody>
<tr>
<td>Approved Full Board meeting minutes May 26, 2022</td>
<td>Margaret Theisen</td>
<td>Julie Davidson</td>
<td>Unanimous Approval</td>
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I. CALL TO ORDER and INTRODUCTIONS

Jennifer Adams called the meeting to order.

II. PUBLIC COMMENT

There was no public comment.

III. CONSENT CALENDAR

Margaret Theisen made a motion to approve the May 26, 2022 Board Meeting Minutes. Julie Davidson seconded and the motion was unanimously approved.

IV. YOUTH PRESENTATION

Heidi Larwick presented on the programs and services Connected Lane County provides to youth/young adults in Lane County.

Connected Lane County (CLC) was established in 2014 as an initiative through the Education Service District (ESD). The intent behind it was to work with all 16 school districts in the county to identify opportunities that would help students get closer to graduation. There has been a lot of narrative around Oregon graduation rates so in 2014, the state invested in communities to tackle some of the issues. In 2019, CLC pursued and became a non-profit and in 2022, CLC became a fully
independent non-profit organization. When CLC started six years ago, they had 1.5 FTE and now are up to 17 FTE. There was similar growth with the income stream over the last six years: $130k to $4.2M.

Connected Lane County offers three community-based programs: Elevate, Navigate, and Spark.

Spark on 7th (CLC’s newest program) provides hands on learning. Through Spark, the next generation of innovators are inspired. Spark provides a fun and safe environment for youth to explore manufacturing technologies and STEM education while practicing team and leadership skills. Programming and space at Spark on 7th have been maxed out so in 2023, CLC will be opening a second location, Spark at Booth-Kelly (Springfield). This new facility will be twice the size of Spark on 7th (11,000 square feet) and will allow for the addition of more industrial sized machines, etc.

Elevate, a career-connected learning program, creates opportunities for youth and educators to thrive in the working world. CLC provides career exploration events, work-based learning opportunities, workshops and training, industry tours, and more. This year, CLC was fortunate to work with LWP for funding through the Higher Education Coordinating Commission (HECC) for OYEP (Oregon Youth Employment Program). This allowed the internship program to expand from 30 participants last year to 52 participants this summer.

Navigate is a re-engagement program focused on helping youth/young adults who face significant barriers find a path forward. This program is case management intensive and the Youth Support Specialists (case managers) provide crucial support needed to attain education, employment, housing stability, and success. Navigate is primarily funded by WIOA (Workforce Innovation and Opportunity Act) dollars through LWP.

What differentiates CLC from other youth providers:
- Wrap around services
- Mentorship model
- Technical and professional skill development
- Youth centered and driven

The scope of programming that CLC provides is not for everyone. CLC is very intentional about who has access to the programming. It is really structured for those youth who are furthest from these opportunities or have historically not been represented in STEM (science, technology, engineering, math) fields. When you look at the data of who is accessing CLC programing, primarily they are coming from the BIPOC community (specifically Latinx and African American communities) as well as the rural communities and unhoused population.

In Lane County, there are approximately 47,000 students in school at any given time. The senior class makes up approximately 3,600 students. CLC serves about 1,704 youth with 20,422 hours spent by youth in programing. It is CLC’s hope that by the time the current freshman class graduates, every student will have had at least one experience in a CLC program.
Youth Attendance in Programs:

<table>
<thead>
<tr>
<th>Elevate</th>
<th>Navigate</th>
<th>Spark</th>
</tr>
</thead>
<tbody>
<tr>
<td>150: 2021 Hiring Fair</td>
<td>72: DevNW</td>
<td>267: Workshops/Field Trips</td>
</tr>
<tr>
<td>375: 2021 Career Expo</td>
<td>54: Work Experiences</td>
<td>91: STEM Maker Camp</td>
</tr>
<tr>
<td>176: Job Shadows</td>
<td>20: Internships</td>
<td>32: Invention Lab</td>
</tr>
<tr>
<td>103: Internships/Mentorships</td>
<td>38: Job Shadows</td>
<td>22: Invention Club</td>
</tr>
<tr>
<td>52: Showcases</td>
<td>57: Wonder Wednesdays</td>
<td>10: The Agency</td>
</tr>
</tbody>
</table>

Phi Hohnstein asked how MLK students fit into CLC programming. Ms. Larwick responded that CLC is partnering with MLK to provide classes twice a week focusing on career prep and STEM learning. This applies to students enrolled at MLK and also the Phoenix programs. Mr. Hohnstein mentioned that his rotary group provides scholarships to MLK and the rotary group is interested in expanding the internship program. Mr. Hohnstein and Ms. Larwick will connect on this.

Margaret Theisen asked if there is data on students with disabilities who participate in the CLC programs. Ms. Larwick said that CLC collects this information at intake. She will get that data to Ms. Theisen.

Ms. Larwick said one of the things she hears a lot from industry is around youth readiness for jobs. Mostly it has to do with complaints but that has not been CLC’s experience with the youth/young adults they are working with. At this point, Ms. Larwick opened the floor for discussion around what does it mean to be work ready. Responses from board members included:

- time management;
- strong communication skills;
- basic academic skills (counting and computer skills);
- life skills (finding transportation and housing; relationships that don’t interfere with work);
- understanding of the work place (interactions with leaders/managers/co-workers).

Ms. Larwick posed two additional questions to the group: How do the youth learn these skills when they are in high school and how do they demonstrate these skills in a job interview or on a resume. Responses from board members included:

- It is really an issue with everyone in the workforce these days, not just youth in terms of having these skill sets. It is really the interactions they develop – there doesn’t need to be a specific class around work skills. It’s how they are leveraging the learning they are getting whether that be volunteer work, extracurricular activities, school clubs, etc. that they can communicate in the interview process.
- For those in nursing, it is primarily about skill set and customer service. During the interview process, some of the most successful nursing staff have come from the food industry or have had to work through positions where there was quite a bit of time management and conflict resolution.
- Filling out the application completely, including projects they have worked on included on their resume. Being respectful during the interview, dressing appropriately for the interview, having honestly prepared answers and meaningful questions, all are a part of work ready skills.
• Preparing for the interview and knowing about the company you are applying to (looking at company website, etc.) shows maturity at the work place (at any age).
• Cultural competency (aware of their own knowledge as well as their own ignorance’s) and being informed and moving toward doing the right thing. Team work and community-oriented approach along with having a degree of empathy.

In closing, Ms. Larwick hopes that if you have a young person in your life who could benefit from hands on learning or if your company is interested in mentoring and supporting young people, please feel free to reach out to her.

V. LWP YEAR-END PERFORMANCE REPORT/YEAR-AT-A-GLANCE REPORT

Cindy Perry reviewed the 2021/2022 Workforce System Year-End Performance Report and the Year-at-a-Glance Report. Ms. Perry noted that the Workforce System Year-End Performance Report is organized around the goals in the 2020 – 2024 local strategic plan:

• Goal #1: Prepare workers for self-sufficiency employment in a new and changing economy.
• Goal #2: Connect individuals to education, skill-building and employment opportunities in occupations most impacted.
• Goal #3: Prepare our youth for future employment.
• Goal #4: Catalyze the community around diversity, equity, and inclusion (DEI) to expand workforce leadership and participation opportunities for all.
• Goal #5: Align strategic partnerships to expand our collective capacity to address systemic workforce challenges.

There is a lot of information provided in these documents and Ms. Perry encouraged board members to reach out to her for any questions or concerns relating to the report.

VI. CHAIR’S REPORT – Jennifer Adams

• Summary of LWP Board/Executive Board/Lane Council Action Items
Ms. Adams reviewed action items that have taken place since the May 2022 full board meeting. On June 16, 2022, the Lane Council reappointed Sabrina Cunliffe, Grant Matthews, and Laura Vinson to the LWP Board of Directors for an additional three-year term beginning July 1, 2022. The Lane Council also appointed Heidi Larwick and Miles Pendleton to the LWP Board of Directors for a three-year term beginning July 1, 2022.

• Executive Director Review Process
We are nearing the end of the review process. If you have not had a chance to complete the Executive Director Performance Evaluation survey, there is still time – survey will close at 5:00pm tomorrow. Board Officers will then meet to review and discuss. Following that, Ms. Adams will meet with Ashley Espinoza to share the results and provide feedback.
VII. EXECUTIVE DIRECTOR’S REPORT – Ashley Espinoza

- LWP Organizational Chart

Ms. Espinoza shared the updated LWP organizational chart and explained the changes that have been made to date. Titles were refined to more accurately reflect the work that is being done. The Community Engagement Director position is currently open – there are four strong candidates interviewing next week.

LWP staff roles and responsibilities:
- Procurement
- Monitoring
- Program management and coordination
- Policies and Procedures: Development, Integration, and Advocacy (Federal/State/Local)
- Community and Stakeholder engagement, education, and activation
- Data analysis
- Fiscal management and support
- Local workforce system reporting

- Challenges we are working on
  - The R word is looming (recession/reshuffling)
  - Labor demand and trends
  - Attitudes and beliefs about work
  - Social and systemic barriers, challenges, opportunities
  - Training facilities and trainers
  - Employer expectations, needs and commitment
  - Rules, policies, regulations
  - Occupational segregation
  - Capacity

- Service Provider Training

Yesterday we hosted a service provider training for our Adult, Youth, and Business Services providers. The training included:
- Fiscal requirements
- LWP Policies
- Monitoring
- On-the-Job Training and Work Experience
- Performance Measures
- How to access technical assistance
- And more!
• **LWP’s Business Service Provider**

In the packet you will see that Onward Eugene has been named LWP’s Business Service Provider. Onward will be working in partnership with WorkSource Lane’s Business Services Team and Lane County’s Workforce Services WIOA Program. Through this expanded partnership, Onward Eugene will engage regional industries essential to our local economy, in proven programs and initiatives that will accelerate high wage job growth.

• **Constructing a Brighter Future**

At the end of August, a kickoff event was held at Lane Community College for the Constructing a Brighter Future project. Career and Technical Education (CTE) Construction teachers from 15 of the 16 Lane County School Districts joined Square One and Everyone Village builders/designers for side-by-side training to learn how to build finished single room transitional shelters from approved plans. CTE instructors will take the structure plans back to their respective classrooms for high school students to begin construction. The plan is to build 30 of these shelters this school year. This will introduce young people to the multiple career pathways in high wage/high demand construction trades work and provides students with hands on/work-based learning opportunities to demonstrate and refine these new skills for possible future employment.

• **Safe Sleep Sites**

Ms. Espinoza was invited to tour two safe sleep sites (410 Garfield and Dusk to Dawn) operated by St. Vincent DePaul. She was impressed with how this program is managed for the most vulnerable in our community. The experience opened her eyes to being realistic in how opportunities are set up for different populations in the community and what it truly means to be inclusive.

• **Rural Outreach**

The City of Oakridge hosted a group of LWP team members and other partners on a tour on their industrial park. It was a great opportunity to look at asset mapping and navigate how we coordinate and invest for the greatest impact for our community.

• **Opportunity Oregon**

Ms. Espinoza along with others were invited to tour Opportunity Oregon. Opportunity Oregon was co-founded by Nancy Pance, a formerly incarcerated individual. She started Opportunity Oregon to connect those that were in the criminal justice system to job opportunities. Opportunity Oregon believes everyone deserves a chance after paying their debt to society, and hiring ex-offenders strengthens companies, communities, families, and the economy. Their mission is to help employers see these benefits and send them the rehabilitated people who will prove it. ODOT also participated in the tour as they have a need for highway laborers and other specialty programs. It sounds like a contract will be forth coming between Opportunity Oregon and ODOT.
• Transportation Sector and Perinatal Wellness:
  o Transportation sector
    LWP was written into Southern Oregon Workforce Investment Board’s EDA grant for the Transportation Sector which was approved and funded. Our side of things is 100 truck drivers in the next two years.

  o Perinatal Wellness
    This grant is all around equity and access. In partnership with Nurturely, the focus of this project is to promote perinatal health equity through the certification, inclusion, and sustainability of Black, Brown, Indigenous, and Spanish-Speaking doulas in the Lane County workforce.

• Board Member Survey

  LWP has developed a survey so that we can get to know you better and learn the various organizations you are involved with. You will be receiving an email following this meeting with a link to complete the short survey.

VIII. OTHER BUSINESS

Ms. Espinoza noted that the YP (Young Professionals) Summit is coming up on October 4th. She encouraged board members to attend if they are able. This year, LWP sponsored registration fees for 10 individuals who might not have had access to participate in previous years.

The WORKing Together Conference (November 17 – 18 in Bend, Oregon) is sold out. If you have already registered, please remember that there is a dinner for board members the night before the conference starts. You should be receiving information regarding the dinner from conference event staff.

LWP and Onward Eugene are hosting a winter social at the Gordon Hotel on Thursday, December 8th from 5:00pm – 7:00pm. The social will immediately follow the full board meeting also being held at the Gordon Hotel from 3:00pm – 5:00pm. Partners, community stakeholders, and elected officials have all received invitations to the social. Please mark your calendars.

IX. ADJOURNMENT

Ms. Adams adjourned the meeting.
State of the Workforce Report
State of the Workforce Report

Introduction

• Economic Trends
• Employment & Labor Market Data
• Wages
• Education Data
• Increasingly Diverse Workforce
• Populations in the Workforce
  • Who are they?

Lane's Industry Sectors

How can you recruit and retain the current workforce?

Who are they?

Employment & Labor Market Data

Economic Trends
The Theme:

Are we really facing a workforce shortage, or is this actually a workforce reshuffle?

Nationally – there are five unemployed people for every ten job openings – in Oregon the share of people working or looking for work is higher than it was pre-pandemic.

Who are the people that are in the labor force today?

What do we need to know about them?

How can business tap into their talents and potential?

What should we be thinking about as we plan our growth for the next ten years?
Economic Trends
Seasonally Adjusted Unemployment Rate 2008 to Present
Lane’s Employment Growth Projections by Sector

- Employment growth projected for all sectors except federal government.
- Highest growth projected in Leisure and Hospitality with 6,100 jobs.
- Federal government declines; however, local government is expected to add 2,100 jobs.
- Lane County Industry Sectors Forecast, 2020-2030

Source: Oregon Employment Department
Employment Growth Highlights

- Over the years Lane County has done a fantastic job of diversifying its workforce.
- What was once a timber dominated community now boasts technology firms and the emerging bioscience industry!
- The leisure and hospitality industry, second largest number of jobs expected to grow the fastest and the most jobs.
- Local government adds 2,100 jobs, largely in education and including the addition of the Knight Science Campus at the University of Oregon.
- The private healthcare and social assistance sector is projected to add the second largest number of jobs.

Over the years Lane County has done a fantastic job of diversifying its workforce.
In 2021, an improved labor market and low overall inflation caused real average annual wages to top $52,596 for the first time since 1979. The wage gap between Lane County and Portland continues to be a problem and reached 24% in 2021.

2022 minimum wage of $13.50 per hour is well under what a family needs for self-sufficiency in Lane County. In 2021, an improved labor market and low overall inflation caused real average annual wages to top $52,596.

Real Average Annual Wages (in 2021 Dollars)

<table>
<thead>
<tr>
<th>Lane County</th>
<th>Rest of Oregon</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$52,596</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Oregon Employment Department
Education Still Pays

Unemployment and Earnings by Education Level, 2021

Source: Census Bureau 5-Year American Community Survey, Table B15003

2020 - Educational Attainment in Population 25 Years and Older

Lane County, Oregon, United States

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Median Weekly Earnings ($)</th>
<th>Unemployment Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.005 0.01 0.015</td>
<td>7.5% 8.9% 11.5%</td>
</tr>
<tr>
<td>High school graduate or higher</td>
<td>0.02 0.025 0.03</td>
<td>3.1% 3.4% 4.9%</td>
</tr>
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<td>Associate's degree</td>
<td>0.025 0.03 0.035</td>
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<tr>
<td>Bachelor's degree or higher</td>
<td>0.035 0.04 0.045</td>
<td>91.1% 92.5% 95.4%</td>
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<tr>
<td>Professional degree</td>
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Changing Diversity of the Workforce in Lane County

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Change 2000-2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Ethnicities</td>
<td>4,945</td>
<td>-4%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>8,536</td>
<td>6%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>197</td>
<td>17%</td>
</tr>
<tr>
<td>White</td>
<td>4,945</td>
<td>4%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>1,249</td>
<td>17%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>1,758</td>
<td>75%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>1,624</td>
<td>59%</td>
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<tr>
<td>Two or More Race Groups</td>
<td>139</td>
<td>49%</td>
</tr>
<tr>
<td>Asian</td>
<td>1,624</td>
<td>59%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>8,536</td>
<td>6%</td>
</tr>
<tr>
<td>All Ethnicities</td>
<td>197</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Quarterly Workforce Indicators

Change in Workforce by Race and Ethnicity

Lane County 2000-2021
Populations in the Workforce

• Generations:
  • Pay close attention to the newest generation – gen Zs
  • This generation is the most tech savvy as well as the most diverse

• Rural Communities – estimated at 80,000 Lane County residents
  • Highly skilled and talented

• Re-entry population – highly trained & perfect

• Immigrants – highly trained & perfect
  • Gig Workers – great for project work

Source: U.S. Census Bureau 2020 ACS 5-Year Estimates: Table S2501

Lane County vs. United States Labor Force by Generation 2020

14% of 22,000,000

Lane County

18% of 35,000

United States

43% of 7,200,000

Gen X (45-54)

14% of 2,000,000

Total Population (0-17)

41% of 7,900,000

Gen Y (25-34)

27% of 1,500,000

Traditionalists

13% of 2,400,000

Gen Z (10-24)

1% of 200,000

Traditionalists

8% of 1,000,000

Millenials (25-34)

6% of 1,700,000

Rural Communities – estimated at 80,000 Lane County residents
<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Average Wage 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech</td>
<td>$84,534</td>
</tr>
<tr>
<td>Bioscience</td>
<td>$77,200</td>
</tr>
<tr>
<td>Health Care</td>
<td>$66,105</td>
</tr>
<tr>
<td>Wood Products</td>
<td>$59,429</td>
</tr>
<tr>
<td>Construction Aggregate</td>
<td>$52,842</td>
</tr>
<tr>
<td>Creative Sector</td>
<td>$52,000</td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>$51,118</td>
</tr>
<tr>
<td>Transportation</td>
<td>$52,500</td>
</tr>
<tr>
<td>Lane County Average</td>
<td>$52,596</td>
</tr>
</tbody>
</table>

Lane County Industry Sectors
Projected Openings by Industry Sector

Projected Job Openings in Lane County's Target Sectors, 2020 - 2030
Industry Sector Highlights

- **Bioscience**: Lane County is home to 159 bioscience establishments that employed 1,663 workers with a total payroll of $128 million in 2021.

- **Construction/Aggregate**: After bottoming out in 2011 at 5,256 jobs, employment has grown by 2,956 (56%) to reach 8,212 in 2021. Payroll in Lane County in 2021, $419 million in total payroll, is the most of any county in Oregon.

- **Transportation**: The transportation sector combines the truck transportation, transit and ground passenger transportation, warehousing and storage, and related activities industries. Combined, these industries include 187 firms that produced annual average employment of 2,957 and $151 million in total payroll in 2021.

- **Technology**: Tech firms employed 3,693 workers in 2021 and contributed over $312 million in total payroll.

- **Food & Beverage**: This sector is expected to add 610 additional jobs by 2030 for a 16% growth rate, compared to 15% for all industries.

- **Wood Products**: Numbers from the Oregon Forest Resources Institute show that the county had 7,585 jobs and over $419 million in total payroll in 2019.

- **Health Care**: In Lane County, this sector had 1,041 firms that employed 21,102 people in 2021. Payroll in Lane County equalled $1,394,942,208 in 2021! This is the only industry that did not decline during the pandemic.

- **Creatives**: There were 565 establishments with 4,027 employees and over $171 million in total payroll in 2021. Growth employment of 2,957 and $151 million in total payroll in 2021.

- **Constructions**: After bottoming out in 2011 at 5,256 jobs, employment has grown by 2,956 (56%) to reach 8,212 in 2021. Payroll in Lane County is home to 159 bioscience establishments that employed 1,663 workers with a total payroll of $128 million in 2021.
In Closing

• Lane’s workforce is increasingly diverse
  • Generationally diverse
  • Racially and ethnically diverse
  • Geographically diverse
  • Experientially diverse

• Lane’s economy is increasingly diverse
  • Strong industry sectors
  • Cross sector skill set and talent needs

• Businesses - now more than ever - are finding creative ways to grow their workforce
  • Training and Development being at the forefront
DECEMBER BOARD MEETING
INTRODUCTIONS

• Jesse Quinn, Community Engagement Director

• Previous roles, Director of Annual Giving at United Way,
  Development Manager at HIV Alliance

• Proud father of a 30lb pug
WHAT IS A COMMUNITY ENGAGEMENT DIRECTOR?

Summary of Key Responsibilities

• Develop an organization-wide outreach strategy for Lane Workforce Partnership
• Develop and organize wide range of marketing and promotional campaigns and help achieve greater advocacy
• Increase awareness, collaboration, empowerment, and help job seekers meet the current and future workforce needs
• Empower job seekers to meet the current and future workforce needs
CURRENT ENGAGEMENT STRATEGIES

• Convene Community Collaborative
• Meet with Community Stakeholders
• Create Marketing and Communication Plan
MARKETING AND COMMUNICATION PLANNING

- Develop a branded style guide
- Increase engagement on social media and website traffic
- Document outreach activities
- Regularly communicate workforce development opportunities
- Measure results
SOCIAL MEDIA IMPACT

- Setting a Baseline Comparison
- Quarter 3, July 1 – September 30
- Quarter 4, October 1 – December 31* 
  *Data is reporting through 11/28

Performance Metrics Across FB, IN, LI:
- # of Posts
- New Followers
- Impressions
- Reactions
- Followers

28

28
CURRENT SOCIAL MEDIA FOLLOWERS

- Facebook: 951
- LinkedIn: 194
- Instagram: 78
SOCIAL MEDIA ENGAGEMENT

Engaged Users

Q1 600
Q2 462
Q3 947
Q4 1223

Reactions

SOCIAL MEDIA ENGAGEMENT
SOCIAL MEDIA IMPRESSIONS

Post Impressions

Q3 2023
Q4 2023

SOCIAL MEDIA IMPRESSIONS
SOCIAL MEDIA FOLLOWERS AND POSTS

<table>
<thead>
<tr>
<th>Quarter</th>
<th>New Followers</th>
<th># of Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3</td>
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<td>50</td>
</tr>
<tr>
<td>Q4</td>
<td>103</td>
<td>85</td>
</tr>
</tbody>
</table>
WHY DOES SOCIAL MEDIA MATTER?

- Social media is a fast and cost-effective way to reach large audiences.
- It connects individuals with upcoming events, resources, and opportunities.
- It creates brand awareness and raises our community profile.
- It encourages collaboration among community partners.
WHY DOES SOCIAL MEDIA MATTER?

- Successful community engagement requires a social media presence
  - Target priority populations
  - Evaluate outreach strategies
  - Analyze results to increase engagement
  - Measure return on investment
- •
HOW CAN YOU HELP?

• It's as easy as pulling out your phone

• Add Lane Workforce Partnership to your social media channels

• Like, share, and comment on our posts
TO MAKE IT EVEN EASIER...
QUESTIONS

Feel free to contact us at info@laneworkforce.org.

Or directly to Jesse Quinn, Director of Community Engagement at jesse@laneworkforce.org.
Executive Director’s Report: December 8, 2022
Executive Director (Ashley Espinoza)

Board Relations and Program Administration (Anne Nestell)

Chief Operating Officer (Tiffany Cink)

Director of Workforce Programs (Cindy Perry)

Community Engagement Director (Jesse Quinn)

Accountant/Office Support (Stephanie Lovell)

Executive Director (Ashley Espinoza)

Project Manager (FILLED)

Sr. Project Coordinator (Lyle Lane)

Project Coordinator (FILLED)
Driving Prosperity – Grant Award $3.4M

- Funding to recruit and train 325 truck drivers over 3 years
- 3 boards, 6 county partnership
- Targeted recruitment, Wrap Around Support and Industry Awareness
- Purchase of shared assets, including a mobile CDL simulator
“Today is the time for businesses throughout our region to lay the foundation and start preparing for the future of the workforce in Oregon.”
Future Ready Oregon: Prosperity 10K

Lane Workforce Partnership Future Ready Oregon/Prosperity 10K Award Summary

$71,774.96 awarded to 16 businesses/organizations
Strategic Planning/Systems Innovation

Workforce Systems Executive Team (WSET)

Oregon Employment Department (OED)

Office of Workforce Investments Director (OWI)

Workforce Talent and Development Board (WTDB)

Oregon Workforce Partnership (OWP)

Health & Human Services (HHS)

Self Sufficiency

Vocational Rehab

Oregon Commission for the Blind

Office of Workforce Development & Community Colleges

Focus Groups

Students Receiving Special Education

Bilingual

Parents of Latino/Hispanic/Emerging

EQTB+

Steering Committee Member

Bethel School Board Strategic Planning

HECC: Curriculum Alignment Subcommittee

State, WTDB & Local: Strategic Plan Alignment Committee

Community Colleges

Office of Workforce Development & Oregon Commission for the Blind

Vocational Rehab

Self Sufficiency

Health & Human Services (HHS)

Oregon Workforce Partnership (OWP)

Workforce Talent and Development Board (WTDB)

Oregon Commission for the Blind

Office of Workforce Investments Director

Oregon Employment Department (OED)

Workforce Systems Executive Team (WSET)
Board and Staff Development & Engagement

1) Ensuring the Lane Workforce Partnership staff and board know and understand the basic elements and principles of operating an effective local workforce system.

2) Ensuring the Lane Workforce Partnership staff and board know the basic elements and principles of building and operating an effective local workforce development board.

3) In partnership with the Lane Workforce Partnership, developing the steps the organization can implement to increase the capacity of the Partnership.
Thanks to the whole team.
Upcoming Events

- Winter Social
- Oregon Legislators Coffee Meetup
- December 16th
- Manufacturing Apprenticeships in Lane County
- December 16th
- WSET Retreat
- January 9th & 10th hosted in Eugene
- Celebration of Business, EUG Chamber
- January 24th

Note:
LWP Office Closed: Dec 26th - December 30th