



ROGUE WORKFORCE PARTNERSHIP

MINUTES

ROGUE WORKFORCE PARTNERSHIP

December 9, 2015

Pacific Retirement Services - Third Floor, Washington Room
1 W. Main St., Medford, OR

MEMBERS PRESENT:

Michael Donnelly, Gregg Edwards, Jon Flegel*, Ron Fox, Jessica Gomez, John Higgins*, Brent Kell, Scott Koch*, Tolga Latif*, Tamara Nordin, Scott Beveridge, Sherri Stratton, Teresa Sayre, Rick Dyer, John Underwood, Brian Shumate, Chad Scott*, Adam Cuppy*

*= *via phone/videoconference*

QUORUM PRESENT: Yes

OTHERS ATTENDING:

Oregon Community Colleges & Workforce Development – John Asher*

Oregon Employment Department: Tamara Schroeder, Ainoura Oussenbec, Maureen Patton, Guy Tauer, Josh Morell

Oregon Bureau of Labor & Industries – Ree Ayres

Department of Human Services: Melissa Wolff, Rosemary Jernigan

Oregon Vocational Rehabilitation: Kristi Hyman, Lee Allison

VA SORCC – Charlie Lewis

Southern Oregon Goodwill: Shae Johns

SOESD - Gwyn Lema

Junior Achievement – Deanna Wilson

College Dreams - Tom Drummond

BBSI – Joe Rossi

Business Oregon: Larry Holzgang

Rogue Workforce Partnership: Aurora King, Graham Hetland, Rene' Brandon, Tami Allison

1) CALL TO ORDER, WELCOME & INTRODUCTIONS, NEW RWP MEMBERS

The RWP meeting was called to order by Chair Jessica Gomez at 2:09 pm. Jessica introduced new RWP members Adam Cuppy, Chad Scott, and John Underwood.

2) CONSENT AGENDA:

Ron Fox moved to approve the consent agenda as presented. The motion was seconded by Mike Donnelly and was unanimously approved.

3) WORKSOURCE OREGON REGIONAL NAME

Tamara Nordin moved to approve “WorkSource Rogue Valley” as the regional name for Jackson and Josephine Counties’ One-Stop Centers. The motion was seconded by Mike Donnelly and was approved unanimously.

Jim added that although The Job Council is still receiving a lot of brand recognition, the ultimate goal is that name, as well as The Job Council website, will sunset.

4) DEVELOPING OUR STRATEGIC PLAN

A handout from the Rogue Workforce Partnership website was included in today’s packet outlining RWP’s mission, purpose, and promise to Southern Oregon. Tolga Latif indicated that he felt it important enough that a session is held with this group, or a smaller group to be very clear about our mission, vision, and promise. He feels there is enough confusion and we need to articulate it well, not only for ourselves but for the public as well. Tolga volunteered to bring a group together to do this work. John Underwood and Matt Balkwill volunteered to be part of the group. The smaller group will bring their proposal back to the full board.

A strategic planning process timeline was also available in the packet for review, and Jim indicated that RWP staff are taking on different sections of the plan to draft.

Jessica noted that although we have already done a lot toward identifying the type of work we want to do; we are now in more of the implementation stage, and it makes the most sense to continue on with implementation and refresh our last plan to include WIOA language.

Mike Donnelly applauded the strategic thinking and noted that there is no reason to change the strategy we currently have.

Ron Fox indicated that he would like to see performance measures that are reviewed by the board quarterly. Jim replied that he agrees, adding that we have the data and just need to decide how to present it. John Underwood added that he feels the metrics piece is worth struggling with and is a valuable process. Jim indicated that he will devote sufficient time in the March meeting, and also do some pre-work to flesh out details.

5) SECTOR STRATEGIES

▪ Initiative Updates & Next Steps Planning

- **Healthcare** - Gregg Edwards gave an update on the Healthcare Workforce Steering Committee’s work. The group wants to expand its reach to more actively engage primary care, clinics, private physicians, etc. It plans to partner with Jefferson Regional Health Alliance (JRHA) to convene an annual large group forum, similar to the event co-sponsored in January 2015. Jim added that there is a consistent theme across all the sectors to broaden and have dynamic business leadership and ownership, beyond just the focus on workforce.

- **Advanced Manufacturing** - Jessica Gomez and Mike Donnelly gave an update on RAMP - Rogue Advanced Manufacturing Partnership The first event was held October 30, 2015. Industry leaders first identified the biggest opportunities to grow the sector in the region, then focused on three requirements to capitalize on those opportunities.

1. Business To Business Partnerships
2. Infrastructure
3. Talent

Mike will forward the full summary to Tami for distribution to the group. The next RAMP meeting is scheduled for January 12, 2016. Mike thanked Graham Hetland and Aurora King for organizing the event.

- **Information Technology / E-Commerce** - Ron Fox shared information on the grand opening of Coding Zeal taking place on December 16, 2015. This event is jointly hosted by SOREDI and will include an industry tour of five separate businesses in the downtown core of Medford.

- **WorkSource Oregon & System Partners**

Aurora King reported on convening a business outreach team day-long work session to identify and agree upon criteria for how to identify someone as job ready. "WorkSource Rogue Valley needs to agree on common language that identifies various components that a person needs to have mastered to be able to walk into the job ready to perform," Aurora stated.

Sherri Stratton referred the group to the "unified workforce system" mentioned in the RWP promise where the commitment is to move forward with a coordinated effort, aligning with sector strategies and doing a better job at making sure businesses are not getting multiple contacts. Sherri admitted that it is still hard to agree on what "work ready" means.

Ron stated that work ethics is even a bigger problem and questioned how that will be addressed. Sherri responded that work ethics is part of the work ready criteria. Something that staff are constantly screening for as customers move through services, skill-building and training activities at WorkSource Rogue Valley.

Jessica asked if gaps in employment are addressed with job seekers. Aurora responded that this message is given as part of Workplace Culture.

Tamara shared her enthusiasm about this subject being discussed in partnership and noted that in the past, there has not been trust in the WorkSource Centers.

Sherri indicated that we are positioned very well; however, we need to continue to work to make sure we coordinate the business outreach, and create a streamlined effort with SOREDI who is a definite value to the business population. Ron credited Sherri and OED for taking the initiative to reach out to the first source businesses indicating that historically SOREDI has done the upfront first source hiring, and that things are happening in partnership that have never happened before.

The group briefly discussed the shared business briefcase which markets a shared array of products and services and had discussion on how to make sure it includes the entirety of services available.

- **College & Career For All & Southern Oregon Success** - A number of grant applications are currently in the pipeline with the Oregon Department of Education:
 - Career-Technical Education Revitalization (CTE-R) - 6 grants submitted from school districts in Jackson, Josephine and Klamath Counties; recipients will be announced January 11
 - Southern Promise – continuation grant that pays for a major portion of the dual credit alignment
 - STEM Hub Grant – coordination and bringing partners together around STEM opportunities – how to provide the hands on experiential learning

Scott Beveridge indicated that he feels this region is poised very well to receive these grants. Jim reinforced that we as a region are leading the state in these areas, and that we are committed as a region to carve out some of the resources to build capacity and infrastructure.

Brian Shumate spoke a little about how this all ties to making high school more relevant, the work he did with Ford Motor Company Pathways Program, and that we will soon be in response mode needing to figure out how to keep up with the demand.

- **Brainstorming a Streamlined Structure & Process for Industry / Education & Training Partnerships-** Jim reviewed a slides from the College and Career for All Hub presentation and described the need for us to figure out how we're going to create a streamlined structure for these partnerships. This is challenging to create due to the 11 different school districts, multiple colleges and other partners. Business leaders consistently ask us to create a streamlined system so they are not bombarded with requests to partner with them from different education/training partners.

After extended discussion, Brain Shumate suggested the RWP look at the tiered partnership framework that was used in Louisville, Kentucky. This allowed business leaders to engage at various levels to coordinate activities: organizing the system, coordination work around specific industry sectors/themes (such as Manufacturing, Healthcare, etc.), and organizing the work at an individual school and CTE program of study level.

The RWP will take a closer look at this framework at its next meeting.

6) Minimum Wage | Median Wage

A Median Wage proposal was presented by Jessica Gomez, as an alternative to the increase in minimum wage being discussed at the Oregon Legislature, as an alternative to a statewide ballot measure initiative being promoted by advocacy groups in Portland. The Median Wage proposal would allow employers to reward and elevate employees for great work and create career pathways within companies. It would also minimize the negative impacts of a bit jump in the minimum wage.

Jessica and Tolga volunteered to form a subgroup to meet with key Southern Oregon Legislators to discuss the Median Wage proposal and explore options for promoting the idea with other Legislative leaders.

7) OTHER ITEMS

No other items were before the Rogue Workforce Partnership.

8) ADJOURN

With no further discussion, the meeting was adjourned at 4:54 pm.

Respectfully Submitted,



Tami Allison
Executive Projects Manager
/tka

APPROVED:


Chair

3-9-16
Date