

# 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

## MISSION & GOALS



### MISSION

To meet the workforce needs of employers and individuals through partnerships and innovation.



### GOALS

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

## 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* Pages 1 - 7
  - *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* Pages 8 - 22  
*Cindy Perry, Lane Workforce Partnership*
- VI. COMMUNITY ENGAGEMENT & SOCIAL MEDIA/ *Information* Pages 23 - 37  
*Jesse Quinn, Lane Workforce Partnership*
- VII. EXECUTIVE DIRECTOR’S REPORT/ *Information* Pages 38 - 46  
*Ashley Espinoza, Lane Workforce Partnership*
- VIII. OTHER BUSINESS
- IX. ADJOURNMENT

## 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.



### CAPACITY BUILDER/INVESTOR

Enhancing the region's ability to meet the workforce needs of local employers through the utilization of federal and state funds.



### COMMUNITY VOICE

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



### BROKER

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

## LANE COUNTY WORKFORCE SYSTEMS EQUITY LENS



### WHO IS AFFECTED?

Who are the groups affected by this policy, metric, program, decision, or proposed action? How will each group be affected? Is any group negatively affected in a disproportionate way?



### ARE THEY AT THE TABLE?

How have you actively involved stakeholders who are also members of the communities affected by the policy, metric, program, decision or proposed action?



### WHAT ARE THE BARRIERS?

What are the societal or organizational barriers that prevent a population from being successful?



### STRATEGIES?

To address any inequities, do we have solutions that are tailored to work for disproportionately affected groups? Have we used the 'Platinum Rule'?



### UNINTENDED CONSEQUENCES?

Does this policy, program, decision, or proposed action ignore or worsen existing disparities or produce other unintended consequences?



### HOW DO WE MEASURE SUCCESS?

Describe how data about the policy, metric, program, decision, or proposed action and its impact (positive or negative) on equitable access and outcomes, will be monitored and evaluated?

*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.*



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, Shondra Holliday, Shaun Hyland, Heidi Larwick, Scott Littlejohn, Joshua McClaughry, 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 with 4 columns: Action Summary, Motion, Seconded, Status. Row 1: Approved Full Board meeting minutes May 26, 2022, Margaret Theisen, Julie Davidson, Unanimous Approval

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 7<sup>th</sup> (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 7<sup>th</sup> 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 7<sup>th</sup> (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 programming, 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 programming. 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:

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

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:
  - *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.
  - *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 4<sup>th</sup>. 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 8<sup>th</sup> 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?**
  - **How can you recruit and retain the current workforce?**
- **Lane's Industry Sectors**

# State of the Workforce Report 2022

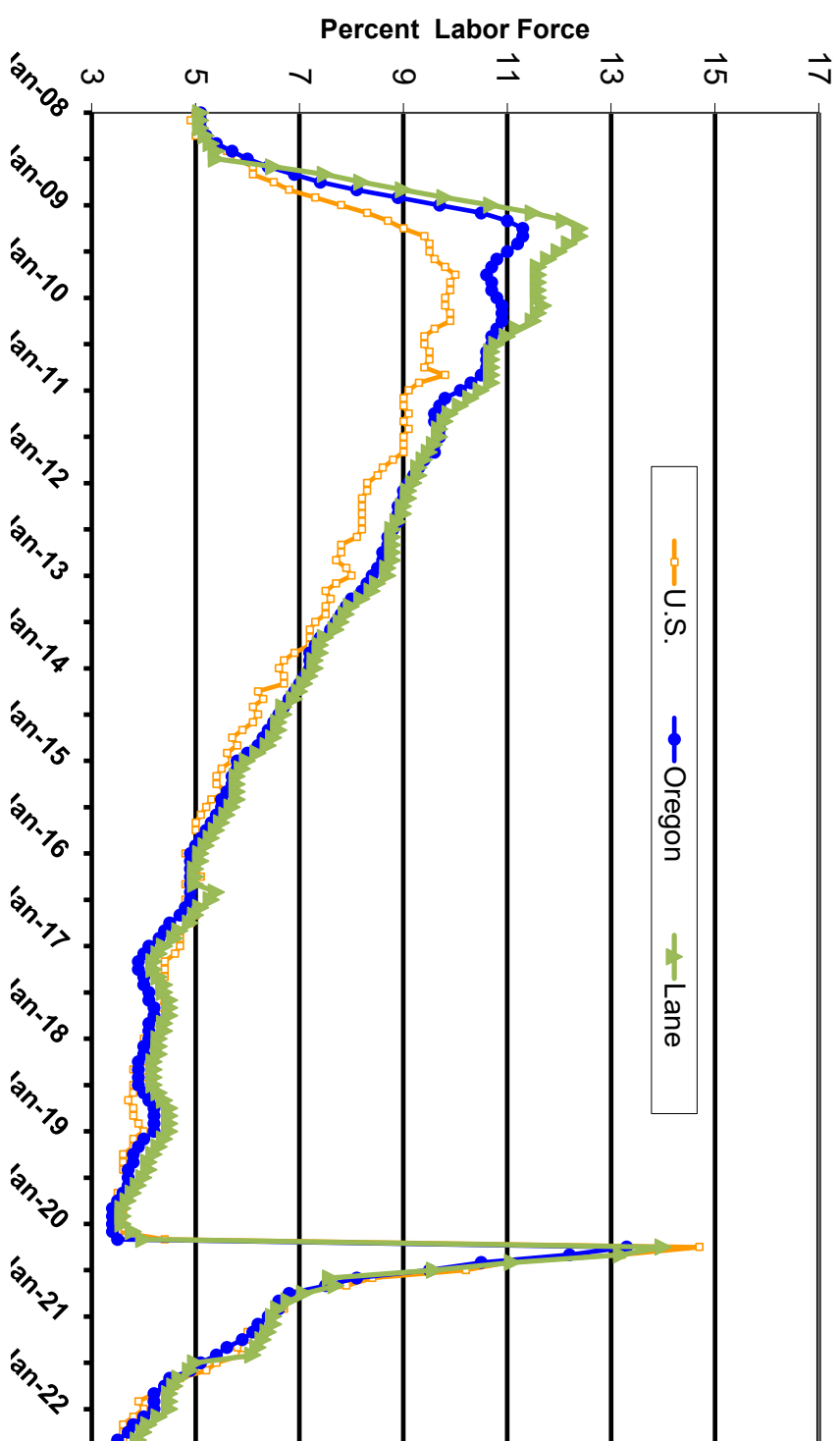
- The Theme:
  - Are we really facing a workforce shortage, or is this actually a workforce reshuffle?
  - Nationally – there are five unemployed people for every ten job openings – in Oregon the share of people working or looking for work is higher than it was pre-pandemic
  - Who are the people that 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



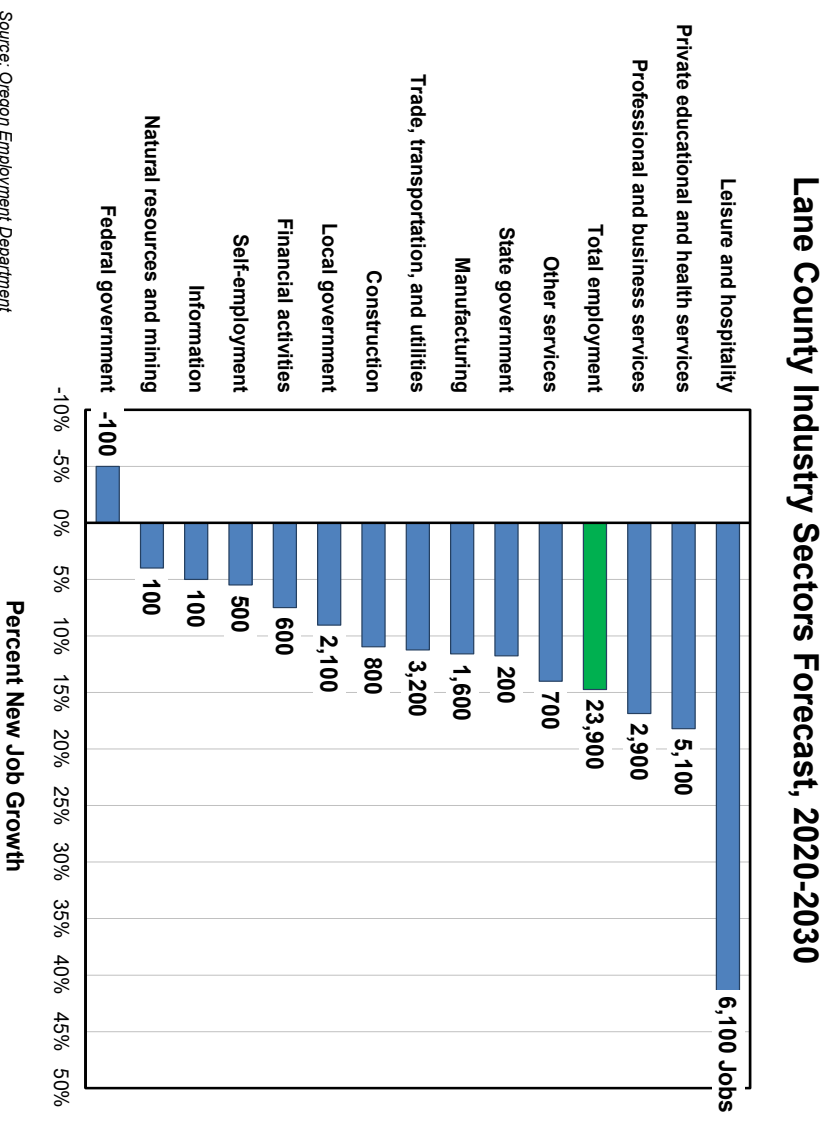
**Phil and Penny Knight Campus for Accelerating Scientific Impact      Photo by: Bruce Damonte**

# 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



Source: Oregon Employment Department

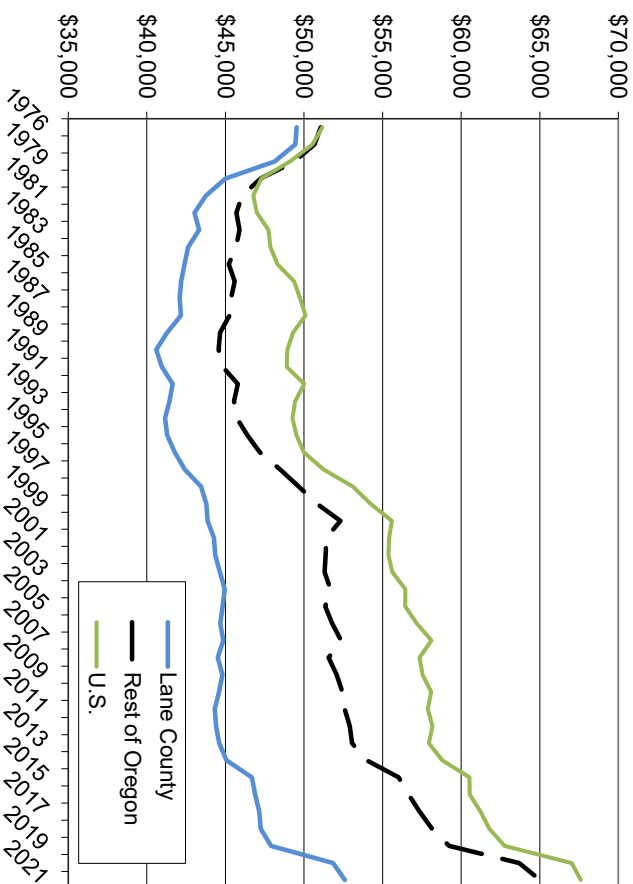
# Employment Growth Highlights

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



# Lane County Wages

Real Average Annual Wages  
(In 2021 Dollars)

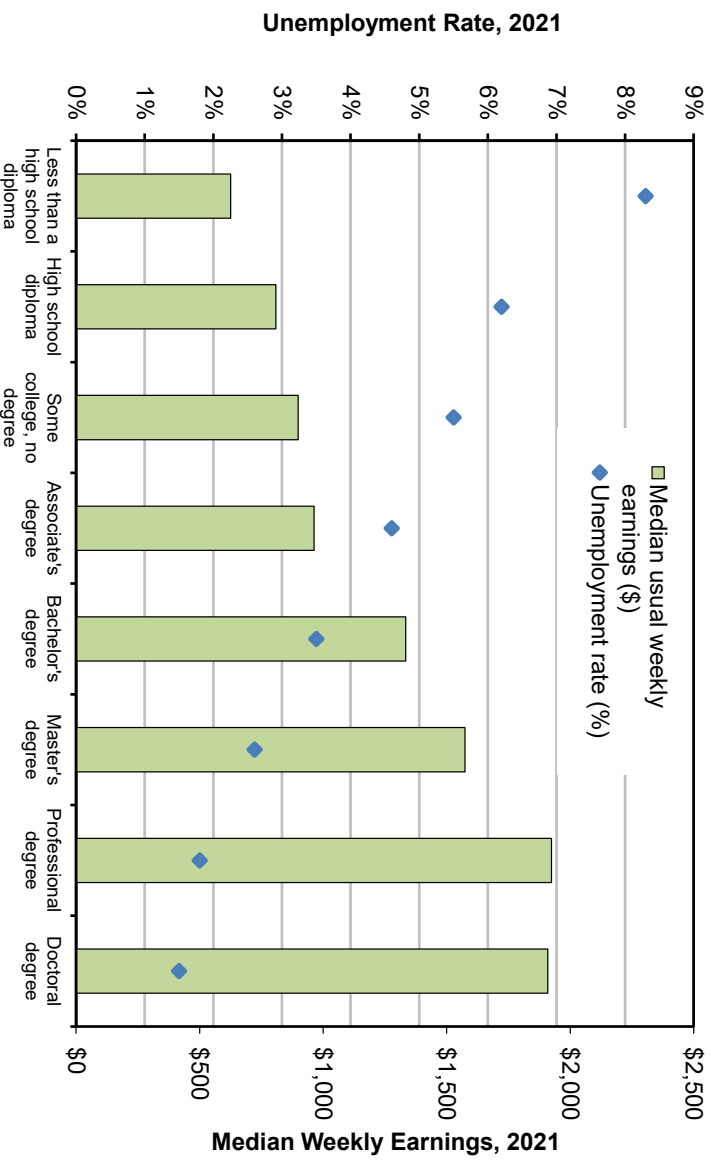


Source: Oregon Employment Department

- In 2021, an improved labor market and low overall inflation caused real average annual wages to top \$52,000 for the first time since 1979 at \$52,596.
- 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

# Education Still Pays

### Education Pays Unemployment and Earnings by Education Level, 2021



U.S. Dept of Labor, Bureau of Labor Statistics

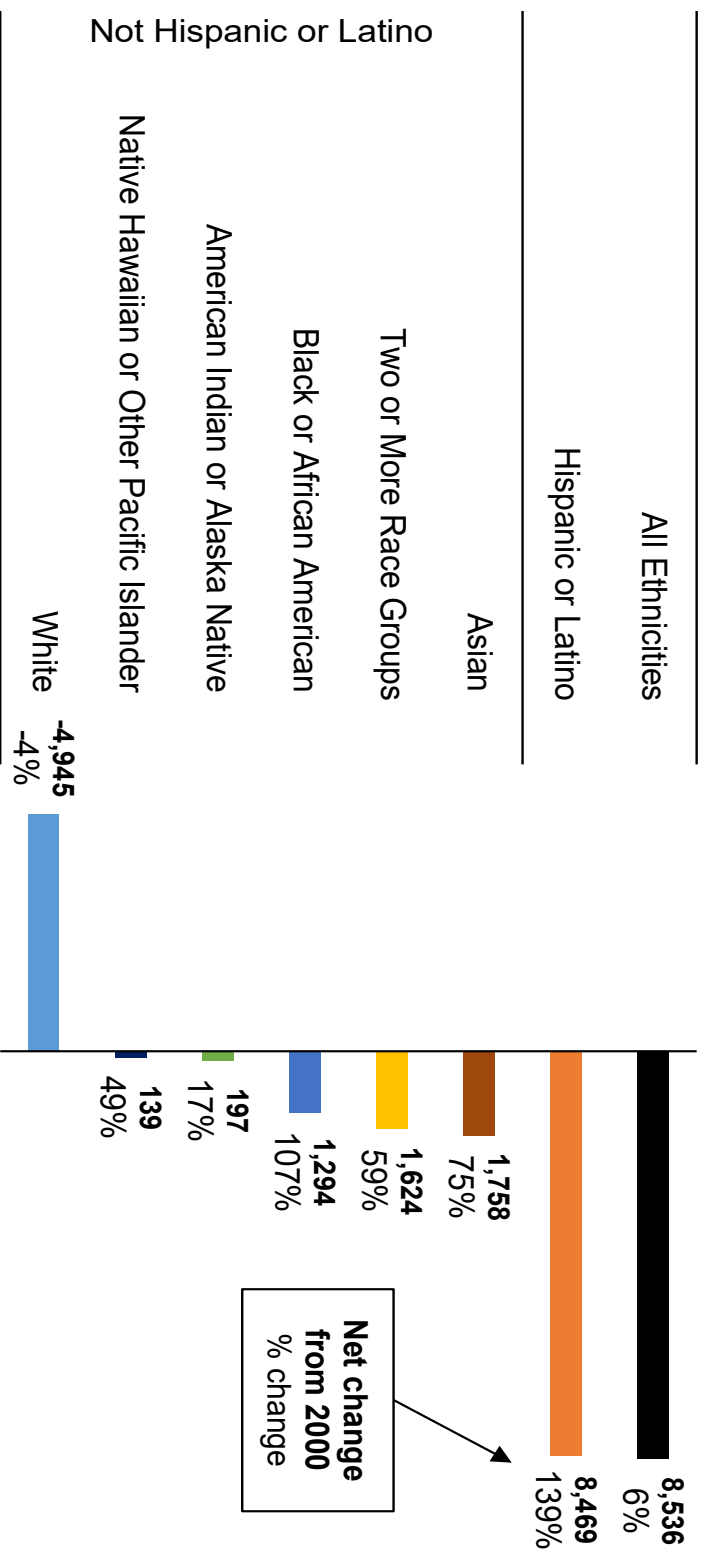
### 2020 - Educational Attainment in Population 25 Years and Older

	Lane County	Oregon	United States
% less than high school	7.5%	8.9%	11.5%
% high school grad or higher	92.5%	91.1%	88.5%
% associate's degree	9.6%	9.0%	8.6%
% bachelor's degree or higher	31.9%	34.4%	32.9%

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

# Changing Diversity of the Workforce in Lane County

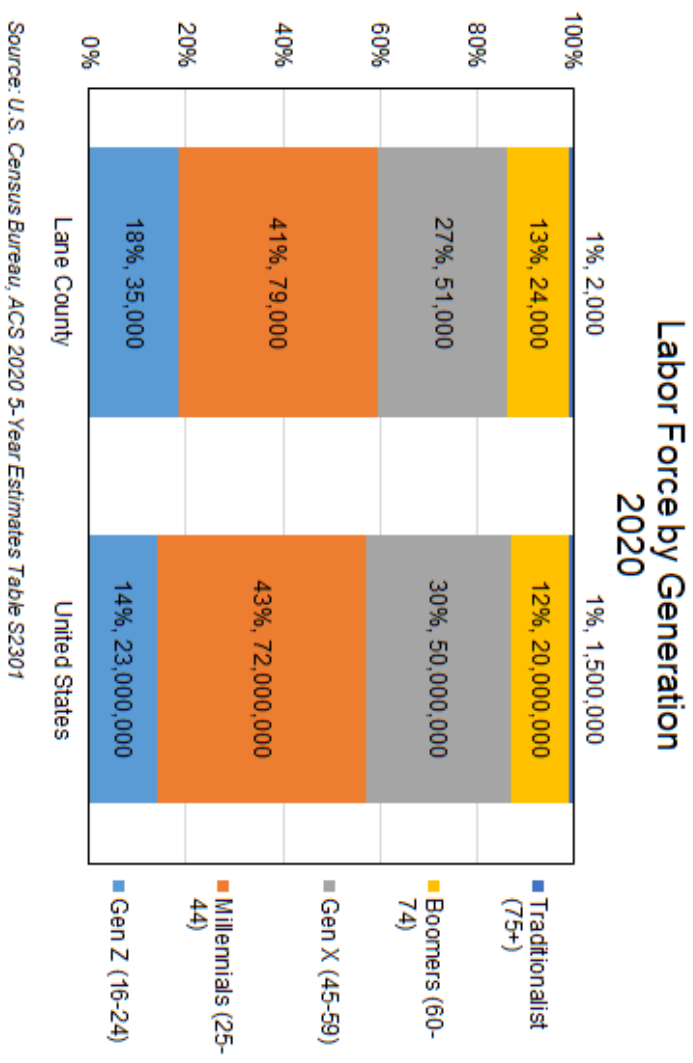
Change in Workforce by Race and Ethnicity  
Lane County 2000-2021



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

# 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
  - Re-entry population – highly skilled and talented
  - Immigrants – highly trained & perfect for OJT
  - Gig Workers – great for project work



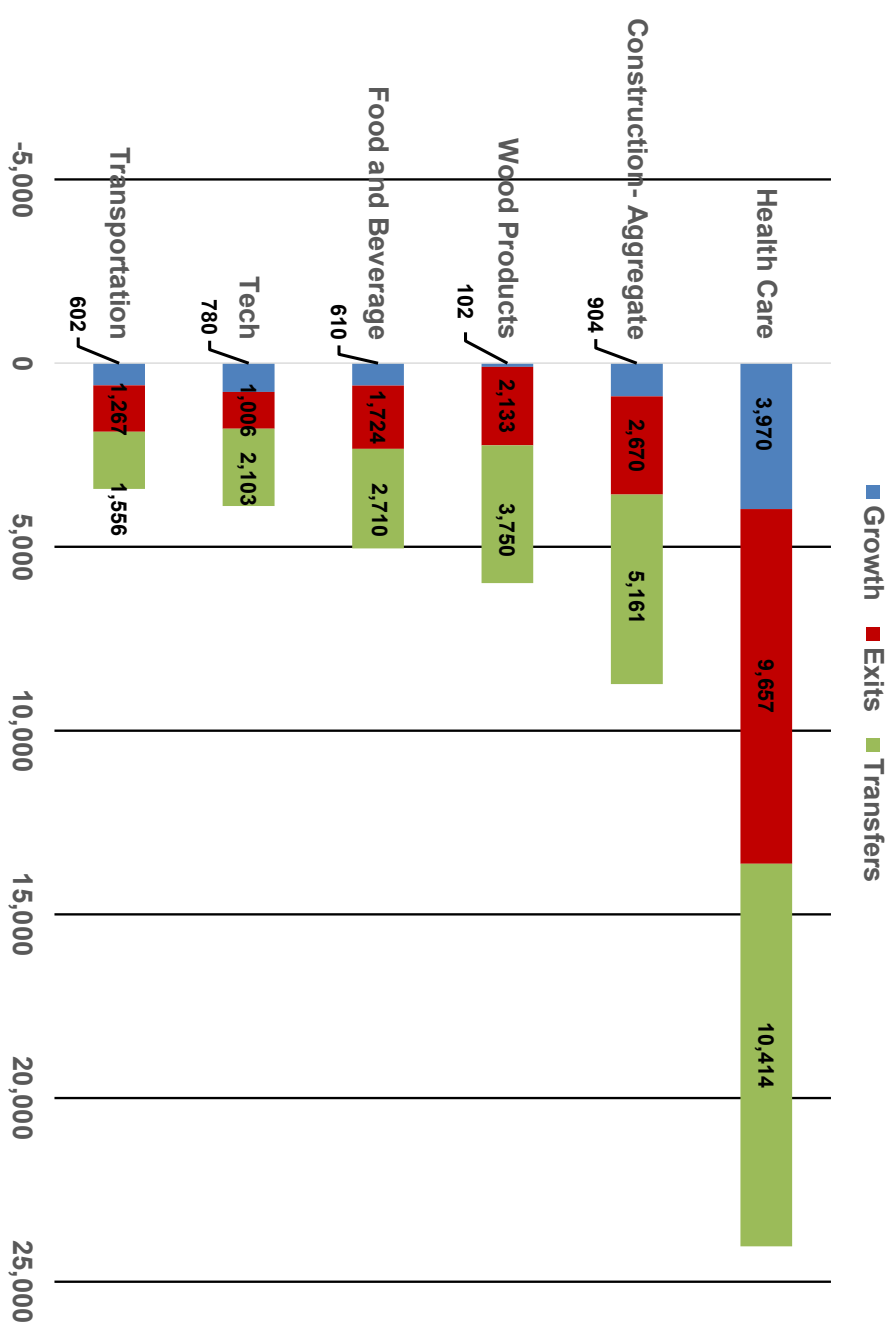
# Lane County Industry Sectors

## Lane County Sector Average Annual Pay 2021

	<u>Average Wage</u>
<b>Lane County Average</b>	<b>\$52,596</b>
Transportation	\$51,118
Food and Beverage	\$52,500
Creative Sector	\$52,842
Construction Aggregate	\$59,429
Wood Products	\$66,067
Health Care	\$66,105
Bioscience	\$77,200
Tech	\$84,534

# Projected Job 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.
- **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 sector had 7,585 jobs and over \$419 million in total payroll in Lane County in 2019, the most of any county in Oregon
- **Health Care:** In Lane County, this sector had 1,041 firms that employed 21,102 people in 2021. Payroll in Lane County equaled \$1,394,942,208 in 2021! This is the only industry that did not decline during the pandemic.
- **Creatives:** There were 565 establishments with of 4,027 employed and over \$171 million in total payroll 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 grow their workforce
  - Training and Development being at the forefront

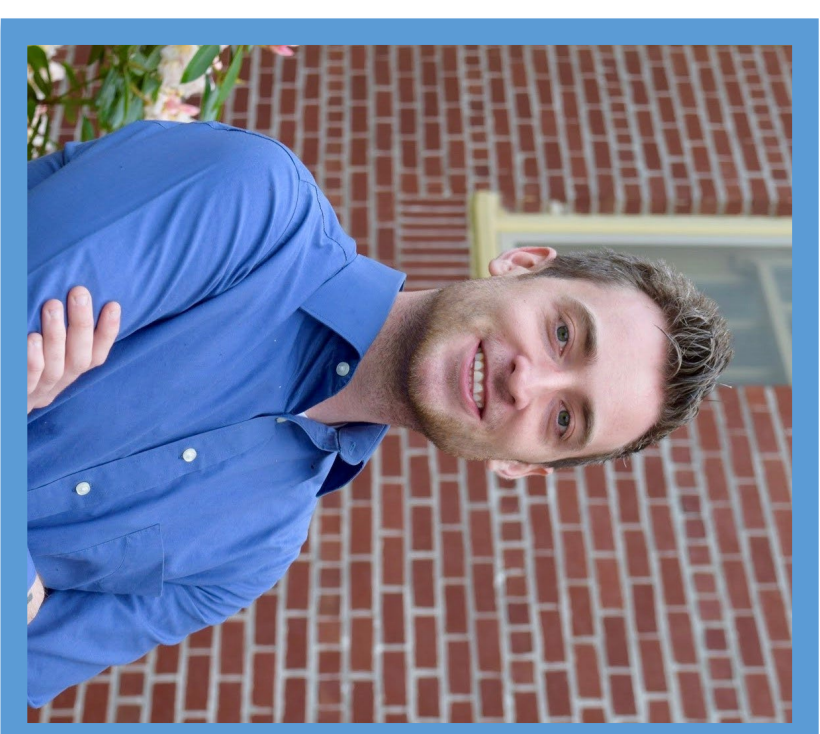




# DECEMBER BOARD MEETING

# INTRODUCTIONS

- **Jesse Quinn, Community Engagement Director**
- **Previous roles, Director of Annual Giving at United Way, Development Manger at HIV Alliance**
- **Proud father of a 30lb pug**



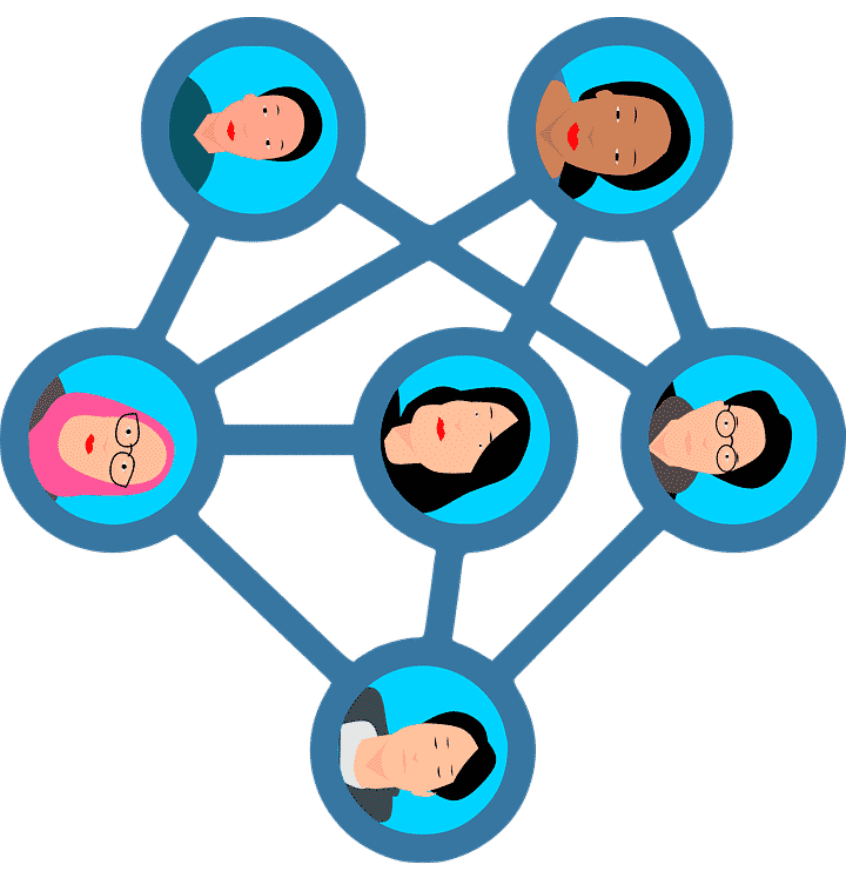
# WHAT IS A COMMUNITY ENGAGEMENT DIRECTOR?

- Summary of Key Responsibilities
  - Develop an organization wide outreach strategy for Lane Workforce Partnership
  - Increase awareness, collaboration, and help achieve greater advocacy
  - Deploy marketing and promotional campaigns
  - Empower job seekers to meet the current and future workforce needs



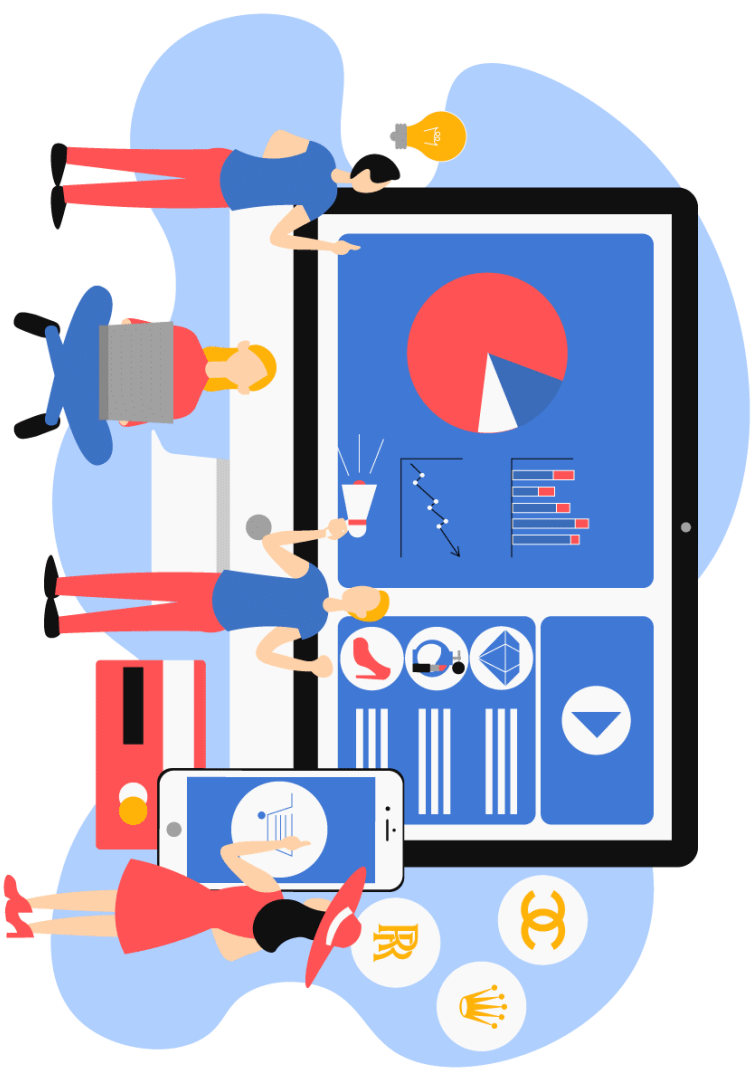
# CURRENT ENGAGEMENT STRATEGIES

- **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 and measure results**
- **Regularly communicate workforce development opportunities**

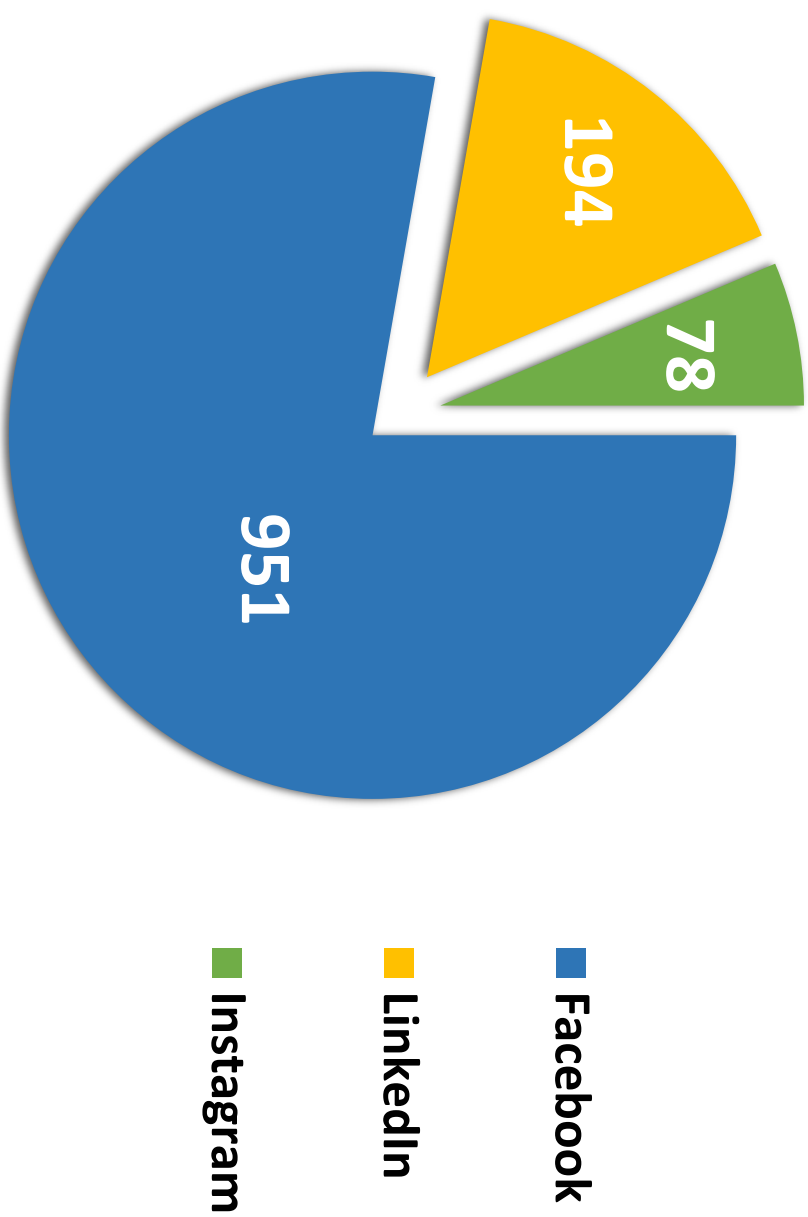


# SOCIAL MEDIA IMPACT

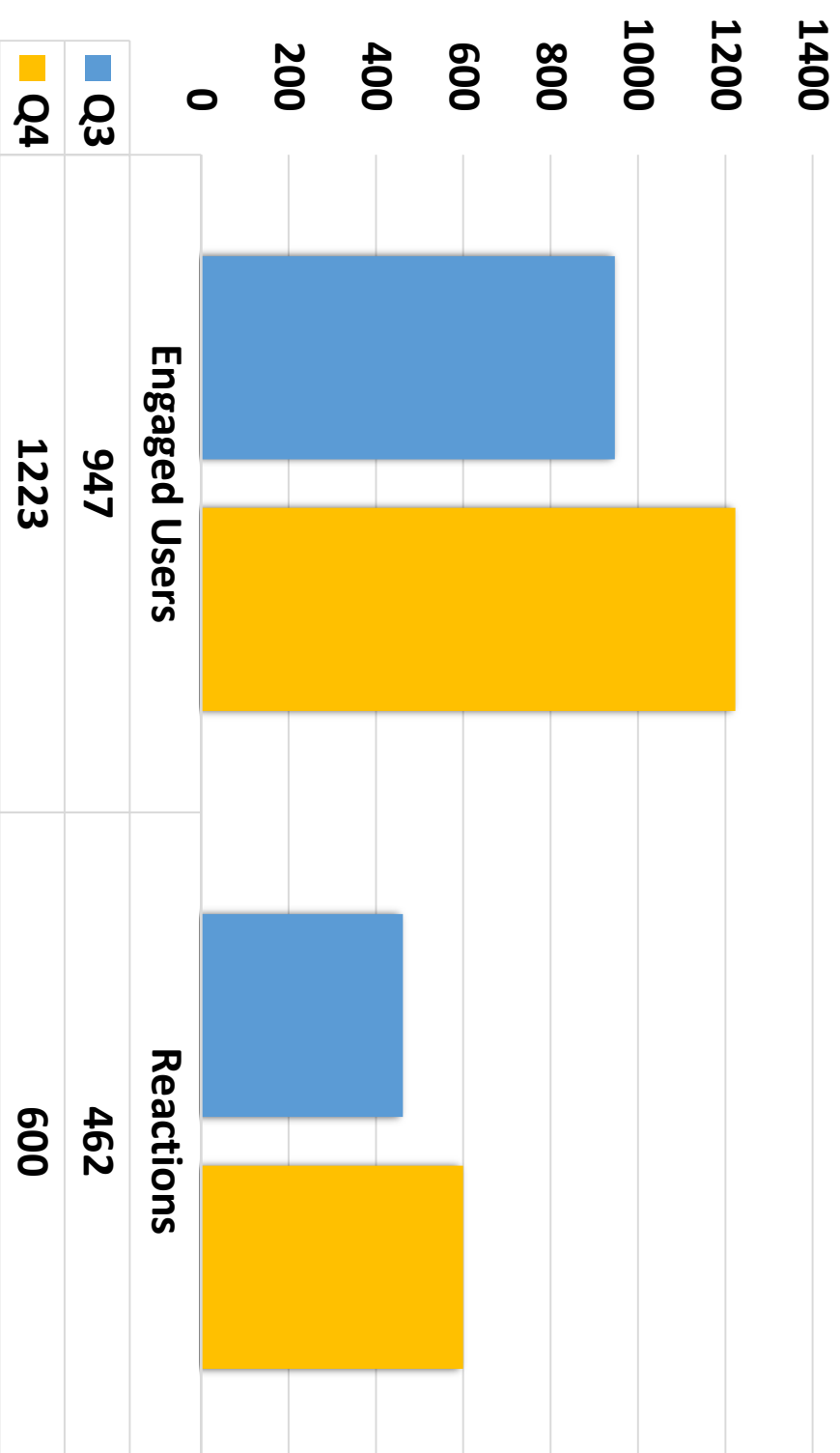
- Setting a Baseline Comparison
  - Quarter 3, July 1 – September 30
  - Quarter 4, October 1 – December 31:
    - \*Data is reporting through 11/28
- Performance Metrics Across FB, IN, LI
  - Followers
  - Reactions
  - Impressions
  - New Followers
  - # of Posts



# CURRENT SOCIAL MEDIA FOLLOWERS

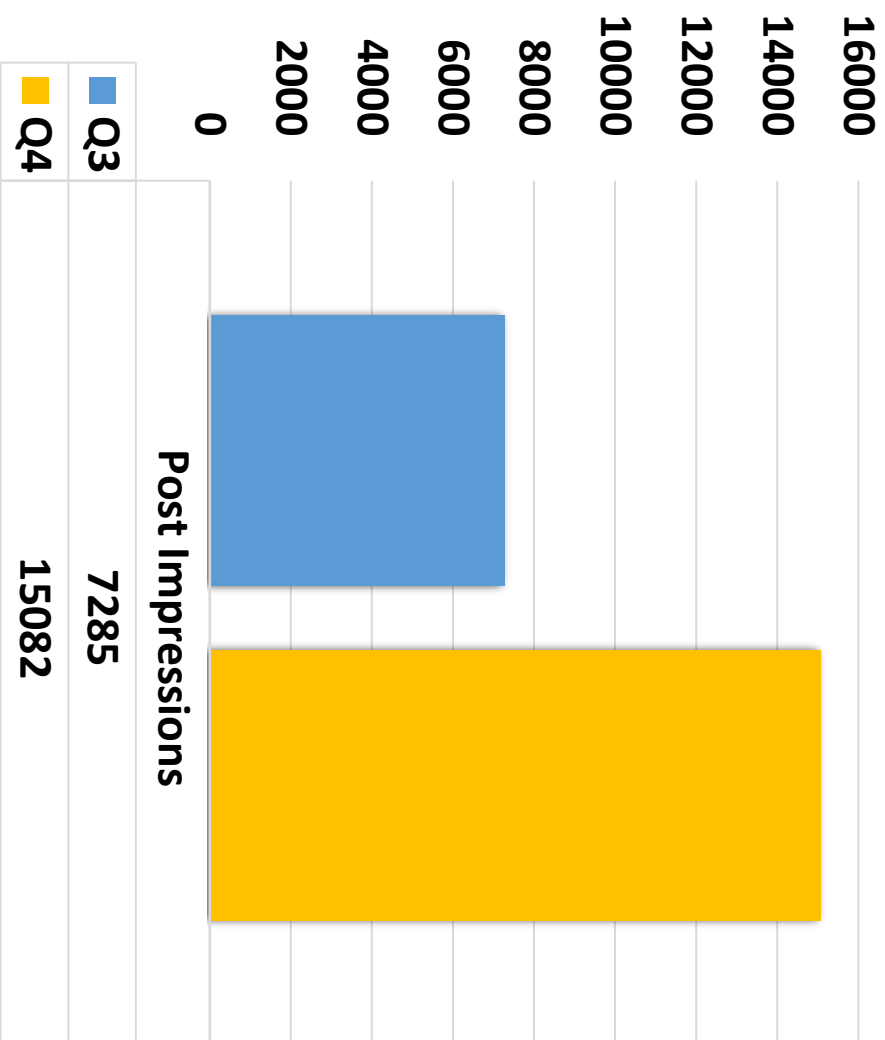


# SOCIAL MEDIA ENGAGEMENT

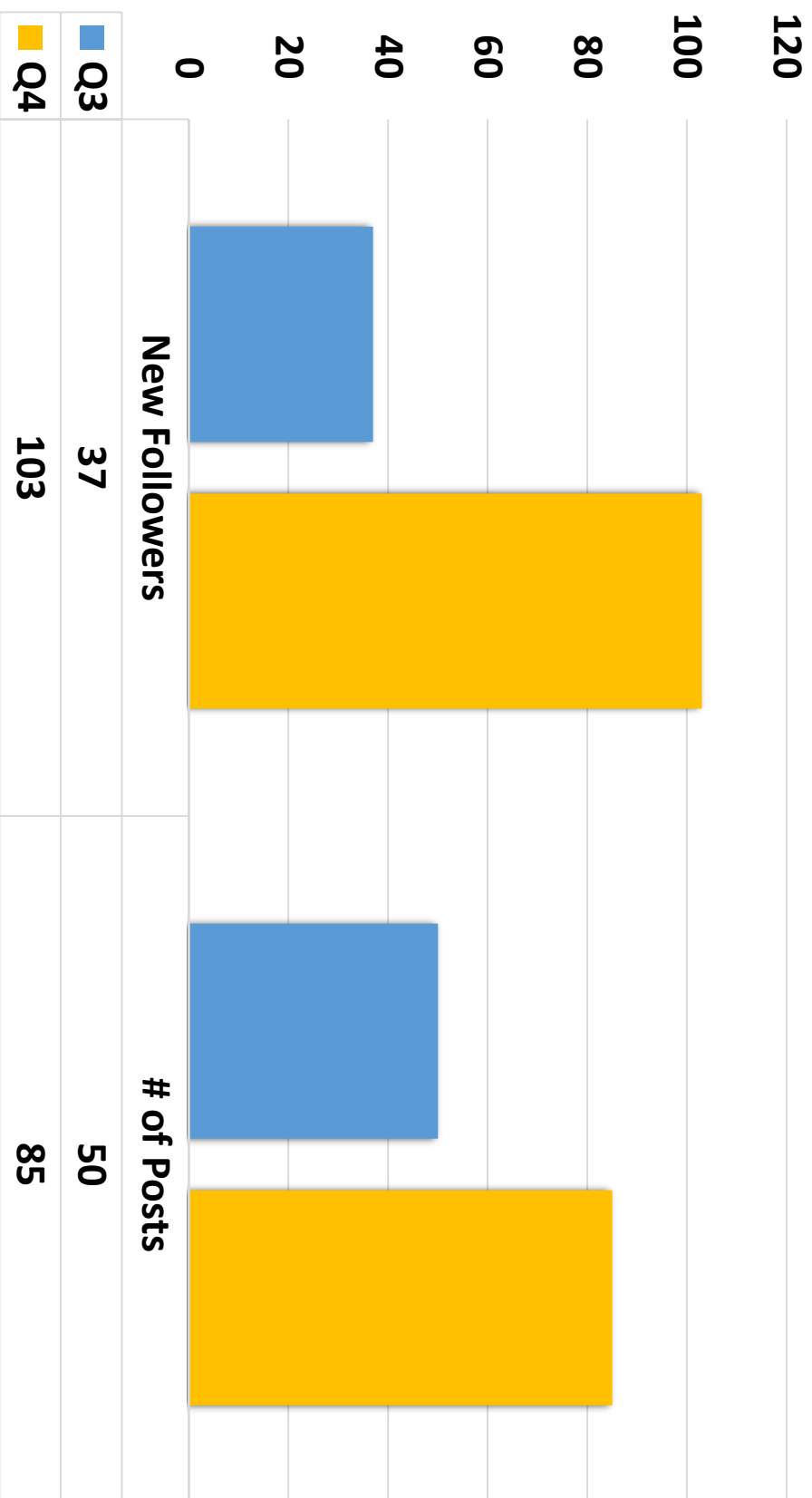




# SOCIAL MEDIA IMPRESSIONS



# SOCIAL MEDIA FOLLOWERS AND POSTS



# WHY DOES SOCIAL MEDIA MATTER?

- Social media is a fast and cost-effective way to reach large audiences
- It connects individuals to upcoming events, resources, and opportunities
- It creates brand awareness and raises our community profile
- It encourages collaboration amongst community partners



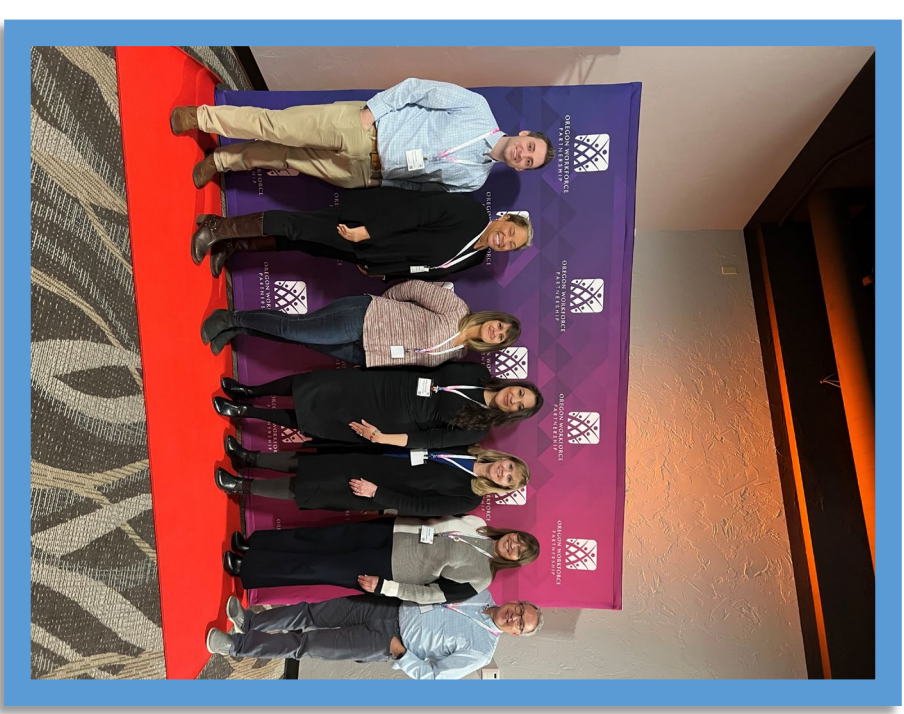
# WHY DOES SOCIAL MEDIA MATTER?

- **Successful community engagement requires a social media presence:**
  - Evaluate outreach strategies
  - Analyze results to increase engagement
  - Target priority populations
  - 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](mailto:info@laneworkforce.org)

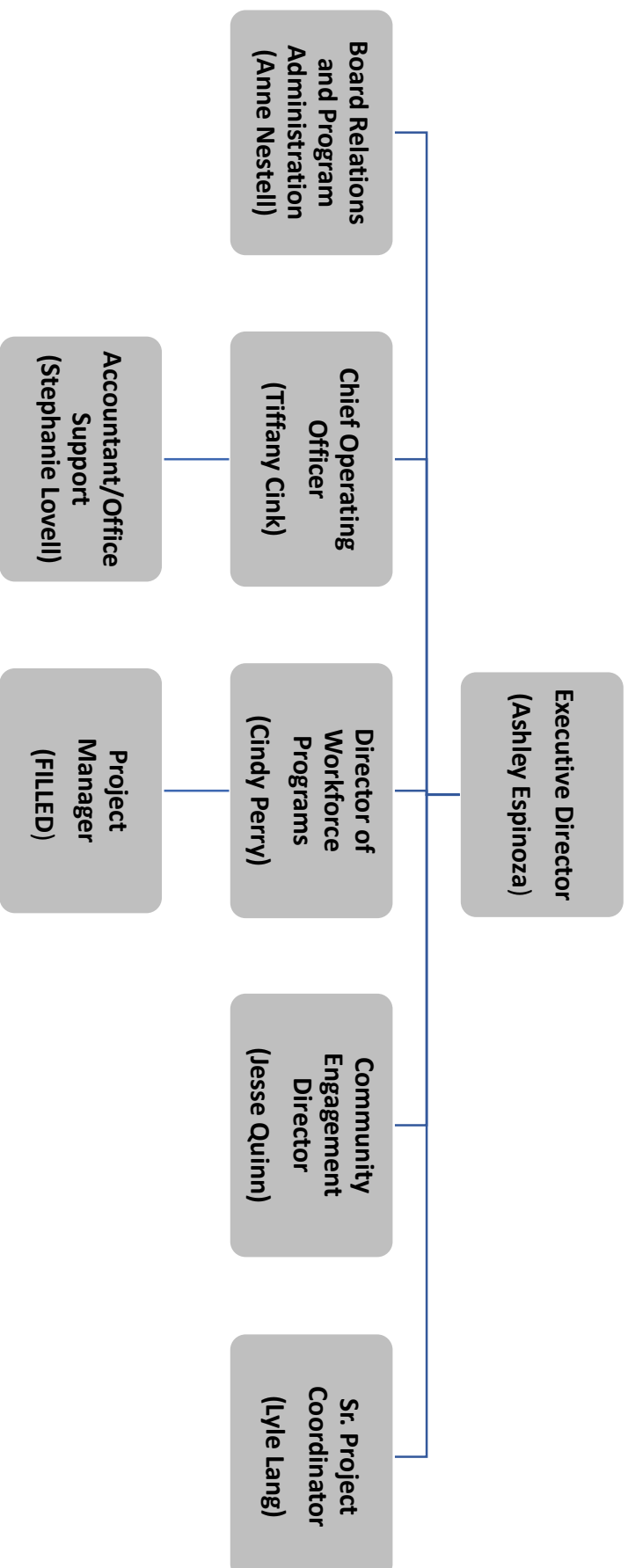
Or directly to Jesse Quinn, Director of Community Engagement at [jesse@laneworkforce.org](mailto:jesse@laneworkforce.org)



# Executive Director's Report: December 8, 2022



# LWP Organizational Chart



# Driving Prosperity – Grant Award \$3.4M

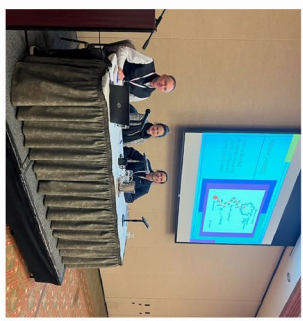
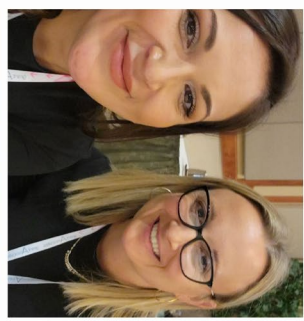
- Funding to recruit and train 325 truck drivers over 3 years
- 3 boards, 6 county partnership
- Targeted recruitment, Wrap Around Support and Industry Awareness
- Purchase of shared assets, including a mobile CDL simulator



# WORKING Together Conference 2022: Bend, OR

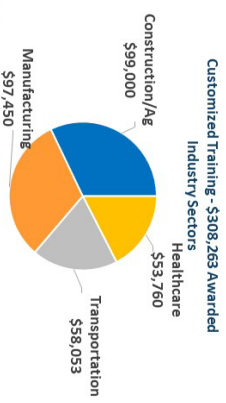


“Today is the time for businesses throughout our region to lay the foundation and start preparing for the future of the workforce in Oregon.”

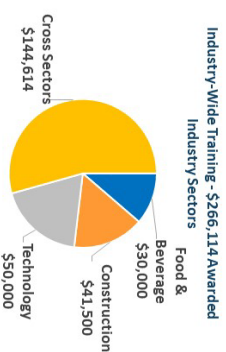


# Future Ready Oregon: Prosperity 10K

## Lane Workforce Partnership Future Ready Oregon/Prosperity 10K Award Summary \$1,270,086 Awarded to 16 Businesses/Organizations



Applicant Name	Industry Sector	Name of Training	Amount Funded	# of Trainees
Babb/Delta Construction	Construction/Ag	Heavy Equipment/Concrete	\$75,000	10
Riverbend Materials	Construction/Ag	CDL	\$24,000	12
Pearl Buck Center	Healthcare	Job Coach Training	\$53,760	38
Catholic Community Service/Lane Cabines	Manufacturing	Cabinet Manufacturing	\$75,000	56
Green Irrigation Works	Manufacturing	Robotic Welding	\$22,450	10
TriP N Transport	Transportation	CDL	\$5,053	1
Tyres Oil	Transportation	CDL	\$53,000	4



Applicant Name	Industry Sector	Name of Training	Amount Funded	# of Trainees
Lane ESD	Construction	Constructing a Brighter Future	\$41,500	19
OWEP	Cross Sectors	Smart Talent	\$50,000	8 Employers
Onward	Cross Sectors	RISE Leadership Training	\$49,928	40
Springfield Chamber	Cross Sectors	Trainer Training Essential Skills	\$44,686	40 Employers
Season to Taste (Eugene's Table)	Food and Beverage	Growing People Program	\$30,000	24
TAO	Technology	Organizational Well Being	\$50,000	TBD

**Additional \$645,709 Future Ready Oregon/Prosperity 10K Awards:**

- Training and OJT's - WorkSource Oregon Lane (\$385,000)
- Youth Transportation and Spark Lab Springfield (\$150,000)
- SNAP/STEP Customer Support Services (\$125,000)
- Dell Hubs - WorkSource Oregon Lane (\$35,709)

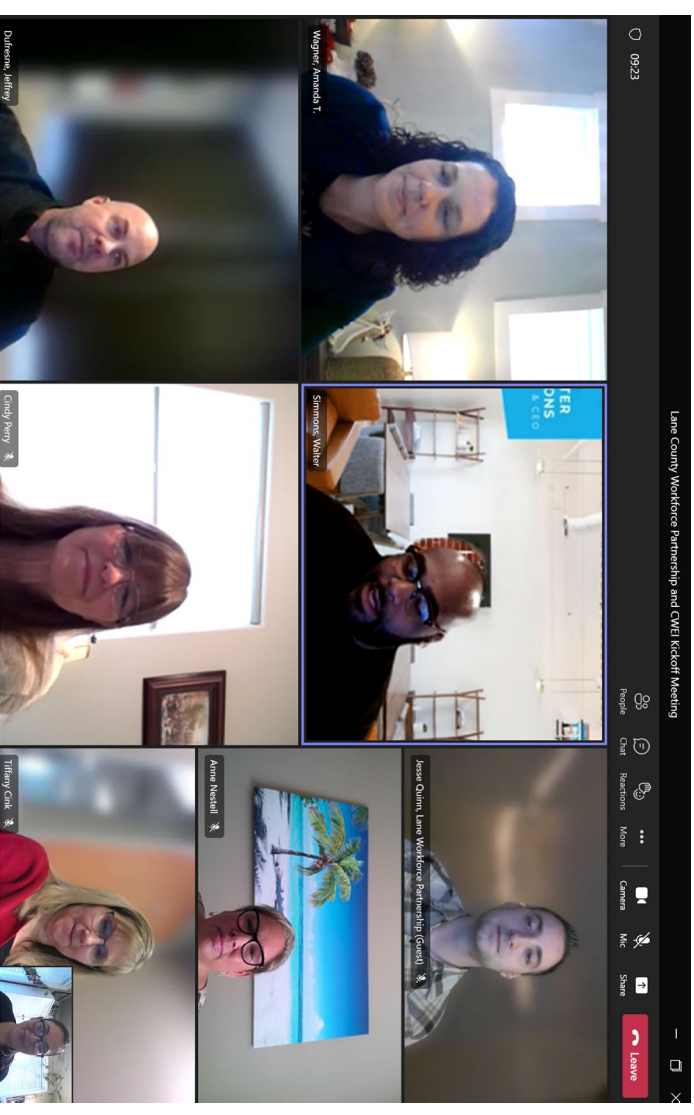


# Strategic Planning/Systems Innovation

- 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
- State, WTDB & Local: Strategic Plan alignment committee
- HECC: Curriculum Alignment Subcommittee
  - Bethel School Board Strategic Planning
    - Steering Committee Member
    - Focus groups
      - Students Receiving Special Education
      - LGBTQ+
      - Parents of Latino/Hispanic/Emerging Bilingual

# 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 organization's staff, board, and local workforce system



**CWEL**  
Center for Workforce Excellence International

**LANE WORKFORCE**  
PARTNERSHIP



# Upcoming Events

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

## Note:

LWP Office Closed: Dec 26<sup>th</sup> - December 30<sup>th</sup>

