



ROGUE WORKFORCE PARTNERSHIP

MINUTES

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March 9, 2016

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

MEMBERS PRESENT:

Scott Beveridge, Adam Cuppy, Michael Donnelly, Gregg Edwards, Ron Fox, Jessica Gomez, John Higgins*, Nikki Jones, Brent Kell, Norm Kester, Doug Mares, Tamara Nordin, Teresa Sayre, Chad Scott, Brian Shumate, Sherri Stratton, John Underwood, Susan Walsh

*= *via phone/videoconference*

QUORUM PRESENT: Yes

OTHERS ATTENDING:

Oregon Community Colleges & Workforce Development – John Asher*

Oregon Employment Department: Tamara Schroeder, Ainoura Oussenbec, Ross Jesswein, Guy Tauer, Josh Morell, Daniel Wilson

Department of Human Services: Rosemary Jernigan

Oregon Vocational Rehabilitation: Kristi Hyman

Rogue Community College: Genna Southworth, Daniella Bivens, Bill Jiron, Steve Schilling, Jason Fiano

SORED: Kathy Trautman

ResCare Workforce Services: Tabitha Carlson

Creating Community Impact - Gwyn Lema

Junior Achievement – Deanna Wilson

College Dreams - Jen Perry, Tom Drummond

Headstart – Kathy Stassi

Hearts with a Mission: Tony Mendenhall

Woollard Ipsen Management: Marla Ipsen

Valley Immediate Care: Steve Johnson

Jackson County Mental Health: Amy Buehler

River's Edge Charter School: Cecile Enright

Oregon Legislator: Peter Buckley

Medford School District: Todd Bloomquist

Jackson County Library System: Tammy Westergard

Rogue Workforce Partnership: Aurora King, Dana Shumate, Rene' Brandon, Sherri Emitte, Tami Allison, Jim Fong

1) CALL TO ORDER, WELCOME & INTRODUCTIONS

The RWP meeting was called to order by Chair Jessica Gomez at 2:06 pm.

2) CONSENT AGENDA:

Adam Cuppy amended the first sentence under Information Technology / E-Commerce in the minutes to read; "Ron Fox shared information on the *enthusiastic, zealous* grand opening of Coding Zeal taking place on December 16, 2015.

TAMARA NORDIN MOVED TO APPROVE THE CONSENT AGENDA WITH THE ADDITION MADE BY ADAM CUPPY, AND WITH THE CAVIAT THAT THE POLICIES APPROVED COULD BE CHANGED IN THE FUTURE AS NEEDED. THE MOTION WAS SECONDED BY ADAM CUPPY AND APPROVED UNANIMOUSLY.

3) OUR STRATEGIC PLAN

Jim announced that if anyone would like to make public comment on the WIOA Local Plan, to please sign up on the sign in sheet. An overview will take place first, then the floor will be open for public comment, the RWP board will then discuss the plan and make any refinements. The 30-day review will end on March 31, 2016. The RWP Corporate Directors will meet on April 1 to approve the plan for submission to the State.

Jim provided a brief overview of the plan, particularly highlighting the mission, vision, promise and goals.

The floor was opened to public comment. No public comment was received.

The board began their discussion.

Adam publicly acknowledged the RWP for taking as much time as they do to understand the business needs. Adam added that he feels it is imperative to integrate the tie between the private sector and the education system and that this is our focus.

Jessica added that although we are the largest board in the state, we felt it was important to have the education partners at the table and have one place to convene the issues to work together and create a system that is satisfying to all customers and fulfills the coordination piece that we need as a region to make a functioning system.

Discussion and refinements are as follows: in and attract businesses and skilled workers

- Relationship and tie to tourism and recreation – need to support and acknowledge the importance of the amenities / high quality of life in Southern Oregon that help us retain and attract businesses
- Need to identify metrics that can be shared with businesses (improving expectations, etc.). Think about how to communicate with the business community
 - Set goals, create the measurements
 - Metrics and strategies need to come out of the specific sector groups with sector specific measurements and timeframes.

- Focus on the objectives to find the measurements
- Move the needle forward by focusing on the positions that will close the skill gap

Jim indicated that these comments made today, along with any we receive by March 31, 2016 will be incorporated into the plan that will be presented to the Corporate Directors on April 1, 2016 for final plan approval and then submission to the state.

4) COLLEGE & CAREER FOR ALL & SOUTHERN OREGON SUCCESS

These two linked initiatives are catalyzing the changes we want to create to improve the academic, work readiness and life success for youth in our community. Given the high number of school districts, colleges and workforce partners, the challenge is in how to create the most streamlined and efficient framework for engaging a broad array of business and industry partners into this work.

Jim introduced Dana Shumate a part-time RWP employee who has been hired to help with this process, as she has help facilitate strong industry / education partnerships when she did similar work in Louisville, Kentucky.

Industry, Education & Training Partnerships Framework – Superintendent Brian Shumate of Medford School District presented information on an effective partnership framework that was used in Louisville, KY. In this model, high school career pathways or “majors” are created starting at the end of the freshman year to engage youth. Youth are not necessarily picking their ultimate life path at this time. They’re choosing an area of study and applied practical learning to help them to focus, be part of a cohort of like-minded/like-interest peers, and give their academic work meaning, relevance and relationship. The goal is include wrap-around supports that re-design the high school experience and include industry-specific involvement.

Brian spoke about the T.R.E.E. Partnership model for engaging external community partners (business and industry, post-secondary, community, and government). A reference handout is in the packet. This model includes different tiers for business partners to engage, including:

- Strategic & System Coordination Level
- Industry / Thematic Level – for example, our region’s focus on Healthcare, Advanced Manufacturing and Information Technology / E-Commerce
- School-Based Level – working with a local school and groups of students
- Career-Technical Education – advisory groups for these hands-on “shop” classes

Businesses can participate at just one or at multiple levels. A lot of the industry partnership work is to partner with teachers as they design project-based learning curriculum. Other partnership efforts would work to expand efforts to create more Career-Related Learning Experiences such as industry tours, job shadows, internships, tech talks, career events, teacher externships, etc.

Brian indicated that he is working to create pathways in Medford high schools as well as train the principals in this model. Dana added that this handout is not ready for businesses yet as a balanced

approach is needed first. Discussions will take place with schools regarding what they are ready to do and then relationships will be built with businesses to insure success.

Norm Kester added that businesses are being pulled in too many directions and the logistics to allow students to intern on site are very challenging. There needs to be consolidated focus to allow businesses to plug into one system to touch the entire valley and a real focused approach to help kids find their pathways. This will then allow businesses to have as much impact as possible.

After extended discussion, the consensus of the group was to implement the T.R.E.E. Partnership model. RWP staff will customize the tool to meet our region's specific circumstances. We will use this framework as a tool for explain to other business leaders the ways they can engage in these Industry / Education & Training Partnerships.

Industry Recognized Credentials – Jim reported that Tom Thompson from Oregon Department of Education (ODE) is partnering with Workforce Boards across the state on this project. ODE is creating an incentive program for Career-Technical Education (CTE) programs, and one of the incentives is to provide an Industry Recognized Credential to students. Workforce Boards, including RWP, have agreed to build these conversations into our Sector Strategies work, and also convene other industry partners as needed. The goal is to have industry partners identify which credentials they would find valuable, and want to see in job/career-seekers exiting out of school.

A handout giving background, identifying credentials, and next steps is available in today's packet. Board members were asked to identify any credentials that are not on the list. Jim also indicated that apprenticeship programs fall under BOLI and is an area that needs discussion, as well as coding. The following credentials were suggested by industry leaders during the discussion:

- Adobe Credential
- Solid Works
- IS CET

Oregon Connections – Jim spoke briefly about the on-line platform for making matches between student interest and industry career exploration opportunities (Career-Related Learning Experiences). The South Portland/Salem STEM Hub has piloted and led this effort. ODE and Local Workforce Boards (through the Office of Community Colleges and Workforce Development) are investing to build out this platform so that it's available statewide. Local Workforce Boards invested in this platform to meet the needs of businesses, who continually ask for a more streamlined system for engaging with K-12, higher education and other workforce partners. We're planning for rollout in the coming school year. More information will be shared as the work progresses.

Careers in Gear / Career Fairs – Deanna Wilson reported that over 800 students from 19 different high schools are scheduled to attend the 6th annual event that will have over 45 industry partner booths. The event will be held from 9 am – 2 pm at the Medford School District Education Center (Central Medford High School) on March 10, 2016. RWP members who aren't already participating are invited to join.

Southern Oregon Success – Community Partnerships and Wrap-Around Services – Superintendent John Higgins spoke about the work being done in Josephine County. A conversation was started around 171 students in danger of not graduating. John researched their academic records back to Kindergarten and found that danger signs in academic performance, behavior, family support issues, etc. were abundant and identified at early ages. This has sparked a county-wide initiative to create comprehensive wrap-around supports for all at-risk families facing life challenges, so that students and families can be appropriately supported to achieve success.

Kicked-off at the Southern Oregon Success – Key Leaders Meeting in October 2015, over 25 health, social service and other support agencies have formed the Josephine County Community Network (JCCN) to help families in need. This work is being strongly informed by a new framework called Adverse Childhood Experiences (ACES) and Trauma Informed Care. Todd Bloomquist of Grants Pass School District provided power point presentation on these efforts (see attached).

5) WORKSOURCE ROGUE VALLEY

Aurora King, Rene' Brandon, Sherri Stratton, Rosemary Jernigan, and Tabitha Carlson gave a brief update on what's going on at the One-Stop centers.

- WorkSource Rogue Valley Grants Pass – Re-design to align with operational standards
- Adding value for businesses as well as job seekers
- Breaking down silos
- Local Leadership Team
- Business staff participating in SOREDI industry tours

Over 5,000 active job seekers are currently in the system (as reported by OED). The continuing work is to develop the talent pool of skilled jobseekers to fit into the high-demand jobs, especially for our targeted industry sectors.

Grant Update - This topic will not be discussed today; however, it will be deferred to the next meeting and will become an ongoing agenda item.

Norm shared his recent experience with hiring through WSRV and indicated there has definitely been a positive change and improvement in the services provided to business. Well qualified and skilled job candidates are being referred who are strongly motivated. Brent Kell also reported that Valley Immediate Care is doing all their recruiting through WSRV.

Jim indicated that no other region in the state has this level of partnership amongst public workforce agencies and that we are doing something very cutting edge – “the systems are changing,” stated Jim.

6) CERTIFIED WORK READY COMMUNITY

René Brandon and Jen Perry reported that Jackson and Josephine Counties achieved the status of Certified Work Ready Communities, as was our goal for the biennium. We are 2 of only 9 counties in Oregon that achieved this CWRC goal. This is a tremendous accomplishment. This program is run by ACT – the national testing company - and is centered on the National Career Readiness Certificate. The NCRC tests for work-based reading, math and locating information skills. It also provides students and high schools with another means to achieve requirements for a high school diploma. The certification lasts for two years and by continuing to achieve the goals, the certification can be retained.

7) SECTOR STRATEGIES

Due to insufficient time, this item was not discussed.

8) GOVERNANCE

Due to insufficient time, this item was not discussed.

9) STATE & NATIONAL COORDINATION

Due to insufficient time, this item was not discussed.

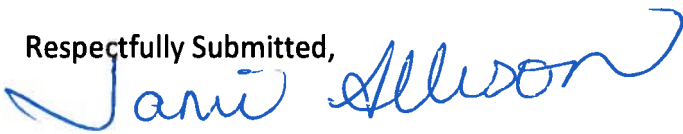
10) OTHER ITEMS

No other items were brought before the Rogue Workforce Partnership.

11) ADJOURN

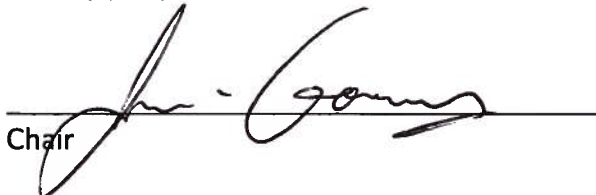
With no further discussion, the meeting was adjourned at 5:00 pm.

Respectfully Submitted,



Tami Allison
Executive Projects Manager
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APPROVED:


Chair

7-21-16
Date