

Lane Workforce Partnership Workforce System Mid-Year Performance Report

July 1, 2021 – December 31, 2021

System performance partners include:

- Department of Human Services
- Lane Community College
- Lane Workforce Partnership
- Oregon Employment Department
- Vocational Rehabilitation Services

Introduction:

Lane Workforce Partnership (LWP) is the designated local Workforce Development Board for Lane County Oregon. The local board is charged with making targeted investments in the community utilizing funding in line with its mission: *To meet the workforce needs of employers and individuals through partnership and innovation.*

This report is a compilation of outcomes achieved through two primary investments in Lane County: 1) **Adult and Dislocated workforce services**; and 2) **At-Risk Youth/Young Adult programs**.

WorkSource Lane is the primary location in which Lane Workforce Partnership invests federal funds to deliver employment services to adults and dislocated workers. Lane Workforce Partnership Board has distributed \$634,487.39 to Lane County Health and Human Services for the period of July 1, 2021 through December 31, 2021 for program services throughout Lane County.

In addition to the funds invested by Lane Workforce Partnership, the following partners invest funds and resources each year through a committed partnership to create a strong workforce system for Lane County:

- Department of Human Services
 - Self-sufficiency Programs
 - Vocational Rehabilitation Services
- Lane Community College
- Oregon Employment Department

LWP contracts with local youth service providers to serve at-risk youth and young adults in Lane County. The primary focus of these investments is to create or expand programs that will increase the graduation rates, connect youth to higher education opportunities, and expand work experience opportunities. LWP invested \$364,949.61 in federal funds targeted to serving at-risk youth through contracts with the following providers:

- Connected Lane County (Bethel School District, Eugene 4J School District, Looking Glass, South Lane)
- Lane County Department of Youth Services
- Marcola School District

During the development of the 2020-2024 local strategic plan, specific goals and strategic objectives were developed to align the work of the LWP with the work of Oregon Workforce and Talent Development Board within the context of Lane County's local economic and workforce environment.

**Mid-Year Performance Report
July 1, 2021 – December 31, 2021**

This report serves as documentation of the effectiveness of workforce development services, and the implementation of the Local Strategic Plan. Elements from this report, which demonstrate the effectiveness of the workforce program and investment impacts will be updated semi-annually and posted on the Lane Workforce Partnership’s website.

Program Year 2021/2022 Goals and Progress Measures

Goal 1: Prepare workers for self-sufficiency employment in a new and changing economy.

Strategies:

1. Analyze worker self-sufficiency data driven by systemic challenges (e.g., housing, childcare, legislative policy).
2. Be the community voice for individual workers seeking self-sufficiency employment.
3. Broker relationships to create solutions to address identified systemic challenges.
4. Build capacity to support innovative solutions by seeking incremental funds for investment.

Progress Measures:

- Employers report that they have a qualified applicant pool
- LWP meets or exceeds goals for entered employment and retention
- Fund development
- Analysis of economic progress will be evidenced in the State of the Workforce Report published in 2020 and 2022

Employers report that they have a qualified applicant pool

Business Customer Satisfaction Survey - July 1 2021 – December 31, 2021

As a result of the services you received at WorkSource Lane, did you hire one or more new employee(s)?	
Yes	2 / 9.1%
No	18 / 81.8%
Don't Know	2 / 9.1%
Total Responses:	22

How satisfied were you with the person(s) you hired?	
Very Satisfied	2 / 100%
Somewhat Satisfied	0 / 0%
Somewhat Dissatisfied	0 / 0%
Very Dissatisfied	0 / 0%
Total Responses:	2

Source: Oregon Employment Department, qualityinfo.org

LWP meets or exceeds goals for entered employment and retention

Explanation of this measure: The official definition of Entered Employment Rate is defined as Employed at the Second Quarter After Exit. Those who were employed at the time of exit from our programs may not have documented employment during the second quarter after they exited.

The table below includes all individuals who received any type of career and training services in WIOA programs. Detailed outcome information on LWP training programs can be found further down in this report.

During this past year, the workforce system was disrupted by the COVID-19 Pandemic. This disruption had a negative impact on our economy overall and was reflected in the Entered Employment outcome measures when we produced the Year-End report in June 2021. The system realized tremendous improvement over the next six months, with entered employment rates that exceeded goal for each of our primary programs. The final program year-end entered employment rate for the last program year ended on a high note with each program at or above goal.

FINAL PY 2020 (7/1/20 – 6/30/21) ENTERED EMPLOYMENT RATE FOR THE PRIMARY WIOA PROGRAMS:

Program	Goal	Final PY 20	% of Goal
Adult	71.4%	71.0%	99%
DW	71.4%	72.2%	101%
Youth	63.5%	70.1%	110%

WIOA ENTERED EMPLOYMENT RATE FOR PY 2021 FIRST QUARTER:

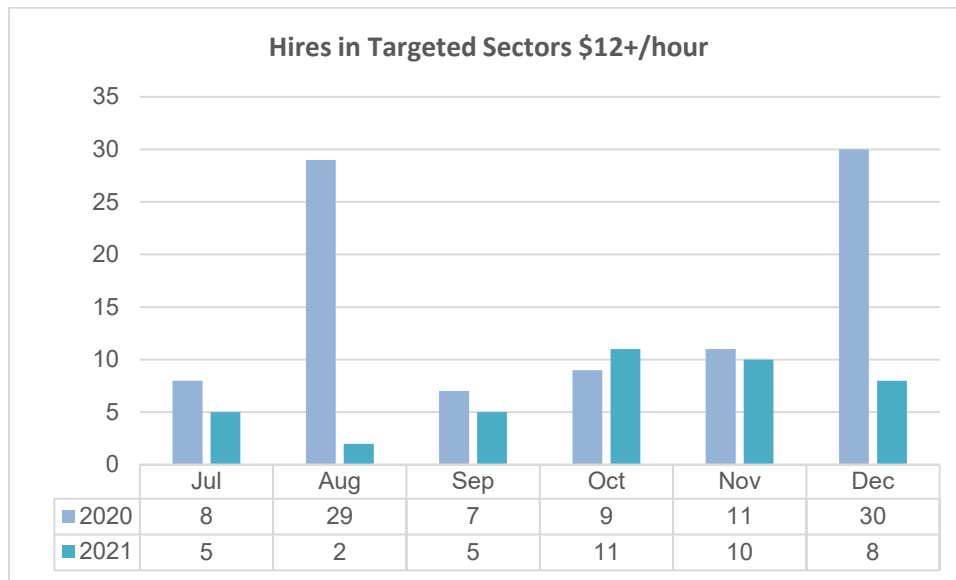
Program	Goal	PY21 Q1	% of Goal
Adult	71.4%	65.8%	92%
DW	71.4%	66.4%	93%
DWG	71.4%	66.7%	93%
Youth	63.5%	73.3%	115%

WorkSource Lane High Wage Recruitment Opportunities in Targeted Sectors

	Number Served*
# of job listings in iMatchSkills (wages \$12.00 and above)	Total:1,366 (330 employers)
Health Care:	74
Manufacturing (includes food & beverage):	130
Construction/Mining:	38
Information Technology:	15
# of job seekers placed in targeted industries:	91 individuals 94 placements

*Based on listing open date and listings with wage equal to or greater than \$12 per hour. Employers NAICS code was used to identify targeted sectors.

**Job Seekers Placed in Target Industries by Month
7/1/2021 – 12/31/2021 vs. 7/1/2020 – 12/31/2020***



**Hires in targeted sectors are based on the result date of the referrals. Only listings within the targeted sectors and with a wage of \$12 or more were included. Listings without wage information or wage \$999 per hour were excluded (NLx listings).*

Fund Development

PY 2021/2022 Fund Development

Grant Name	Grantor	Date	Amount of Request	Result
RISE Grant	Dept. of Ag.	August 2021	\$999,999	Not Selected
Good Jobs Challenge	Dept. of Commerce	February 2022	\$17,003,899	Pending
YouthBuild	DOL	January 2022	\$1,349,289	Pending
Strategic Innovation Funds	HECC/Oregon	January 2022	\$200,000	Pending
RISE Grant	Dept. of Ag.	April 2022		Under Development

Goal 2: Connect individuals to education, skill-building and employment opportunities in occupations most impacted.

Strategies:

1. Invest in training programs, including on-the-job training, apprenticeship and customized training focused on replacement opportunities for youth/young adults in jobs most impacted by retirement and other types of projected worker shortages.
2. Analyze the impact of AI/technology on worker displacement.
3. Invest in career pathway models.

Progress Measures:

- Training investments (All Partners’ Programs)
- State employment data indicates a decrease in replacement openings due to retirements
- Analysis of the impact of AI/technology on worker displacement will be evidenced in the State of the Workforce Report for 2022

Training Investments (All Partners’ Programs)

WorkSource Lane Workforce Innovation and Opportunity Act Scholarship Award

Measure	Goal	Number/Percent Achieved
# of training scholarships awarded	40	27 / 67.5% of goal
# of training scholarships awarded by industry		Health Care: 14 Truck Driving: 12 Information: 0 Manufacturing: 1 Other: 0
# of individuals completing training	75%	12 / 12 100%
# and % of training completers placed in training related employment	75%	7 / 12 58%

WorkSource Lane On-the-Job Training Program (OJT)

Measure	Number Served
# of OJT placements	37
# of businesses with OJT	12
# OJT placements with new businesses	13
# of OJT placements by target industry	Health Care: 3 Information: 6 Manufacturing: 14 Construction/Aggregate: 4 Other: 10
# of OJT placements \$12/hr or more, \$15/hr or more, \$17/hr or more, and \$20/hr or more	\$12: n/a \$15 - \$16.99: 9 \$17 - \$19.99: 18 \$20 or greater: 10

Workforce Partner Investments

Department of Human Services – JOBS Program

Measure	Total
# of JOBS Plus placements	6
# of businesses participating in JOBS Plus	6
# of work experience placements	12
# of businesses participating in work experience	7

Lane Community College – Title II

Measure	Total
# of individuals achieving an increase in skill gains in reading	13
# of individuals achieving an increase in skill gains in math	12
# of individuals earning a GED	24

Special Projects:

Discard Upcycling/ Viking Textile Makers Hub

The owner and operator of Discard Upcycling, Mitra Gruwell, in partnership with Viking Sewing, Vacuum Spa and Stove, and an investment from LWP, came together to launch Viking Textile Maker Hub (VTMH). The Textile Maker Hub business infrastructure provides a professional workspace with the needed equipment that will allow sewists flexible times to do alterations, textile repairs, and practice their craft. The Textile Maker Hub also offers access to a variety of industrial and specialized sewing machines for teaching classes, projects, and operating small independent manufacturing businesses. INSEAM, a program developed and launched in Scappoose, OR has proven success in the development of a training curriculum that can teach students and our future workforce basic skills and safety protocols being sought out by our local textile manufacturing businesses. INSEAM assisted in the development of the industry recognized sewing training program that launched Spring 2021 at the Viking Textile Maker Hub.

Since the launch, improvements and accommodations have been made to support the activities, needs, and projected growth of this initiative utilizing funds awarded from the Department of Environmental Quality (DEQ) Repair and Reuse grant. There are a total of four instructors. All instructors have completed a 48-hour train the trainer course on the set curriculum. Currently the space is offering monthly classes with various times to accommodate different schedules. 13 people have received training since the program launched. Industry is being engaged to better understand the specific needs of our local manufactures as well as to identify opportunities and challenges that this sector faces now and into the future. Ashley Espinoza, as Sector Strategy Director, worked closely with Business Oregon, Lane County, and the Oregon Cascades West Council of Governments to secure \$75,000 in second year funding to expand the work of the Viking Textile Makers Hub.

COVID-19 DWG – During times of natural disasters, the federal government may declare the disaster an emergency. Dislocated Worker Grants (DWG) can then be awarded by the Department of Labor (DOL) to assist the disaster area in restoration and recovery. Nation-wide, the COVID-19 Pandemic was declared

to be an emergency, which then triggered funding to be allocated to each state and from states to local Workforce Development Boards.

LWP received \$241,680 to assist with employment recovery and \$241,680 to assist with disaster recovery for a total of \$483,362.

The employment recovery Dislocated Worker Grant funds are being used to provide employment and training services to dislocated workers with priority given to those who have lost their jobs because of the COVID-19 Pandemic. The original enrollment goal was set at enrolling 200 individuals into the grant. However, due to lower-than-expected engagement of eligible participants, the goal was lowered to 125. These services are being provided through WorkSource Lane as well as alternate locations, such as the Eugene Public Library.

Performance to Date:

Enrollment Goal	Enrollment Target to Date	Actual Enrollment to Date
125	125	134

The disaster recovery assistance funds are being used to provide humanitarian assistance through a contract with Lane County Health and Human Services. The goal is to employ humanitarian workers who are able to reach out to our most vulnerable populations to provide information and resources designed to ensure their safety. There have been five humanitarian service workers hired by Lane County H&HS. All of them received extensive training that prepared them for success in un-subsidized employment. During this past quarter, the last two workers obtained permanent positions with H&HS. Because of the limited time remaining in this grant, the decision was made to discontinue the humanitarian work. The remaining grant funds will be used to provide career services to those seeking job search assistance and training.

Some words from Andy and Liz (the two final COVID DWG participants in the grant) as they wrap up their time with us:

“Over the last month I have had an opportunity to grow both professionally and personally. Several years ago, I had left employment in the human services field due to compassion fatigue and was uncertain if I would ever be willing to return to this type of work. With this opportunity, I have rediscovered my passion for working with others, finding solutions and being part of a greater community that is collaborating to provide support to members of our community. I have also gained confidence in my capacity to take care of myself and support my peers to mitigate burn out. I have had opportunities to gain several new skills, build experience and gain a greater understanding of the systems in place to support the unhoused in Lane County. This experience has allowed me to successfully apply for and accept a permanent position within my department. I have also gained an excellent colleague and friend in the person I was partnered with and am looking forward to being able to work with him in a different capacity as we both move into our new positions. I am excited for this next phase of my work life and am grateful for the opportunity I have been provided.” – Liz

“As I wrap up my time with the Lane County Rural Outreach team and transition to a permanent position with the county’s Dovetail Program, I can reflect on the many memories that I have made during the past few months. Although this job has been among the most emotionally taxing of my life, it has also been

one of the most rewarding. Meeting so many clients and hearing their stories has given me a whole new way of looking at homelessness, and that is something that I greatly value. It is easy to see homelessness as an individual problem, but I have come to realize that it is a societal failure. Many of the people I talked to became homeless because of medical issues and/or disabilities, and that is something that absolutely should not happen in a community that values all human life equally. My work at The Commons on MLK showed me just how many of our community members with health problems lose their housing through no fault of their own. That project was definitely one of the hardest that I can remember, but it made all my hard work feel worthwhile when I could see clients go from the streets into their own apartments. I will use the lessons that I have learned through outreach and case work to bring to my new position, where I will not only be working with the unhoused, but also other historically marginalized communities as well. I have gained so many skills and so much experience in these past months, and I will cherish my time working in this position.” - Andy

Fire DWG –The State of Oregon was awarded a DWG from DOL in response to the devastating wild fires during the summer and early fall of 2020. LWP has been awarded \$4.9 million in funding, in which we have received the initial increment of \$1.6M with the stipulation that the funds must be expended and initial performance met to receive the balance of the award. The purpose of the funds is to assist the impacted communities in Lane County with fire restoration, recovery, and cleanup efforts.

(Note: LWP has received additional funding of \$250,000 that was re-allocated from other workforce boards.)

LWP released an application for community stakeholders to request funds which they may use to employ humanitarian workers or work crews whose sole purpose will be to work on projects related to fire restoration, recovery, and clean-up. LWP entered into Service Agreements with:

- McKenzie Community Development Corporation – Humanitarian Workers
- Love First – Humanitarian Workers
- North West Youth Corps – Fire Restoration and Clean-up
- Suulutaaq Construction – Fire Restoration and Clean-up
- Cascade Relief – Both Humanitarian Workers and Fire Restoration and Clean-up

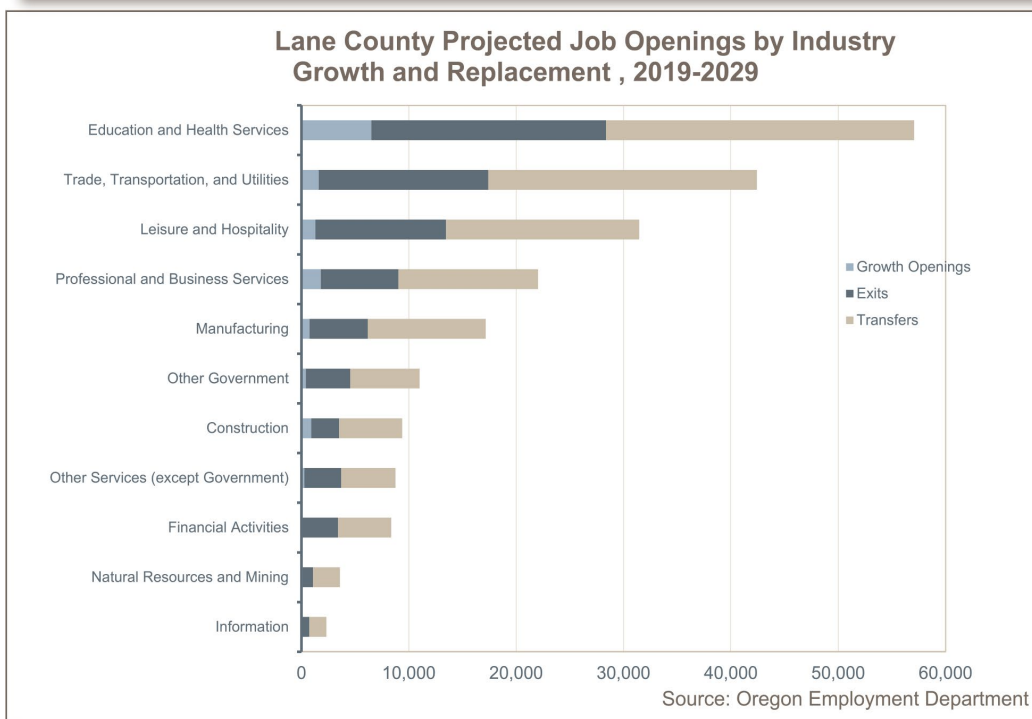
Performance to Date:

Enrollment Goal	Enrollment Target to Date	Actual Enrollment to Date
200	128	85

State Employment Data Indicates a Decrease in replacement openings due to retirements

Research Impact of Aging/Retiring Workforce

In partnership with Oregon Employment Department’s economist, Lane Workforce Partnership staff published the 2020 State of the Workforce Report for Lane County. This report outlines the impact of the aging workforce in Lane County as well as the industries that are expected to have a large number of replacement job openings. Replacement openings are often a result of retirements.



Utilize On-the-Job Training (OJT) and customized training in companies with high retirement projections

WorkSource Lane Personalized Services for Job Seekers in Targeted Industries

	Number Served July 1, 2021 – Dec. 31, 2021
Total number of WorkSource Lane customers who received personalized services to support their job search and access to talent development and skill training opportunities.	4,260*

*Number of individuals that received a staff assisted service

Goal 3: Prepare our youth for future employment.

Strategies:

1. Invest in proven strategies and partner with successful youth programs to better align industry and education to increase student access to work opportunities.
2. Be the community voice to improve policy makers understanding/willingness to remove apprenticeship pipeline barriers.

Progress Measures:

- Create and track outcomes for multiple Lane County industry awareness and work-based opportunities for middle/high school and community college students.
- Identify individual sector’s apprenticeship barriers and chart progress of measurable results to overcome these barriers.

Connect Industry Workforce Needs to Education – LWP partners with **Elevate Lane County** to coordinate industry awareness for students, teacher externships, and work-based learning opportunities.

Measure	Number Served
# of Lane County students participating in industry tours.	60
# of participating industry sectors in tours	5 (Manufacturing; Arts; Business/Marketing; Engineering; Hospitality)
# of Lane County schools participating in industry tours	7
# of Lane County students participating in DevNW Financial Foundation courses	94
# of Lane County students participating in the 2021 Middle School Career Expo	235
# of Lane County schools that participated in the 2021 Middle School Career Expo	6
# of Lane County businesses represented at Career Expo	24
# of students participating in job shadows	32
# of students participating in a mentorship with industry	10
# of high school teachers participating in an externship	12
Industry sectors participating in externships	9 (Agriculture; Advanced Manufacturing; Manufacturing Tech; Education; Health; Tech; Trades; Natural Resources/Energy Management; Finance)
# of high school students participating in an internship	39
Industry sectors participating in internships	14 (Health; Food/Beverage Manufacturing; Contracting; Tech; Construction; Arts; Early Childhood Education; Education; Government; Public Service; Engineering; Hospitality; Social Services (Housing); Veterinary)
# of high school students participating in a micro internship	4
Industry sectors participating in a micro internship	3 (Business; Tech; Manufacturing)
School Presentations:	12
# of students	330 total
# of high schools	5 high schools
# of middle schools	0
# of industry representatives	0

# of Lane County students participating in professional skill building webinars – The “Working Wednesday” webinar series features a new panel of local professionals from a variety of industries every Wednesday. Each week, we tackle one of the New World of Work’s top professional skills-adaptability, collaboration, self-awareness, social diversity, and communication. As a panel (3-4), we dissect the skill learned, how it applies in their respective industry, learn tools to strengthen the skill, and discuss its importance in a variety of professional settings.	51
# of participating industry reps in webinars	8
# of Lane County schools participating in webinars	9
# of Lane County schools participating in codeORcreate (student tech hackathon)	10
# of Lane County students participating in codeORcreate	26
# of participating industry reps in codeORcreate	11
# of WIOA Youth/Young Adults served	239
% of WIOA Youth/Young Adults who are in education or employment in the 2 nd quarter after exit	52.5%

Testimonials

“Logan enrolled into his school’s GED program and heard about WIOA. He thought there was a lot of enrollment paperwork but thought that it could help him get a job and become an adult. He was surprised to learn about financial classes because he was interested in taxes and budgeting. From there, he continued to participate in a job shadow that got him interested in the mechanics/engine field and learned how to work his way up. He attends Wonder Wednesday and the Elevate Webinars, and said that WIOA has helped build his confidence. He realized that WIOA was going to support him, not throw him into things he wasn’t ready for, and he feels much more confident in asking questions about life and confident overall socially as well.” – Connected Lane County

“WIOA has been a great help with providing me with work clothes and helping me through college.” – Tarina

Josie joined the WIOA program this past summer after running away from home and experiencing homelessness. She had disengaged with school and was not getting her basic needs met. Since joining WIOA, Josie has been able to get SNAP benefits, has found a stable living environment, and re-engaged with school. Josie says “My experience so far has been great! There’s a lot of helpful resources through WIOA and I am very appreciative of all the people that have helped me.” - Josie

Increase WIOA Youth/Young Adult Paid Work Experience Opportunities

Measure	2021/2022 (July – Dec)	2020/2021* (July – Dec)
# of WIOA youth/young adult participating in a work experience	39	5
# of youth/young adult who complete an internship with occupational skill gains and achieve positive evaluations	11	1

* Due to the COVID-19 pandemic and all the restrictions placed on businesses/organizations throughout the program year, it was very difficult to place WIOA youth/young adults in work experiences and internships.

Testimonials

“Lily came to WIOA credit deficient and working towards her GED and Diploma. With many goals but little experience, she began slowly taking advantage of our services. She began to attend Wonder Wednesdays and receives school credit for each workshop. She is interested in the medical field and exploring different areas so WIOA set her up with a work experience at Volunteers in Medicine. She enjoyed her time there and was excited about how much she learned. To explore more, Lily also signed up for a job shadow with a doula which also provided her a lot of information and experience.” – Connected Lane County

“Kylie’s work ethic and demeanor made a big impact at her work experience in a short matter of time. It landed her an official entry level position with the City of Eugene. Kylie’s next step is to secure a position that will allow her to nurture preschool aged children and maintain independent living. Kylie is grateful for her time in this work-based learning opportunity.” – Looking Glass

“WIOA was able to provide me with a work experience that let me have a sneak preview into the career field I want to pursue” - Ray

Goal 4: Catalyze the community around diversity, equity and inclusion (DEI) to expand workforce leadership and participation opportunities for all.

Strategies:

1. Be a catalyst for systemic change that raises DEI to the level of sector strategy.
2. Convene an advisory board as a model of DEI leadership.
3. Invest in workforce board training to understand unconscious bias and to lead by example.
4. Embed DEI in all LWP policies.

Progress Measures:

- Increase service utilization among targeted populations
- All LWP policies will contain DEI and Equity Lens language and requirements
- LWP staff and Board members diversity, equity, and inclusion training as well as the establishment of an advisory board

Every two years, LWP releases a State of the Workforce Report. This report provides readers with information about the current state of Lane County’s economy. The 2020 State of the Workforce Report presents information about our economy and the impacts that the COVID-19 Pandemic has had. The report also explores critical issues we are facing today, such as the childcare desert and the gaps in

educational achievement and their impacts on our future workforce. In addition, Lane’s Workforce Development Board set new goals in our 2020 – 2024 Strategic Plan that focus on Equity and Inclusion. The 2020 State of the Workforce Report explores this topic in terms of women in the workforce and the economic conditions faced by those living in our rural communities.

Per data provided by Shift Bias, diverse organizations have on average 83% higher productivity and 19% higher gross revenue. We also know that on average 57% of employees that leave a company would have stayed if decision-makers had taken the steps to make the company culture more inclusive. Achieving equity means looking at systems that are more likely to negatively impact marginalized groups and addressing them so that everyone in Lane County can thrive. We as a board are focused on this important goal because the board and LWP staff see this goal as part of an effort to help everyone who works, lives, and plays in Lane County feel that they belong and add value to our present and future.

- [2020 State of the Workforce Report](#)

Each year, LWP reviews and updates its policies and procedures to ensure they are current and meet the requirements of federal and state legislation. These policies are also developed to align with the goals set by the Workforce Development Board. Lane Workforce Partnership’s current policies and procedures can be found on our website.

- [Lane Workforce Partnership Policies](#)

Increase Service Utilization Among Targeted Populations

Targeted Outreach Activities

The Equity and Inclusion Task Team set a priority around increasing outreach activities to under-represented populations for services available at WorkSource Lane, specifically WIOA training scholarship opportunities. Staff created and implemented the outreach plan.

Scholarship Application Completed						
	Minority Groups	50+	Veterans	Women	Disabilities	Offenders
2019/2020	10 (24%)	7 (17%)	2 (5%)	20 (49%)	2 (5%)	7 (17%)
2020/2021	12 (29%)	12 (29%)	3 (7%)	22 (54%)	3 (7%)	6 (15%)
2021/2022*	17 (40%)	13 (30%)	2 (5%)	26 (60%)	4 (9%)	5 (12%)

*July 1, 2021 – December 31, 2021

Scholarship Application Awarded						
	Minority Groups	50+	Veterans	Women	Disabilities	Offenders
2019/2020	5 (19%)	4 (15%)	1 (4%)	13 (48%)	2 (7%)	5 (19%)
2020/2021	9 (28%)	11 (34%)	3 (9%)	15 (47%)	1 (3%)	4 (12.5%)
2021/2022*	17 (40%)	12 (29%)	2 (5%)	25 (60%)	4 (10%)	5 (12%)

*July 1, 2021 – December 31, 2021

Demographics of Populations Served through WorkSource Lane* Eugene and Florence

Measure		
# of disabled individuals served	550	12.9%
# of minority populations served (e.g., Hispanic, Native American, Asian, Pacific Islander, African American)	1,103	25.9%
# of individuals 45 – 54	796	18.7%
# of individuals 55+ served	874	20.5%
# of Veterans served	257	6.0%
# of Veterans placed in employment	27	NA**
# of disabled Veterans placed in employment	7	NA**

*Based on services provided date.

**Veteran employment information is based on OARS report and the reported data of obtained employment does not align with service provided date. Placement date is based on the quarterly UI wage match after job seeker exits from program. Because the numbers have different bases, cannot use % of customers served and placements made.

Demographics of Populations Served through Lane Community College – Title II

Measure		
# and % of disabled individuals served	58	6.8%
# and % of minority populations served	145	17.1%
# and % of individuals ages 50+ served	89	10.5%
# and % of ex-offenders served	38	4.5%
# of Veterans served	1	<1%

Vocational Rehabilitation Services Workforce Metrics

Measure	Number Served
Total number served 7/1/21 – 12/31/21	813
Total number entering IPE	167
Total number with Employment Outcome	151

“IPE” means an Individualized Plan for Employment. This is a written plan outlining an individual's employment goal, and the services to be provided to reach the goal. An IPE, which is very client specific can take anywhere from 1 day to 5 years to complete depending on the complexity and/or training objectives identified within the plan.

“Employment Outcome” means that the person with a disability has obtained a job, all accommodations are in place, the job is going well, and the individual has maintained that employment for a minimum of 90 days and the job is not expected to end in the foreseeable future.

Increase Services for Women, Veterans, and Minorities

Several years ago, LWP released our equity lens. This lens is designed to help us make decisions about funding, policy, and program design. This past year has been an exceptionally difficult one for women, minorities, and those amongst our most vulnerable populations. We know from data and reports that these communities were the hardest hit by the COVID-19 Pandemic. The 2020 State of the Workforce Report addresses some of these challenges. As we move forward into the new year, Lane Workforce Partnership is focusing on the creation of programs that lift up these populations. The report is also designed to provide information to our community partners so that as they are working on fund development or the creation of new programs, they have the most current information they need to make informed decisions about the constraints women, veterans, and minorities face.

Increase Services for Rural Communities

This past year, LWP submitted two grant proposals that focused on increasing opportunities for those who live in our rural communities. While neither was successful in securing funding, both provide foundational information to help us understand the needs of our rural communities and strategies we can deploy to increase access to services for these residents. LWP will continue to engage our partners in this work. The 2020 State of the Workforce Report addresses the economic challenges of our rural areas, and while the COVID-19 Pandemic has been devastating, it has also presented new opportunities for those who live in rural areas. With the increase in working virtually, the idea that people no longer need to live where they work, but can work where they live is gaining momentum. This momentum is opening doors for our rural communities and presenting opportunities for skill building and employment in occupations that pay well.

Goal 5: Align strategic partnerships to expand our collective capacity to address systemic workforce challenges.

Strategies:

1. Continue to invest in sector strategy work.
2. Analyze impacts of technology on industry employment and on workforce training.
3. Identify and share job skills with current and emerging workforce.
4. Analyze, gather, and disseminate projected data about job evolution/changes/growth.
5. Be the voice to create understanding of self-sufficient wages in our community.

Progress Measures:

- Annual investments specific to each industry sector
- 2022 State of the Workforce Report will include analysis of technology and artificial intelligence impacts on the workforce as well as job evolution and self-sufficient wage data for Lane County

The \$69,700 Investments in Targeted Sectors made during the first half of 2021-2022 demonstrate the impacts of our collective response. The following projects would not have been possible without true community collaboration:

- Bohemia Food Hub received an Oregon Community Foundation (OCF) grant awarded through a Fiscal Sponsorship Agreement with Lane Workforce Partnership;
- Discard Upcycling funding was provided by Business Oregon, the Oregon Cascades West Council of Governments, and Lane County;
- Leading with Cultural Intelligence trainings were launched in partnership with the Technology Association of Oregon.

Targeted Sectors	Funds Expended
Food and Beverage (Bohemia Food Hub skills training)	\$25,000
Creative (Discard Upcycling)	\$42,500
ALL (Leading with Cultural Intelligence)	\$ 2,200
TOTAL	\$69,700

Continue Sector Strategy Work

Sector Strategies are business led partnerships primarily funded by the Workforce Innovation and Opportunity Act (WIOA). These funds are workforce investments for talent development, job creation, and business competitiveness. Lane County’s targeted sectors are: Technology, Food & Beverage Manufacturing, Wood Products, Construction - Aggregate, and the most recently launched Creative Sector Strategy initiative. The targeted sectors not only have above average wages for Lane County but they also are forecasted to have a large number of openings in the future.

[Next Generation Sector Partnerships](#) is an initiative by the Institute for Networked Communities (INC). For several years now, they have closely partnered with our region to develop and curate best practices and tools to support the work of our sector partnerships and those across the country. We are incessantly learning, evolving and developing strategies, strengthening necessary relationships, and activating initiatives that support the growth and sustainability of our diverse economy. Through our involvement we have successfully built systems and capacity to ensure businesses have the skilled workforce necessary to innovate and grow, and that workers and job seekers in the county have the skills to take advantage of employment pathways and opportunities.

Key strategic goals for this partnership:

- Identify our growth edge as strategists and leads;
- Activate cross- sector collaboration opportunities;
- Establish commitments on how we want to continue to measure our success;
- Dive into practices and strategies that haven’t been launched or developed yet.
- Be a catalyst for systemic change and elevating the importance of embedding DEI practices in our workforce system.

Technology Sector:

[The Technology Association of Oregon](#) (TAO) is the force behind our regional tech industry - supporting entrepreneurs, connecting peers and decision makers, and helping establish the Northwest as a global hub for innovation. This is accomplished through industry promotion, advocacy, talent development, and building professional networks.

Key strategic goals for the Tech sector in Lane County:

- Advocate and drive innovative curriculum in K-12 and higher education;
- Develop programs and initiatives for talent development and retention;
- Increase industry collaboration to make Lane County a top tech hub;
- Create avenues for the tech sector to make localized social impact;
- Engage and support tech and tech enabled companies throughout the Southern Willamette Valley.

Lane Workforce Partnership together with TAO launched cultural intelligence workshops facilitated by Anna Boyer with Anna Boyer Consulting LLC; Leading with Cultural Intelligence (CQ). The six-week course focuses on topics such as: why culture matters, cultural values, CQ assessment results overview, unconscious bias, inclusive leadership, and the development of a CQ action plan. The training includes taking a CQ assessment and two additional follow-up sessions to touch base with participants, offer peer to peer relationship building, and support as they use the tools, knowledge, and skills learned. Thirteen HR directors and those with hiring authority, across a variety of sectors participated in the first cohort. The second cohort was launched in January 2022. Future cohorts are being discussed and additional partnerships are expressing interest in collaborating. This will help to cast a wide net in promoting the opportunity and building common language and principles to support healthy recruitment, retention efforts, and strategies across sectors and across our region.

Lane Workforce Partnership was showcased in the 2021/2022 issue of Techlandia Magazine. The article highlights LWP's efforts around Diversity, Equity, and Inclusion and how workforce boards locally and across the state are helping Build a Stronger Workforce. Click [here](#) to read the article.

Food and Beverage Manufacturing:

The Lane County Food and Beverage Sector Strategy led by [Eugene's Table](#) helps mobilize collaborative development projects, promote regional products and values, and creates opportunities to share knowledge and resources to solidify Lane County as a hub for diverse food and beverage companies. In 2020, [Oregon Business](#) published a feature story highlighting Eugene's Table and the work that went into launching Oregon's first regional food and beverage manufacturing partnership.

Key strategic goals for the Food and Beverage Manufacturing sector in Lane County:

- Develop shared resources for local industry to help start-up businesses, keep and grow existing businesses, and attract new businesses;
- Advance equitable outcomes for BIPOC owned (Black, Indigenous and people of color) and other socio-economically disadvantaged businesses;
- Strengthen the region's brand and amplify marketing for local businesses;
- Build a stronger workforce by aligning curriculum at local high schools and colleges and raising awareness of food and beverage careers;
- Advocate for public policy and regulations that supports industry success. Increase collaboration across the industry.

Every month Eugene's Table distributes a newsletter that offers industry updates, events, news, job openings, and resources. To learn more or to sign up for the monthly newsletter, click [here](#).

Construction – Aggregate:

In response to industry demand, Lane Workforce Partnership was asked to convene and facilitate the Lane County Construction-Aggregate (C-A) Workgroup. This workgroup was formed in January 2016 and has continued to gain attention and participation from industry, education, and community partners.

Key strategic goals for the Construction-Aggregate sector in Lane County:

- Create industry awareness for younger workers;
- Identify/problem-solve workforce issues related to recruitment of an emerging workforce;
- Discuss how to make connections with Lane County Middle/High Schools, Lane Community College (LCC), and collaborations with local workforce agencies;
- Support Career Technical Education (CTE) and expand and promote trade opportunities.

As with all sector work, COVID impacted the progress of partnerships to achieve workforce goals. Behind the scenes, the C-A sector helped to create the Trades Skills Fundamentals (TSF) curriculum. The TSF course offers basic construction concepts to students through 10 accredited modules. The curriculum has been adopted by all 16 Lane County School Districts and Lane Community College as the standard starter construction course. Students who complete TSF are able to demonstrate these work competencies as they apply for entry-level construction work or transition into specialized trades opportunities.

The most significant education-industry partnership project was the McKenzie River Fire Restoration Shed Build. Students from McKenzie School District worked with the Blue River Community and multiple local C-A industry sector partners to build replacement sheds for those who lost structures in the 2020 McKenzie River Area wildfires. These 8' X 8' sheds were assembled from kits at the school and, upon completion, delivered to respective home owner's sites for set-up and roofing. In the 2021-22 school year, the shed build project expanded to multiple Lane County School Districts and is projected to wrap up February 2022. Click [here](#) to view a short documentary film created by Lane County high school students. This film tells the incredible story behind the Future Build Project in which students, volunteers, and agencies came together to bring hope to the survivors of the Holiday Farm Fire in the McKenzie River Valley.

Wood Products:

During the COVID-19 pandemic and while some of our largest sectors experienced workforce interruption and/or business closures, the wood products sector experienced a surge in business and workforce needs.

In partnership with the Business Service Team at WorkSource Lane, efforts were mobilized to help identify dislocated workers in industries affected by the pandemic by engaging and connecting interested candidates and translating the transferrable skills to support their career transition.

Key strategic goals for the Wood Products Sector in Lane County:

- Advocate for industry priorities, policy, and licensing alignment;
- Improve community pride and awareness to move from defending to defining;
- Technical assistance to help with industry pain points;
- Expand student awareness of the wood products industry by coordinating with partners, high schools, and higher education.

Creative Sector:

Creative Sector Strategy is a collaborative initiative that is led by and engages arts professionals, artist entrepreneurs, and creatives of all disciplines in Lane County, including visual, performing, media, and literary artists, businesses, and arts organizations.

The nonprofit arts sector in the city of Eugene alone is a \$62 million industry producing 2,400 jobs (Arts & Economic Prosperity 5). This initiative looks to empower and activate the creative arts sector across all of Lane County. The Creatives sector is the economic engine essential to developing thriving communities, promoting tourism, and supporting the growth of local commerce. Creativity is the seed of innovation and is essential to high wage and high demand industries that rely on innovative thinkers to build solutions to business and community problems. Employers are seeking creative thinkers to think outside the box and build innovative solutions to address problems in our community and world. Creativity is one of the top skills that employers are looking for in 2020 (World Economic Forum, 2020). There are thousands of artists and creative entrepreneurs in our county and hundreds of businesses that rely on creatives to support their business goals. Creative Sector Strategy administrative partners include Lane Arts Council, ArtsCity and Lane Workforce Partnership.

Key strategic priorities for the Creative Sector in Lane County:

- Build a community and network of artists across creative disciplines;
- Raise up the perception and value of local arts in our community;
- Improve income and opportunities for local artists;
- Promote professional development for local artists and stronger arts businesses;
- Collect data on the arts sector;
- Events include: Artist Feedback Sessions, Arts Media Campaign.

Engage Relevant Agencies and Programs

LWP, as the Local Workforce Development Board has a long history of working with business leaders to advance and strengthen workforce development in our community to work together on the creation of family-wage jobs, and to face the most pressing challenges threatening the health and wellbeing of Lane County residents.

- The [Lane County Community Collaborative](#) is a group of economic and workforce development stakeholders from across Lane County that come together with the goal to better align efforts and resources to effectively meet the needs of our communities and have a positive ripple effect across our region. These monthly meetings are designed to foster rich conversation, relationship building, and collaboration. Recent participants include Oregon RAIN, Workforce Analyst/Economist, Oregon Employment Department, and the cities of Oakridge and Lowell.
- [Elevate Lane County](#) Industry Advisory committee is co-convened with [Connected Lane County](#) and LWP staff. This advisory committee helps provide work-based learning guidance, identify industry challenges as programs are developed, assist with fundraising, and help promote Elevate Lane County to industry partners. [Elevate Lane County](#) is a program of Connected Lane County that focuses on career-connected learning and post-secondary success for students. This is done through a coalition of local school districts, institutions of public higher education, industry innovators, early childhood partners, and the support of the workforce board.

- The [Lane County Latino a/x Leaders Work Group](#) convened for the first time in June of 2020, in partnership with The Oregon Community Foundation, OCF's Latino Partnership Program, Palo Alto Software, and Lane Workforce Partnership. Each gathering brings together Latino a/x leaders from across the county that work in a variety of sectors and have an assortment of influence. Meetings are structured to inspire and facilitate personal connections and help mobilize community-driven solutions. This initiative is co-facilitated by Dr. José Meléndez, Assistant Professor of Planning for Engaging Diverse Communities at the University of Oregon's School of Planning, Public Policy, and Management.

Goals/Themes (no particular order):

- Community building - within this group, our own Latino a/x community, and more broadly
- Creating a sense of belonging
- Jobs and the economy
- Social capital
- Education (Birth and Beyond)
- Leadership and professional development - across the entire spectrum
- Financial literacy and wealth building
- Leadership support

In April of 2021, the group was awarded a \$20,000 dollar grant from the Sociological Initiatives Foundation to research how the Latino community could gain more political representation, influence, and sense of belonging in Lane County. Centro Latino Americano (recently merged organization with Huerto de La Familia and Downtown Languages) is the fiscal agent, who since the 1970's, has worked to build bridges for a stronger community and has become the main avenue for the social and civic integration of the Latino population in our region.

These funds will allow us to examine how the design and structure of local government across varying jurisdictions in Lane County creates institutional system level barriers for Latino leaders who attempt to engage in the various political arenas. These barriers, we hypothesize, prevent the emergence of a political power base for the Latino community, and subsequently perpetuates the disposition that the various access points for engaging with local governments is not meant for them. The research staff is comprised of Latinos from the community as a way to provide them with professional development opportunities. Staff includes: Emma Avalos, Student Success Engagement Organizer at Centro Latino Americano and David Wenzell Nieto, sophomore transfer student at the University of Oregon.

The Oregon Community Foundation (OFC) awarded LWG a Capacity Building grant of \$5,000 in 2020 and in Program Year 2021/2022, OCF renewed their financial commitment to help support the efforts of the workgroup. Dr. Meléndez is the lead investigator for this project and the research project will conclude December 2022. Press release can be found [here](#).

- [Onward Eugene](#) and Lane Workforce Partnership have come together to support the recruitment and retention strategies of our rural communities and their businesses in Lane County. Each event includes a hiring/best practice panel that is coordinated and lead by Onward Eugene followed by a hiring fair in partnership with WorkSource Lane. The panel consists of the following: state economist/workforce analyst who provides state and regional labor market data and information; Connected/Elevate Lane County who shares youth employment programs and strategies; Onward Eugene who shares information on the On-the-Job (OJT) training program; and 2-3 local business representatives who share how they have been successful with employee recruitment and retention. The first event of the series was

hosted in Junction City and co-facilitated by the Tri-County Chamber of Commerce. Other planned communities in 2022 are Florence and Cottage Grove both in partnership with their local Chamber of Commerce. In an effort to be more engaging and inclusive with outreach, Onward created an animated [video](#) showing the diversity of jobs, people, and work settings that OJT supports. [OJT brochure](#)

- Every quarter, LWP sponsors the Lane County Sector Strategies series in the Eugene Chamber of Commerce, [Open for Business](#) publication. The series shares stories, updates, and highlights that are happening within our targeted industry sectors. In 2021, the publication transitioned to an online only platform due to the COVID-19 pandemic. The Eugene Chamber staff have worked hard to engage their members and audience by leveraging technology and using their social media channels and website to disseminate information and connect more broadly.
- Best Practices Legislative Tour. In October 2021, Lane Workforce Partnership hosted a legislative tour to share our local best practices when developing, designing, and implementing workforce development programs and efforts in our region. Senators Beyer and Manning along with their staff joined Representatives Nathanson and Lively. The tour included stops at [Viking Textile Maker Hub](#), [Onward Eugene](#), and ended with lunch at [Spark Lab](#).
- In fall of 2021, Lane Workforce Partnership secured an account with Classy. Classy is a giving platform that enables nonprofits to connect supporters with the causes they care about. Through technology, this platform empowers nonprofits to unlock the generosity of their supporters and help them advance their missions.
- In October 2021, Kristina Payne announced that she would be stepping down as Executive Director effective December 31, 2021 and put forward a recommendation that Ashley Espinoza, Sector Strategy Director be named Interim Executive Director starting January 1, 2022. In November 2021, the Executive Board voted unanimously on the recommendation. The press release can be found [here](#).

The following businesses and organizations make up the Lane County Sector Strategy Team:

AHM Brands
ArtsCity Eugene
Associated Oregon Loggers
Better Housing Together
Bitcork, Inc.
Bureau of Labor and Industries (BOLI)
Bushnell University
Business Oregon
Cascade Health Solutions
City of Eugene
City of Florence
City of Springfield
City of Lowell
City of Oakridge
Connected Lane County
Delta Sand & Gravel

Department of Human Services – Vocational Rehabilitation
DevNW
Discard Upcycle
Elevate Lane County
Emerald Broadband
Eugene 4J School District
Eugene Chamber of Commerce
Eugene’s Table
EWEB
Florence Chamber of Commerce
Forest Today and Forever
Hillside Heights
Homes for Good
IDX, Inc.
Lane Arts Council
Lane Community College

*Lane Council of Governments
Lane County
Lane County Medical Society
Lane ESD
Lane Workforce Partnership
Latino Professionals Connect
Northwest Community Credit Union
Office of US Senator Merkley
Office of US Senator Wyden
Oregon Advocacy Commissions Office
Onward Eugene
Oregon Employment Department
Oregon Forest and Industry Council
Oregon Forest Resources Institute
Oregon Manufacturing Extension Partnership
Oregon RAIN
Pivot Architecture
Regional Solutions*

*Selco Community Credit Union
Shift Bias
SparkLab
Springfield Chamber of Commerce
Springfield School District
Springfield Utility Board
Swanson Group
Technology Association of Oregon
Travel Lane County
UA Local 290
United Way of Lane County
University of Oregon
Viking Textile Makers Hub
Wildtime Foods
Willamette Farm and Food Coalition
Willamette Valley Grown and Crafted
WorkSource Lane
XS Media*

Collaborate in an Effort to Optimize the Utilization and Impact of Local Workforce Resources

Lane Workforce Partnership has been convening the local workforce leadership team, comprised of DHS, Vocational Rehabilitation, Oregon Employment Department, Lane County Health and Human Services, and Lane Community College in order to develop an MOU and Cost Sharing Agreement. Through the MOU, workforce services are provided through one comprehensive and four affiliate centers.

- WorkSource Eugene – Comprehensive
- WorkSource Florence – Affiliate
- WorkSource Springfield – Affiliate
- WorkSource McKenzie – Affiliate
- WorkSource Cottage Grove – Affiliate