



MINUTES

ROGUE WORKFORCE PARTNERSHIP WORKFORCE DEVELOPMENT BOARD

January 28, 2022

Zoom Conference Call

MEMBERS PRESENT:

Kelsy Ausland, Robert Begg, Alex Campbell, Lance Corley, Mike Card, Mike Donnelly, Jessica Gomez, Nikki Jones, Brent Kell, Cathy Kemper-Pelle, Kari Kingsolver, Sherri Stratton, Kim Whitney, Trevor Yarrish

All attendees (members and non-members) attended remotely via Zoom.

QUORUM PRESENT: Yes

OTHERS ATTENDING:

Jackson County Commissioner - Dave Dotterer

Veterans Administration - SORCC: Peter Weston

Oregon Employment Department - Polly Farrimond, Guy Tauer

Southern Oregon University - Neil Woolf

State Labor Liaison - Josh Hall

ODHS- SSP - Melissa Wolff

Community Ed. Inc. - Jonathan Bilden

Electrical Pre-Apprenticeship – David Plummer

John Warekois CPA – John Warekois, Suz Montemayor

Equity Action Partners – Iris Chavez, Doug Riggs

ODHS – Fariborz Pakseresht

Workforce & Economic Research - Bob Uhlenkott

DHS – Reporting, Analytics & Implementation - Peter Sprenglemeyer, Paul Bellatty, Katherine Iurino

Southern Oregon Early Learning Hub - Rene' Brandon

Grants Pass School District - Todd Bloomquist

Project Youth+ - Jen Perry

SORED I - Amy Browne

SOESD – Karla Clark

SORS – Peter Buckley

WorkSource Rogue Valley - Joe Spagnuolo, Stephannie Krunglevich, Kok Foo, Charlene Grafton, Josh Morell, Uriah Lamproe, Tyler Worthley, Tammy Schroeder

Rogue Workforce Partnership- Sherri Emitte, Heather Stafford, Jim Fong, Ida Saito, Jill teVelde, Greg Thweatt, Dana Shumate, Haylee Ulrey, Tami Allison

CALL TO ORDER

The RWP Workforce Board meeting was called to order by Vice-Chair Mike Donnelly at 9:03 a.m. Chair, Jessica Gomez has joined via phone only.

Welcome & Introductions

RWP Workforce Board Members introduced themselves and the non-members roll was documented through the Zoom meeting participants list.

CONSENT AGENDA

Trever Yarrish moved to approve the consent agenda, consisting of the meeting minutes from the October 28, 2022, RWP Workforce Board meeting and the Revised RWP Procurement Policy. The motion was seconded by Nikki Jones. There was no discussion, and the motion was approved unanimously.

INTELLIGENCE / SITUATION REPORTS

- **Regional Economic & Labor Market Report** –<https://www.qualityinfo.org/roque-valley>; [Click here](#) to see presentation made by Guy Tauer. Guy indicated that very few times we have seen unemployment this low – currently fewer than 6000 unemployed in our region. Some contributing factors to this are that people have spent less money, had federal support that contributed to excess savings, an increase in individuals selling assets, as well as borrowing money and going into more debt.

The “Great Resignation” is showing that one in six people left their jobs voluntarily, and that one in three people are new to the workforce.

Members of the Workforce Board commended Guy on his presentation, noting its conciseness.

In answer to a question as to whether he was seeing any indication of a recession due to inflation, supply chain challenges, etc., Guy indicated that housing is still a big issue, as well as the tightness of the labor market; however, no one is calling for a recession, but what might tip the scales is how people feel about their wealth.

Guy encouraged everyone to read the upcoming economic forecast coming out in April.

- **Industry Sectors Roundtable** - *Business leaders report-out on sector work, state of business, industry, workforce and economic outlook, etc.*
 - ✓ **Carestream** - reported “doing about the same”
 - ✓ **Valley Immediate Care** – indicated that it has been challenging due to vaccine mandates; however, they are seeing people coming back into the workforce.
 - ✓ **Asante** – reported they have surpassed 1000 open positions with a 15% vacancy rate overall, with difficult to fill positions being primarily nurses and primary care positions. Agency labor that is being used to fill the gap is expensive. They are starting to see an increase in the segment that are not licensed professionals and continue to do all they can to recruit and retain. The current in-hospital COVID count is 105 patients in three hospitals.
 - ✓ **Zeal** – seeing an increasingly high demand and more sourcing. The market is tough for software engineers. Many people are trying to solve the problem of creating more competent software developers in the industry.
 - ✓ **Rogue Valley Microdevices** - seeing a high demand for skilled jobs. Companies are recruiting all over the globe. Visa program capacity is presenting challenges, and they are seeing a big shift toward onshoring for chip manufacturing, as well as global diversification for the entire supply chain. The [FABS Act](#) is working its way through the federal legislature, and will include refundable tax credits, capital equipment, construction, research, and development. There is a need to develop new economic incentives and graduating people with specific skills.
 - ✓ **Combined Transport** – reported on the sector meeting held in December which was the first in-person meeting in two years. They are focused on getting more grants and working with driving schools. There is a huge shortage of workers and it does not appear to be getting better. Aisling Truck driving school has a

waiting list for training and needs more room and equipment. Currently there are many trucks parked until people begin coming back to work. Mike stated that he does not see a fix to these issues for 2-3 years. More money is needed at the Workforce Board level to provide more specific training.

- ✓ **Ausland Construction** – Kelsy echoed many of the same challenges as other industries. Trade labor is tight and seeing continuing project delays due to COVID. They are seeing early retirement across the board with professional employees, as well as supply chain issues. On the positive side, they are seeing local progress on pre-apprenticeship and maker spaces and are extremely excited at the continued investments in those areas.
- ✓ **Natural Resources** -- No one attended today from this sector; however, Jim shared that challenges include not getting enough local applicants, as well as housing.
- ✓ **Childcare** – the need is for higher level supervisory as well as entry level workers. **RWP will be proposing to the full board in April to make childcare an official sector.**

EMERGING WORKFORCE-RELATED INVESTMENTS

Oregon Workforce Partnership (OWP) has been working with legislators over the last year seeking a carve out of ARPA, as well as State General Fund dollars, since workforce training dollars are quite low compared to the need.

Iris Chavez and Doug Riggs joined the meeting as guests and are working with a couple of lead workforce board directors and the Governor's Office to see if there is a way to align the two proposals (HB 4104 and SB 1545).

- House Bill 4104
 - \$50 Million to local workforce boards for training and wrap-around services
 - \$2.5 Million to BOLI for new apprenticeship / pre-apprenticeship programs
 - Continue to ask for flexibility in the use of the funding
 - Multi-year effort by Representative Rearden
 - Nearly all the programs would require an RFP or state administrative rule to award funds
 - Work being done is to ensure the funding mechanism gets dollars out the door as quickly as possible
- Senate Bill 1545 -- [Future Ready Oregon 2022](#)
 - \$200 Million. Promoted by Governor Brown and developed out of the Racial Justice Council.

Based on a question posed by a Workforce Board member, Iris clarified that HB 4104 has no industry constraints. The goal is to align with our sector strategies. There will be an amendment to HB 4104 coming out soon that will clean up some of the language.

Sessions were held with legislators in every region of the state and the feedback has been very positive. Legislators are voicing their concern regarding the length of time it takes to get money through the state system. They are looking at our proposal as something very pragmatic and actionable.

There will be a hearing on February 7, 2022, in the House Committee on Economic Recovery and Prosperity on HB 4104. The session will be remote with the hearings and work sessions continuing to be held via Zoom.

Of priority concern is to integrate both bills to leverage the current infrastructure managed by the 9 LWIBs, but include the Governor's priorities around competitive grantmaking and equity/inclusion. We do not want to lose the priority of focus for the flexible dollars that go out the door quickly to the workforce boards. Jim indicated that we may be calling on workforce board members to write letters of support and/or advocate and/or testify on behalf of this legislation.

OWP developed a [proposal](#) for HB 4104, indicating that in State taxes alone, the investment pays for itself in 2.63 years (if we train 10,000 people with an 80% placement rate in jobs paying \$35k per year). Doug clarified that this does not include the SNAP 50/50 match. The difference between the Governor's proposal as written and HB 4104 is that our program would seek to leverage the SNAP 50/50 match, which requires that within 60 days of receipt of the match at the State level, the money be put back into the local workforce system to continue the programs. Doug indicated that all the regions around the state are doing impressive work with the limited funds that are currently available, and that more economic input will be generated if we get the \$50 million increase to expand and enhance the current programs.

President Kemper-Pelle talked about RCC's SNAP 50/50 program that they leverage at the college to support their students and that they are receiving all the match dollars at the community college. Doug indicated it is very important for the workforce boards and that in the past two years, local workforce programs have generated about \$20 million dollars in SNAP 50/50 match; but none of it has come back into the community.

We are also working to better align systems so that all these funds are more coordinated in a more seamless way throughout the state.

Doug clarified that the nine local workforce boards do not oppose the Governor's proposal; they just want to make sure that the sections that deal with local workforce investments are made in a way that gets money into programs quickly, is accountable, and gets excellent results. Doug is confident that we will see an investment in workforce.

Doug thanked the team and partners in our local region for the legislative visits. The briefings were very informative, took tours, heard participant testimonials, etc. "These types of grass roots efforts are important and illustrate the partnerships that the local workforce boards have," Doug stated.

An action letter was sent out yesterday and we will continue to request board members' support and the addition of company logos for this piece of legislation.

Vocational Rehabilitation has been awarded an \$18.2 million for a new project called [Inclusive Career Advancement Program \(ICAP\)](#), which will be run through the local community colleges. The grant is for five years and will serve 500 vocational rehabilitation clients.

- Federal Workforce Funds – *currently allocated & proposed* Core conversation: If these emerging funds show up, how does it impact our current financial availability of the dollars the workforce board has direct oversight of, and how does that impact our strategy for spending and investing in the right things?

Jim walked through the WIOA Title IB formula funds and Disaster Dislocated Worker Grants. The [COVID Disaster Grant](#) is due to expire March 31, 2022, unless we receive an extension. An extension request has been submitted and we are awaiting approval. The [Wildfire Disaster Grant](#) expires in September 2022, and we're not sure if it will be extended. Our ability to draw down additional allotments or extend the grant will depend upon if and how quickly we can spend out our first allocation. We may or may not be able to access the remaining \$5 million of the original allotment. These funds are for all dislocated workers, not just those affected by the wildfires. To qualify, individuals must either be impacted (out of a job) or a long-term unemployed person (out of the workforce for 4 years). Jim indicated we would be happy to work with RCC if they have dislocated workers that are students. We want to take these dollars and get very creative on getting people into the talent pipeline.

Discussion took place about the importance of using the existing system to allocate the funds. Creating new infrastructure to do this will cause many challenges. Business and Education partners in this meeting indicated they would advocate using the existing infrastructure.

In the proposed [“Build Back Better”](#) investments, legislation proposes \$20 billion in a broad range of workforce development. Jim indicated that our region would get approximately 9% of the allotment and provide a much-needed boost in funding after decades of declining resources. This funding will get us back up to where we need to be to fund the system.

Our [proposal on how to use current and new funds](#) is to start actively increasing the spending for On-the-Job training subsidies to employers, training scholarships from WSRV, paid training stipends to trainees who can’t afford not to work while getting trainings, support services (i.e., childcare, transportation, housing assistance), and introducing Career Accelerator training scholarships and co-investments with employers for workers to move up the career pathway. We also propose marketing these opportunities in partnership with sector employers to promote the pathway opportunities, partner with community-based organizations to do targeted outreach and recruitment and build more career pathway training capacity where needed to allow increased high skills training throughput to meet the demand.

Emerging work includes creating equitable access and new career pathways, address lack of awareness on opportunities and overcoming barriers, and ensure we serve historically underserved populations such as rural, intergenerational poverty, Latino/a/x workforce, people with disabilities, ex-offenders re-entry, etc.

Comments from Workforce board Members included:

- Equipment purchases and marketing dollars are needed.
Doug Riggs indicated there is a precedent for using workforce funds for infrastructure and equipment to train people. RWP will look into this further.
- People need to work (earn money) during training and need supports such as childcare, transportation, and housing.
- Appreciate the doubling-down concept to spend the funds.
- Make commitments for hiring while people are in school.

RWP will ask Lance Corley to present on the pre-apprenticeship program at the April workforce board meeting.

- **Regional Solutions – *Workforce Housing Related Efforts & Investments***

Alex Campbell provided an update on the workforce housing efforts and investments. While a lot is happening on the affordable housing side, due to time constraints, he addressed attainable/workforce housing.

- Northgate Project – walk up multifamily.
- There is a developer talking to various employers about an innovative financing structure where employers may pre-lease some portions of the project to assist with its financing. If this is of interest to you, please contact Colleen Padilla at SOREDI.
- A request for the short session is to create a program that would allow the state to fund transportation improvements for these types of projects, such as the Mosaic project, which is 140 units of modular, stackable housing that is currently undergoing land use discussions.
- The State has a block grant for \$420 million, of which 70% is targeted towards low to moderate income (possible to get waivers).

Alex is transitioning to Oregon Housing and Community Services – addressing external affairs statewide -- but will remain here in the Rogue Valley.

BIG DATA / PREDICTIVE ANALYTICS

- **State-Level Data Sharing Efforts**
- **Applying Data Analytics with Child Care / Early Learning, K-20 Education & WSRV Adults to inform our intervention and support strategies**

Our region is leading a [pilot effort](#) kicked off in 2018, in applied use of longitudinal data.

The goal today is to orient, update, and inform the Workforce Board members on the work happening to date, and provide the framework, scope, and details of this pilot work, as well as get any questions and feedback from the members. The members will also be asked to start thinking along data analytic lines to help provide strategic guidance and direction on research priorities and innovation strategies as the pilot work continues to unfold.

The [basic concept](#) is to take a public health epidemiological approach to improving outcomes and seeking to improve positive education, workforce, and life outcomes.

[Improving education outcomes](#) – adding wage data and post-secondary and career path data and create regularly updated versions and drill down into specific populations to improve outcomes for similar typologies of students and families.

Various other slides showing highlights from Washington’s TANF analysis were shown, as well as an Oregon TANF Population Analysis, noting subpopulations and their time in TANF based upon challenges/barriers present.

Need to start thinking about the different strategies that work to achieve long-term self-sufficiency, knowing that they create different responses for different subpopulations.

Members were asked to review the [data shared](#) in the meeting to know enough about this to give us strategic guidance as we apply this data.

Fariborz Pakseresht, ODHS Director, started the presentation by saying that this work is happening in the context of [building well-being](#). And although we share a common view of Social Determinants of Health, the fragmented nature of service delivery gets in the way. In addition, there is a major gap between the current reality and the vision for whole well-being.

By using longitudinal data, we can begin to identify separation points of trajectories, and opportunities to put positive interventions in place to avoid negative trajectories. The sooner we can identify the separation points, the better the outcome and achievement of well-being. Analytics and predictive modeling can play a major role in informing prevention strategies.

Dr. Peter Sprenglemeyer, new to the Office of Reporting, Research, Analytics, and Implementation (ORRAI), shared information about ORRAI, which is a small group within ODHS (Oregon Department of Human Services). ODHS has several different programs within it, and all of the agencies have outward-facing data platforms that collect data from their clients. ORRAI imports most of that data and connects all the data points together with the goal that all data systems update daily. The data warehouse brings all the data together, organizes, and creates a tabular model so it can be linked, utilized, and have a secure place where the data can be brought together and output to internal customers and the community. There are groups of researchers that convert the data into information. The Geospatial group overlays location to the data. Data can contain bias, and we need to look at bias on many different levels and think about what “fair” means. Definitions do not come from the researchers and that is where we need the community input. Education data is not part of ODHS data but is essential to what we are trying to predict. Education outcomes also play a prominent role in predicting many other health outcomes. To understand the effect of various programs such as Child Welfare, etc. we must include larger system data of people who have similar backgrounds, but don’t require those resources.

Dr. Kathryn Lurino presented information on [identifying early predictors of economic mobility](#).

There are four research questions:

- [#1: Among the K12 population, to what extent does experiencing poverty as a child in Oregon relate to earnings 10 years after expected graduation date from high school?](#)
- [#2: How early can we predict with reasonable accuracy whether a K12 student who experienced poverty will break the cycle of poverty as an adult?](#)
- [#3: How early can we predict with reasonable accuracy a K12 student's earning percentile as an adult?](#)
- [#4: What initiatives, policies, and programs have the greatest impact on intergenerational economic mobility?](#)

Additional factors that can be included are social factors that may be related to workforce outcomes (informed by ACEs literature as well as education-related factors).

There a couple of programs proposed to see what has the greatest impact on intergenerational economic mobility, and those are:

- Multi-generational approaches to serving families on TANF
- Project Youth +

[Rogue Valley Data Analytics Pilot Project – Pre-K to 12 Education – Brainstormed next steps.](#)

Hal Jones and Todd Bloomquist are our point people at both Medford and Grants Pass school districts.

Grants Pass Student Success Teams look at key indicators, attendance, academic performance, and behavior. Adults staff each child using a model called multi-tiered systems of support, which is looking at the lowest level thing we can do to intervene to get the child where they should be. Looking at data like this would give insight to these teams about what interventions could be employed to move them into more positive pathways.

Cathy Kemper-Pelle indicated that discussions have taken place in SOELC meetings, and this data would allow customized wrap-around services to better prepare customers. Jim indicated that as soon as there are data sets available, we would convene the higher education, early learning, and the workforce groups and start to look at where the best places are to recruit and fill the talent pipeline (down to the high school level).

Jim also shared that if board members' organizations have their own data sets, we could link those with this data and get more robust in finding where the workers are to allow for more targeted recruitment and marketing.

Neil Woolf from SOU expressed his interest in being part of the next steps with this work.

Jim indicated that we are hoping to start getting data to help Todd and his teams, as well as our workforce teams, in the coming couple of months.

Mike noted that although we have scratched the surface, digging deeper into the data and understanding some of the root cause corrective and preventative analysis to help people be more successful in the workforce is the work we need to spend more time doing.

FILLING THE TALENT PIPELINE

Increasing Skills Training & Job Placement with Targeted Industry Employers

- [Strategic Road Map](#) / **Objectives & Key Results Dashboard**
 - RWP has been giving quarterly updates on their OKRs.
 - A dashboard was introduced last quarter
 - The purpose of the dashboard is to track and pull in data and define metrics.
 - The data will be updated automatically on a quarterly basis so we can review in our targeted sector meetings
 - indicators are triggered as to whether we are increasing or decreasing employment.
 - Now that we have data pulled together, we can define what the metrics will be.

- We will be looking at the total number of workers that we are sending to targeted industry sectors through WSRV and K20 partners, which will show our direct impact on the community as a whole.
- Team specific OKRs were also shared.
- The next steps are dialing in what those OKRs will be to meet our overall enterprise objectives.
- Buckets of work are aligned with our Strategic Roadmap to get an idea of what is coming up next and the data we are wanting to pull into this system.

Jim added that we want to add numbers coming through training programs at RCC and SOU, as well as those coming out of high school CTE programs.

Jim indicated that this dashboard is designed to link to the OKRs so that we can target areas of weakness, development, etc. Ultimately the goal is to influence both vacancy rates and turnover rates, company by company, and then aggregate.

A. Communications & Engagement - with Job/Career-Seekers

- [Rogue Careers](#): Website & Social Media – *clicks, metrics, etc.*
- Google & TV Advertising / Marketing Update
 - 20% growth on Facebook and Instagram pages quarter over quarter
 - Last quarter growth was flat, but still above our year over year goals
 - Although flat on our growth, our reach is engaging, which tells us that our content is relevant and is being shared.
 - Use these platforms for top-of-mind awareness (TOMA)
 - Experimenting with Google Ads – information is getting out; however, not seeing click through yet
 - Doing broadcasts
 - Good lift for the Summer Olympics
 - Have commitment for Winter Olympics
 - Advertising during the playoffs and Super Bowl
 - Exploring more streaming services which will give more metrics to see our ROI

Please subscribe to our YouTube channel at <https://www.youtube.com/channel/UCGGI9wkOI5tLiXrxCnTOg/playlists>

New this year:

Careers in Gear (Spring Job Fair)
April 27, 2022
Jackson County Expo
9am – 2:30 pm High School Students
3-6 pm Adults

We are creating virtual career fair for freshman and sophomores in the fall, as well as using the Oregon Connections Industry tour virtual platform.

B. REIMAGINE WORKSOURCE ROGUE VALLEY

- # WSRV customers, # in skills training, and # getting jobs in targeted sector industries

Jim reported that the number of job seekers is still relatively low. Our objectives and goals are to work more intensively with high school and CTE programs and filling the talent pipeline with people through youth apprenticeship type models.

Sherri Stratton noted that she feels the 15% transportation number may be based on older data. RWP will look into this for the next meeting.

C. REIMAGINE HIGHER EDUCATION

- SOELC will meet in Q1 and provide an update at the April Workforce Board meeting
- RCC
 - Although enrollment is down, it has flattened out
 - Enrollment has shifted toward career and technical education programs
 - Seeing fewer students enrolling and selecting transfer degrees
 - Talking with SOU about breaking things up into smaller chunks of stackable credentials up through a bachelor's degree
 - RWP will be meeting with Dr. Rick Bailey to fill Linda Schott's vacant position on the workforce board.

D. HOLISTIC & EQUITY FOCUS

- Personnel Effectiveness & Essential Employability Skills Updates

Made a connection with "Bridges to Well Being" which is more clinical social work. It is an opportunity to build out the paraprofessional to professional behavioral health workforce, as well as help to address the intense work with the Alameda fire victims. A statewide behavioral health consortium will be launched in the future.

ADJOURN

With no further discussion, the meeting was adjourned at 12:04 P.M.

Respectfully Submitted,

Tami Allison
Senior Project Manager
/tka

APPROVED:


Chair

8-3-2022
Date