



MINUTES

ROGUE WORKFORCE PARTNERSHIP WORKFORCE DEVELOPMENT BOARD

July 22, 2022

In-Person for 5-6 People & Zoom Conference Call

MEMBERS PRESENT:

Robert Begg, Scott Beveridge, Bret Champion, Lance Corley, Mike Donnelly, Terri Fairbanks, Jessica Gomez, Shawn Hogan, Nikki Jones, Brent Kell, Tom Keyser, Joe Myers, Sherri Stratton, Drew Waits, Randy Weber, Kim Whitney

Heather Stafford, Jim Fong, and Commissioner Dotterer attended in person.

QUORUM PRESENT: Yes

OTHERS ATTENDING:

Jackson County Commissioner - Dave Dotterer

Southern Oregon Success – Peter Buckley

Business Oregon – Marta Tarantsey

Oregon Employment Department - Guy Tauer

State Labor Liaison - Josh Hall

Rogue Community College – Lori Lundine

Empower- Tiffany Grimees, Polly Farrimond

WorkSource Rogue Valley - Joe Spagnuolo, Josh Morell, Tammy Schroeder, Jaymes Tadlock, Jared McClaren, Kori McVeety, Tyler Worthley

Rogue Workforce Partnership- Sherri Emitte, Heather Stafford, Jim Fong, Ida Saito, Dana Shumate, Haylee Ulrey, Stephannie Krunglevich, Nicole Srijunyanont, Tami Allison

CALL TO ORDER

The RWP Workforce Board meeting was called to order by Chair Jessica Gomez at 9:01 a.m.

Welcome & Introductions

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

Two new RWP staff members were introduced. Stephannie Krunglevich who was present, and Lisa Parks who was unable to attend.

Elect RWP - Workforce Board Chair & Vice-Chair

The organization/governance chart was shown that outlines the structure as required under the federal WIOA. The RWP Bylaws call for the Chair & Vice-Chair of the Workforce Board and the Corporate Directors to be the same individuals. The current Chair, Jessica Gomez, and Vice-Chair, Mike Donnelly, have agreed to serve as chair and vice-chair for another term. They were also both elected to those positions in the Corporate Directors at their last meeting.

The motion was made by Scott Beveridge to elect Jessica Gomez as Chair and Mike Donnelly as Vice-Chair of the Rogue Workforce Partnership Workforce Board. The motion was seconded by Bret Champion. The motion passed unanimously.

Consent Agenda

The motion was made by Robert Begg to approve the consent agenda consisting of the minutes from January 28, 2022, and April 22, 2022, Rogue Workforce Partnership Workforce Board meetings, as well as the Procurement Policy change. The motion was seconded by Mike Donnelly. The motion passed unanimously.

REGIONAL ECONOMIC & LABOR MARKET REPORT

Guy Tauer presented information for February, as well as some March data.

- Have gained back most jobs lost during the pandemic; however, progress has slowed in recent few months
- Continuing to see lowering unemployment rates – pre-pandemic level
- Monthly unemployment claims are back to pre-pandemic levels
- Still a lot of people collecting unemployment; however, monthly continued claims have decreased
- Initial new claims have returned to pre-pandemic levels
- Continue to be a large demand for labor
- Top two sectors in job recovery are financial activities and construction; however, they are more vulnerable due to the higher interest rates
- The only sector that has beat inflation is Leisure and Hospitality
- The percentage of people self-employed is rising

In response to a question regarding the large negative numbers for logging and mining, Guy indicated that it seems unrelated to the pandemic because it is a small industry and there could have been some salvage logging that has finished.

Jim shared some information on innovative programs across the country that are impacting poverty.

RWP Workforce Investments & Budget

Framework for our investment strategies is our strategic roadmap

- **Overview of RWP's Directly Managed Federal & State Workforce Funds**
 - Success Stories – a couple of videos were shared that captured success stories of participants. It was suggested that, in the future, we decrease the time of the video by removing the questions and hearing only what the participant is saying
 - Career Coaches are meeting people where they're at with a menu of various offerings
 - Engaging people who would have normally not opted into training
 - Describing people whose path was to not go to college
 - Growing soft skills, as well as technical skills
 - Two-fold strategies for students
 - Increase direct out of high school to college
 - Skill up current employees to meet future demand

Randy Weber reinforced what Guy presented in his labor market information indicating that we're close to fully employed. "If people want jobs, employers are hiring people even with low skills because they need bodies," Randy stated. Randy also stated that he would like to see going to college directly from high school rate increase; however, how do we get students to go straight to college and continue through college? There are also a lot of adults who are under-skilled and employers who want to skill them up. "I am excited to be able to work with workforce partnerships

and employers on ways that we can take current employees and help to skill them up to meet future demand,” Randy stated. It will require thinking about delivering education a little differently, as well as asking employers how willing they are to invest in the development and the training of your own employees.

The Rogue Workforce Partnership Organization Chart & Public Workforce System WIOA Required Partners chart as well as the WorkSource Rogue Valley Umbrella of Training & Employment Services was shown to the board members showing that we are weaving together to create a unified system. We are working locally to get all these partners together, have good communication, and braid the services together where they make the most sense. Jim added that we are recognized as having the best-aligned system across the state.

Jessica thanked the RWP staff for the way the information is being shared as it is a very complex system; and although many of the programs are intended to work together, they don’t. She also acknowledged the “incredible job” they have done weaving all this together into a cohesive system. “We are still a work in progress, but every year we get closer and closer,” Jessica stated.

Jim added that our region has been recognized across the state as having the best partnerships and the best-aligned system in the state. A lot of credit is given to leadership at WSRV, DHS, Vocational Rehabilitation, and RCC.

- **Title IB + Future Ready Prosperity 10,000 + Benefits Navigators + Oregon Youth Employment Program + Work Experience = Integrated Investment Strategy**
 - **Future Ready Training Program**
 - Getting ready to roll out a new internship cohort model within worksites
 - One cohort active with 4 youth candidates attending a 5-week program
 - Documenting and building out processes to roll this out into other sectors and include adults

As we think about the budgets we have, the Future Ready funding is actually replacing the wildfire funds we have had the past couple of years, so we are basically budget neutral -- or a bit lower -- than our last few years. With the Future Ready funds, there is a charge to get even more innovative. Some of the different community partnerships we are working with are the Hispanic community, RCC, and Jackson County Community Justice.

- **Enhancing Rogue Community College Partnership**

Jim and Lisa had a recent conversation with Juliet Long from Rogue Community College. Due to budget cuts, RCC has done away with their career planning offices. We are talking about having out-stationed WSRV staff at RCC and create experiences to explore career pathways, as well as to assist in increasing their Hispanic population. Currently the college is at 21% Hispanic. If they increase to 25% or more, they would qualify as a “Hispanic Service Institution” that allows access to additional resources from the federal government.

- **Enhancing Community Justice Partnership**

Commissioner Dotterer gave some background indicating that at the county level there are two pieces to public safety which make up a little over 80% of the general fund budget: one is the sheriff and the jail, and the other is community justice. There are post-prison / post-jail people who are on parole/probation and require services. There is also a transition center in Talent that is currently housing approximately 65 individuals at the cost of about \$3m per year. This system, which includes wraparound services that include employment, shows that the number one item that assists in making sure a person doesn’t recidivate after coming out of jail is having a job.

After doing a bit of research, it was determined that the communication between community justice and workforce was not strong, so a meeting was convened to begin working on this.

Heather added that there is a big opportunity as one of the particulars for Future Ready funding is Benefits Navigators that could actually be out-stationed at Community Justice.

Heather also added that the changing drug enforcement laws are going to significantly decrease the parole/probation population, and we need to strategize how we impact recidivism when people don't have to go to Community Justice. "Will they really opt into some of our workforce services?"

Nikki indicated that they found that the biggest fear that companies have in working with justice-involved individuals is that the person will show up to work and commit a crime. Nikki wondered if there was some sort of liability coverage that would help employers feel more at ease. Information on the Federal Bonding Program will assist employers with \$5,000 fidelity bonds, free of charge, as an incentive to hire job seekers that do not qualify for commercial fidelity bonds.

There are continued coordination meetings taking place, as well as conversations with Josephine County Corrections.

- **Future Ready Workforce Ready Grants - \$95M in state grants to community partners**

- Coordination with Partners: Sectors, Latino/a/x, Ex-Offenders, Behavioral Health, etc.
 - RWP has been busy out in the community helping partners strategize, as well as writing letters of support for partners applying for these funds. Some applicants include:
 - Airport trainers
 - Pilot mechanics
 - Childcare workers
 - Ex-offenders
 - Latino/a/x group
 - Financial Literacy group
 - These funds will get directly funded through the Higher Education Coordinating Commission
 - \$87M out of the \$95M will be available competitively to the non-profits in the community
 - RWP's 9% formula funds equates to about \$8.5M
 - Encouraging community non-profits to not duplicate the current services, but instead plug into WorkSource Rogue Valley and community colleges where programs already exist
 - Build infrastructure, capacity, and relationships that feed our existing investments and strengths
 - Future Ready is just another part of the entirety of the investment that is shown in the "Umbrella"
 - We're not only seeing what's working for us, but also looking at national best practices and applying them locally

- **Maximum Benefit Limits to Employers**

Jim reminded the board members that RWP has a maximum training benefit policy that limits companies in what they can receive in direct payments per year. Currently the limit is \$50,000. There is an option in the policy that allows the workforce board to make an exception, and Mike Card of Combined Transport has asked for an exception. RWP staff recommends that the request be assessed by the RWP Corporate Directors, and that the Workforce Board either authorize them to make the determination or ask that a recommendation be brought back to the next quarterly meeting.

Discussion included:

- Look at what will most impact the people receiving our services

- Look at all the factors to see if a greater investment can be made
- Hesitant to make exceptions at the beginning of a fiscal year – create a window of time for others to request and when the window closes, allow for exceptions

After some brief discussion, the decision was made for RWP staff to discuss this further and bring a recommendation to the Corporate Directors at their August meeting. RWP staff will provide information on what the \$50,000 to Combined Transport has provided and what impact it is having.

Jim added that he feels we should apply for some of the \$87M for long haul truck driving to be part of manufacturing due to the supply chain issues, and Mike Card has a very compelling model for filling long haul truck driving capacity.

- **PY 21 Budget Modification** – *approve recommendation from Corporate Directors*

At the March 30, 2022, Corporate Directors meeting, the attached brief and proposed budget modification was presented, and the Corporate Directors recommended the modification for approval by the Workforce Board. This item was tabled from the April workforce board meeting as we did not have a quorum. Details of what Sherri Emitte reported are available by clicking the PY 21 Budget Modification link above.

Sherri Emitte clarified for a board member that we have only two contracted service providers: OED and Project Youth Plus.

The motion was made by Nikki Jones to approve the PY 21 Budget Modification as presented . The motion was seconded by Bret Champion. No further discussion took place. The motion was approved unanimously.

- **PY 22 Budget** – *review and approve recommendation from the Corporate Directors*

Details of what Sherri reported are available by clicking the PY 22 Budget link above.

The Corporate Directors reviewed the PY 22 budget at their June 15 meeting and approved it for recommendation to the full Workforce Board.

The summary comparison from the previous year was reviewed and no questions were asked.

The motion was made by Brent Kell to approve the PY 22 budget as presented. The motion was seconded by Shawn Hogan. No further discussion took place. The motion was approved unanimously.

Jim indicated that he texted both Terry Fairbanks and Robert Begg since they were in attendance earlier in the meeting to see if we can get their proxy vote to add to the tally. If we hear back from them, that could be added to the notes.

RWP STRATEGIC ROAD MAP - UPDATES & COORDINATION

Filling the Talent Pipeline

- **Objectives & Key Results**

Haylee gave a brief update indicating that we continue to work on overcoming barriers to getting all the data into one system which will allow alignment and create all the visualization tools for ourselves, as well as our service providers

- **Reimagining WorkSource Rogue Valley (WSRV)**

WSRV all customers – high number of customer registrations – these numbers represent the total numbers served within WorkSource Rogue Valley, STEP, and Project Youth Plus.

- High number of customer registrations in the third quarter of 2019 representing the COVID impact carrying through PY 20
- An increase is seen in training enrollments in PY 21 and a marked increase in training and support service investments due to the Wildfire and COVID Disaster grants
- The broad overview is that these expenditures far exceeded our expectations for PY 21
- While customer numbers were down, the number of trainings started was actually up, which we feel is a good trendline

• Tracking our Program Going Forward

- Working to get all of our financial and performance data pulled into one system
- Dashboard gives an example of how we can track budgets for each program we have
- The second piece of the dashboard is the performance side where we are getting all of our data pulled from our I-Trac system into our SmartSheet platform so we can start building visualization tools

• Title IB & DWG Trainings by Target Sector

- OED has been holding the contracts on Title IB for the last two years
- PY 21 has been robust with the largest investments being made in healthcare and transportation (CDL)
- CDL training has increased by 247%
- This data does not include programs such as SNAP and the Oregon Health Authority funding

• Title IB & DWG Trainings by Target Sector

- Slide represents July 2018 – June 2022
- Shows participants in training, not the expenditures
- Aggregating information to show as much as possible how many people are going through the public workforce system and being trained

• Oregon Health Authority Grant

- Grant of \$450,000 to skill up caregivers and CNAs to address the caregiver workforce shortage
- Trained a total of 210 individuals
- Employed 110 people in the system – many of them at Asante
- Dashboard shows how we are tracking our programs going forward
- Innovated and implemented a fast track for participants to get this money out into the community quickly – spent grant out in four months
- A testament to the partnership between the employers, the healthcare training system, the training delivery system, and the team at WSRV

• Communications & Engagement

- Rogue Careers website
- Social Media & Website Analytics
 - Recalibration with our communications strategy for the coming fiscal year
 - Will continue to do what has been successful through established baselines
 - Primary focus is high school and community partner outreach
- Working closely with Medford school district to make sure every high school student is registered through WSRV, gets to the Rogue Careers website, is able to take career exploration pieces, and partner up with other ongoing capacities

- Entering into an analysis phase to look at the ROI, as well as the effectiveness of what we did, and then get creative with an increased internal communications capacity
- Determine what kind of media our campaigns will utilize (digital, social, radio, print, etc.)
- Will have to reach more and different people with different messages if employment situation changes
- Oregon Workforce Partnership received a grant to do statewide success story sharing and marketing – video production will take place here locally with their support
- **Reimagine Higher Education**
 - Partnership agreements are being developed between SOU and the school districts to share data and get more access and flow happening from the school districts to SOU
 - Brett Champion indicated that this will be the first agreement of its kind in the Rogue Valley
 - Central Point School District is now involved and ready to work with RCC
 - Discussions happening with SOESD, Medford School District, and RWP about the Oregon Department of Education's priority planning process called "Integrated Guidance" for the six ODE initiatives
 - Need to connect Integrated Guidance with our industry sector and career-connected learning work
 - On the October superintendent's agenda to begin discussions about our industry sector groups meeting with the school district planning teams doing integrated guidance
 - Jim will draft a letter to Colt Gill from our region to suggest that this be done across the entire state
- **Learning Community / Longitudinal Data Analytics**
 - Gained momentum in the "log jam" having to do with data-sharing
 - Being assured that we will have access to data in the coming few months
 - Diving into some deeper meetings with both Medford and Grants Pass School Districts, as well as early learning partners, to try to get into some of the analytic work on how we might create different support strategies for different customers or family typologies that have different risk factors
 - Higher Education Coordinating Commission (HECC) is part of a related longitudinal post-secondary employment outcomes project (an experimental data product from the US Census Bureau containing earnings outcomes and employment flows for recent graduates of partner colleges and universities)
 - The goal is to make an Oregon version of this of the Outcomes Explorer
- **Holistic & Equity Focus**
 - Ensuring that we're serving historically underserved populations
 - Additional services such as Life Coaching, Launchpad workshops, and Wings training are being offered
 - Launchpad and Life Coaching Enrollment Numbers July 2021 to June 2022 shows the capacity from just the WSRV system
 - Soft skill development responsible for 70-75% of our success at work
 - The entire state of Oregon is looking at Southern Oregon to integrate this work into the services they provide
 - Offering Launchpad in Spanish to address the Hispanic workforce and barriers that might be unique to them
 - Offering life coaching which addresses on a very personal level all the other pieces that it takes for us to show up to work everyday
 - Expanded to the Southwest Workforce Board serving Coos and Curry counties teaching virtual launchpad series to youth who are moving into summer work experiences and internships
 - Continued partnership with PY+ as they are moving into helping youth move into internships and crews
 - Working with SOESD and their CTE teachers to determine how this could be built into the classroom

- In conversations with ORLA (Oregon Restaurant and Lodging Association) regarding ways to help strengthen the entry level work that is being done, and to support employees in that soft skill or power skill area
- Serving OED STEP statewide
- Beginning Launchpad 2.0 in September, which will be an enhancement of services. A workbook will be created as a guide and work can be done through the phone.
- Creating a stronger orientation process so people really understand why they are there, what it means, and how important the work is, and how it supports their own personal and professional growth
- Awarded funding through AllCare and OHA to help support the early education, early childhood education providers, parents, and families in this coaching model
- Organizational development, as well as professional development, are also available
- Starting conversations with Pacific Northwest Contractors group on how to serve those going through their apprenticeship programs
- Mindful Master class and Mindful Broadcast is available as well


ADJOURN

With no further discussion, the meeting was adjourned at 11:50 AM.

Respectfully Submitted,

Tami Allison
Senior Project Manager
/tk

APPROVED:


Chair

10-31-2022

Date