



ROGUE WORKFORCE PARTNERSHIP

MINUTES

ROGUE WORKFORCE PARTNERSHIP

September 15, 2016

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

MEMBERS PRESENT:

Jessica Gomez, Tamara Nordin, Chad Scott, Matt Balkwill, Gregg Edwards, Cathy Kemper-Pelle, Shawn Hogan

*= *via phone/videoconference*

QUORUM PRESENT: No

OTHERS ATTENDING:

Oregon Community Colleges & Workforce Development – John Asher*, Jennifer Denning*

Business Oregon – Larry Holzgang

College Dreams – Jen Perry, Tom Drummond

Commission for the Blind - Jane Hagle*

Department of Human Services – Billie Arnold, Rosemary Jernigan

Grants Pass High School - John Young

Jackson Co. Mental Health Supportive Employment – Marie Poppa

Jackson Co. Mental Health Transitional Age Youth Program – Tawnya Soltis

Junior Achievement - Deanna Wilson

Southern Oregon Goodwill Industries - Greg Lemhouse

WorkSource Rogue Valley Employment Dept. - Ainoura Oussenbec, Josh Morrell, Ross Jesswein, Andrea
Burcham

WorkSource Rogue Valley ResCare – Tabitha Carlson, Linda Lochard, Cynthia Anderson

Rogue Workforce Partnership: Aurora King, Dana Shumate, Julie Gillis, Sherri Emitte*, Rebecca Williams, David
Fricke, Jim Fong

1) **CALL TO ORDER, WELCOME & INTRODUCTIONS**

The RWP meeting was called to order by Chair Jessica Gomez at 2:05 pm. Jessica welcomed everyone, introductions were made, and it was indicated that a quorum was not present today.

2) **CONSENT AGENDA:**

Due to the lack of a quorum, the consent agenda, approval of June 15, 2016 RWP meeting minutes, will be deferred until the next meeting.

3) **GOVERNANCE:**

Due to the lack of a quorum, this topic will be reviewed and discussed but not acted upon until the next Rogue Workforce Partnership Workforce Board meeting where a quorum is present.

Jim discussed the background that was given at the last Rogue Workforce Partnership Corporate Director's meeting where they agreed to streamline the Articles of Incorporation and Bylaws into one document. Jim and Jessica both noted that the intent is to make certain to have a minimum of one quorum meeting per year. Jessica further described the support for this change in that the coordination and size of the board allows for inclusion of education, business, and industry partners which makes it challenging to have a quorum for such a large board. Jessica indicated that we will have to test the new structure and make adjustments as needed moving forward.

4) MISSION, VISION & PROMISE STATEMENTS:

Jessica indicated that input was received during the last quarterly RWP Workforce Board meeting as well as between now and then and has been incorporated into the document in today's packet. The group found balance between the suggested edits for the Mission and Vision documents; with helpful ideas about how to tease out and differentiate between the Mission and Vision statements. A suggestion was also made to remove all ampersands (&) and insert the actual word "and" into the document. It was noted that the Promise Statement could be a potential statewide best practice and standard for all regions. After some conversation, comments, and questions, the board agreed to the document as written.

5) COORDINATION UPDATES

Industry, Education & Workforce Partnerships- Multiple efforts are underway to merge/coordinate this work in a unified messaging campaign. Work will continue at the next meeting of the Industry, Education & Workforce Partnerships to align the work and have a united message to discuss while keeping in mind the workforce, industry and education needs.

- Kathy Trautman, SOREDI – co-convening and leading the group to support having the EDGE campaign available to committee members to consider aspects of their message.
- Shawn Hogan – to brand and build upon the community support
- Cross-sector group to work with high schools to connect students in a coordinated effort.
- SOREDI using the EDGE campaign posters to expand and highlight different businesses and industries and coordinate with RCC and high schools to identify occupations and career pathway linkages in high schools, college and community environments.
- RCC working to link with SOREDI messages to have a unified communication strategy
- Cohesive outreach and messaging campaign about the lifestyle and thinking "The Rogue Way"
- Next meeting scheduled for September 22, 2016 at Medford Fabrication
- Second phase Oregon Technology Council grant application supporting RCC's Mary and Ralph Henderson mentor program (ready to retire employees from secondary wood products to participate and be a mentor to the next generation of learners/incumbent workers). This grant was not funded; however, a third round of funding has opened and RCC has been granted approximately \$50-55,000 to pilot a program over the next year.
- Continuing work with ResCare/One Stop centers and high schools to identify college/career pathways to prepare for demand in millwrights and electricians.

- Provide pre-apprenticeship to drive potential workforce into the pipeline to support the upcoming workforce demand
- An opportunity to have a unified message from a tested and branded campaign available from the National Association of Manufacturers, called the “Dream It, Do It” “DIDI” Campaign. This messaging has been used in 40 other states to improve the image of the manufacturing industry. Norm added that a manufacturing specific campaign needs to align and unify with the broader Rogue campaign. Mike Donnelly is taking the opportunity to the State group in October for their input.
- RCC has seen mentorship programs within the community college environment as well as scholarships increase retention from 40-80% due to the inclusion of an industry-specific mentor to assist in overcoming challenges and support them in stressful school/home/career situations.

Jessica noted the benefit of understanding that each of these communities have different messages around different topics, and pressed the importance of a unified message to align and strengthen the impact we can have in our community and a broader audience to attract companies to the Rogue Valley.

The plan is to take the proposed unified message back to the other sectors for input and feedback to drive the effort and empower the work.

October 10, 2016 Community Leaders Event – The event sponsored and led by Joe Rossi, BBSI and SHRM as well as Peter Buckley of Southern Oregon Success (cradle to career) is available to us through an OregonAsk grant from the National League of Cities to engage political official’s awareness of STEM related projects and efforts across the state. We are also targeting Chambers of Commerce and Media leaders to attend. The event will be held on October 10, 2016 12:00-pm-1:30 pm at the Rogue Valley Country Club (watch for an invite to be sent by Scott Beveridge, Superintendent SOESD).

A planning and prep meeting for the event will be held on September 19, 2016 from 3:30 – 5pm to develop the unified message, agenda and flow of the day as well as speaker’s list, topics, etc.

OregonAsk is convening groups in each of the different regions with College and Career for All network partners as well as doing an awareness campaign in Klamath Falls with the Promise Grant to increase graduation rates.

Participants in this event are asked to bring forth issues in their company / industry and provide input on the challenges or feedback on solutions. Some issues mentioned:

- Industry licensing in health care
- Age minimums in health care
- Improve the level of certification for nursing instructors
- Policy issue with rural healthcare and coordinated care access
- Provide higher quality of dental hygienist that can meet the demand and need in rural areas.
- Inherent problems with K-12 initial skills trainers

The following is a list of topics that will be presented:

- CTE-R
- Tech Collective
- Rogue Advanced Manufacturing Partnership (RAMP)
- CRLE/Mentoring Programs
- Career Pathways/Dual Credit
- Adverse Childhood Experiences (ACEs) self-healing communities

Jim continued by saying that we will further partner with SHRM to connect workforce and industries to their May 2017 Career Fair.

Video Updates- Aurora reported that the Tech Video, which will highlight companies that have technology occupations and links technology across the community, are currently being produced and will feature companies such as Rentech in Grants Pass, Lynx Technologies in Merlin, Zeal in Medford, and Plexis in Ashland. Stories of these careers will be told through the eyes of the employees.

A second video highlighting the manufacturing industry is also being produced with a unique message that manufacturing is no longer “your grandfather’s career”, and the environment has changed significantly.

A third video for careers in healthcare is in the planning stages.

Aurora indicated that all of these films are funded by a grant for long-term unemployed workers to develop and improve opportunities for skills training, education, and on-the-job training.

Jessica suggested that a condensed version be placed in a PSA for local television.

6) WORKFORCE SYSTEM DASHBOARD

Aurora presented a table with outline descriptors of metrics, as brainstormed by the REWP team, as a potential dashboard in response to a data request from Chair, Jessica Gomez. Aurora added that the RWP appreciates the request and the ResCare contract allows us to leverage capacity from IMatch as well as ITRAC job seeker data systems both statewide and locally to create a comprehensive picture to meet the goals of our strategic plan, to use this information to inform our services, and continue the cycles of learning to inform consistent improvement.

Goal #1 identifies two overarching goals; business services and training investments. Jessica stated that there should be wage match data in PRISM about who comes out of high school with a credential, obtains a job, and the associated wage. “The priority should be to get the students to register and track their added training and certifications so these measures can be tracked. Aurora reported that we have shifted from tracking training investments to how we invest in training scholarships up to \$2500 with local training providers. “We also track OJT reimbursements ranging from \$3,000 to \$5,098 focusing on the completions of trainings within one year rather than just open money”, stated Aurora.

Goal #2 has three areas for tracking Foundational Skills Workshops which includes; Resume Writing, Cover Letters, Workplace Culture, Soft Skills & Communication, and Emotional Intelligence. NCRC preparation is then offered in the computer lab or from home and testing takes place in the three areas of Math, Reading, and Locating Information.

We want to be able to identify the comparison of the five stages of the pipeline:

1. Registration completed in IMatch with corresponding skills profile to match the job;
2. Individuals who complete the whole profile, which we term, the welcome process;
3. Individuals who complete the week long, five morning, Foundational Skills Workshop;
4. Individuals who attend resume and cover letter writing; and
5. Individuals who attend NCRC and OPAC trainings.

Job listings metrics can be measured by two components; 1) basic – self referral IMatch skills database to obtain a job, and 2) Enhanced job listing where a company posts and works with WSRV to post their full description and seeks the employee

Goal #3 includes metrics for:

1. Identification of talent in the system and certifications obtained and responded to posted position with aligned business needs of indicated certification.
2. Referral to hire ratio – did this referral result in a hire?
3. Business satisfaction – use it to better inform our services – supply side alignment with demand.
4. Training investments served people who have a job to move up career ladder/path and seek additional training for needs of improving career and pay
5. Ideally identify retention with a 90-day mark of still being employed
6. NCRC test takers overall, and further those who pass at each level
7. OPAC test takers and those who pass with 70% or above, but that placed workers are 95% or above for their skills in MS Word and Excel.

Goal #4 informs our efforts on cultivating talent with an explanation of the programs

1. Youth Forestry Crews
2. CC4A programs that are being created
3. Industry Tours – educators, students, externships for teachers, job shadows
4. Career Fairs – such as Careers in Gear and GP High School Career Fair
5. Outputs and activities to credentials in a job

After reviewing the different goal areas, the board made comments:

- Is it a long process to see results?
- Are there other measurements/milestones/dates for how these systems are evolving?
- What phase to see any trajectory in implementation?
- Need more data including what type of training did job require?
- Were they not hired because of background or drug test or references?
- Is there a planned frequency for reporting? Feels weekly updates are more ideal so information is more actionable.

- Data accountability system that compares nationally with other community colleges how a student progressed through the education pipeline; where they fell out, why they fell out, and in what part of the pipeline they fell out. The concept was designed to reach out to the narrow finishers (those missing just a few credits).
- Most excited about the yellow highlighted areas of the dashboard

Chair, Jessica Gomez, asked Aurora and RWP team to collect the data so this can be reviewed at the next meeting. "With more information, we can narrow down the information needed for a dashboard appropriate for the Board," stated Jessica.

The present board members agreed, and showed their excitement about having data that can be annualized to show trends.

7) YOUTH

WIOA Youth Services

In-School Youth – College Dreams – Jen Perry, Tom Drummond, and a student, Karla Ortiz shared information about the In-School Youth Program at College Dreams (report included in today's meeting packet). When asked, "What are the reasons kids are not enrolled", Tom indicated that it is due to a capacity issue as College Dreams has a 98% participation rate. Jen indicated that Tom personally screens all of the students in the contracted schools in both Josephine and Jackson counties for eligibility into the program. Lists are then provided to College Dreams staff to invite students into the program. Jen stated that the WSRV are also referring potential students to College Dreams.

College Dreams also administers NCRC in schools and over the past three years has tested over 2000 youth in Jackson and Josephine Counties.

Out of School Youth – ResCare- Cynthia Ragsdale presented information about the Out of School Youth Program at ResCare (report included in today's meeting packet). A participant named Brandon shared his story with the board; as well as Sara Beck sharing other success stories from the program, Deanna Wilson from Junior Achievement, and John Young from Grants Pass high school sharing success stories as well.

8) WORKSOURCE ROGUE VALLEY & WIOA ADULT SERVICES

This section of the agenda was deferred to a later date due to time constraints.

9) OTHER BUSINESS

Jim Fong quickly shared that the rollout for the Oregon Connections Pilot Mentorship program is coming soon.

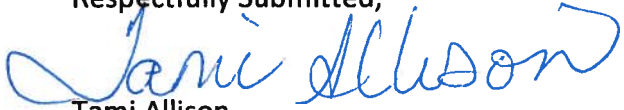
10) OTHER ITEMS

No other items were brought before the Rogue Workforce Partnership.

11) ADJOURN

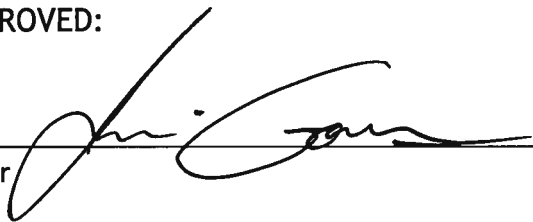
With no further discussion, the meeting was adjourned at 5:00 pm.

Respectfully Submitted,



Tami Allison
Executive Projects Manager
/tka

APPROVED:

Chair 

Date 12-15-16