

# Minutes

## Oregon Workforce Investment Board

**Date:** June 26, 2009

**Time:** 11:30 am – 4:00 pm

**Location:** Eola Viticulture Center, Salem

**Type of meeting:**

Oregon Workforce Investment Board (OWIB)

**OWIB Staff:**

Greg White

**Note taker:**

Kristi Bowman

**Attended:**

Dale Dickenson, Jill Eiland, Mark Lewis, Wes Melo, Lisa Neef, David Officer, Drew Park, James Paulson, Dave Williams, Al Dorgan, Megan Helzerman, Jerry Fletcher, Cam Preus

**Others Attending:**

Graham Slater, Nick Beleiciks, Art Ayre, Charlie Johnson, Brooke Jackson (Employment Dept.), Kate Richardson (Oregon Way),

**Represented WPC Members Present:**

Linda Mock, Bruce Schafer, Laurie Warner

**Unable to Attend:**

Rep. Terry Beyer, Barbara Briggs, Sen. Margaret Carter, Rep. John Huffman, Chris O'Neill, Kevin Peterson, Nan Poppe, Sen. Diane Rosenbaum,

The Chair, Dave Williams , called the meeting to order at.12:04 p.m.

### Public Comment

No public comment.

### Self Introductions & Announcements

Introductions made.

Announcements:

- The September 25, 2009, OWIB meeting has been moved to October 2. Location to be announced.
- Plaque presented to James Sager in appreciation for his support and assistance to the OWIB.

### Consent Agenda

**A motion was made, seconded and unanimously carried to approve the consent agenda.**

- The December 11, 2008 and March 27, 2009, meeting minutes

## Oregon Emergency Jobs Program ( OEJP) – Agenda Item

Tim Nesbitt, Governors Office, gave an overview of the OEJP.

- The Governor thanks the LWIBs in helping develop the temporary jobs proposals.
- Unlikely that HB 3500 will be passed before the end of the session.
- The proposal was first designed to match Oregonians out of work with temporary jobs to meet community needs.
- The proposal ought to enhance jobs with an educational benefit—adding a \$2 an hour credit to an Individual Education Account (IEA) for anyone who completes the program, and then the individual goes through the CRC assessment process.
- Some projects are in the pipeline that deserve attention
- The Governor wants to bring the idea up again during the supplemental session in 2010.
- The Governor wants to commit \$300,000 of his Reserve Funds, some with joint funding depending on the project.
- The Governor wants to use some of the projects as tests to demonstrate their effectiveness to the legislature.
- HB 2398 has been passed that puts the CRC into law.
- The Governor will be sending out letters to the WIBs on how to sponsor some of the projects.

Laurie Warner, Director of the Employment Dept., commented that “it’s been a great process of bringing people together to focus on creating jobs and making linkages both to the workforce system using the iMatch skills and registration process with the education piece.”

Cam Preus, Commissioner of CCWD, acknowledged April’s work as project manager. Hoping to put some demonstration jobs in place this summer and see if the linkage between the job, CRC, and the IEA will help move people into higher-level skills.

Wes Melo (OWIB member) asked what the Governor’s office or the State is doing to try and incentivize private industry into driving our economy again.

Nesbitt’s responses:

- Referred to the upcoming report from the Employment Dept. on green jobs; energy credits and incentives to industries will be critical in a green economy.
- Transportation package will be producing a significant number of jobs in the private sector.
- With the success of the financing package for expanding health care for children and adults, we estimate that we will be seeing 4,000 new jobs created in the health care sector.

## Clean Tech Analysis Final Report ( Green Jobs) – Agenda Item

Graham Slater, Employment Dept., introduced his staff that worked on the report: Nick Beleiciks, Art Ayre, Charlie Johnson, and Brooke Jackson. He also acknowledged the researchers who contributed to the report

Slater gave an overview of the green jobs study, funded by the OWIB.

- Oregon is the third state to give this type of report and do a survey of 10,500 private and public employers.
- Defining green jobs is a challenge; there is no national consensus for a definition.
- Oregon has @ 50,000 green jobs (3% of employment in private/public sectors).
- Most green jobs are in all existing major industries and span the already existing occupations.
- The number of current green jobs is equivalent to those in health care currently.
- Occupations are the driver for green jobs; there are 190 high-wage green occupations (2/3 of Oregon's green jobs meet the state's criteria for "high wage").

The report is available online at:

<http://www.qualityinfo.org/pubs/green/greening.pdf>

Discussion/Comments:

- Farming, Fishing, and Forestry category that projects a 36% growth rate in green jobs includes organic farming and nursery work, and forestry work associated with ARRA funding (e.g., cleaning out forests)
- Projections of green jobs from 2008-2010 have not been done; the overall job projection is negative until mid 2010. OED is currently working on projections from 2008-2018, and those will be more conservative, given the current economy.
- This isn't a linear data calculation, which means that current occupations will become green that maybe were not considered in the definition of green jobs.
- A huge number of replacement training jobs will be more green in the future than they were in the past.
- When talking about policy suggestions, green is where the revenue will be streaming.
- What would be the best industry in which to invest training funds?
  - There are opportunities with ARRA funds to increase green training of traditional jobs. Think about what works for the whole economy, not just for green jobs.
- The recent Pew research study showed that Oregon is #1 in all states for green jobs.
  - The Pew report came up with 19,000 green jobs in Oregon because they used different definitions.
- Core competencies should never be forgotten by OWIB.

James Sager, Governor's office, responded about the concern over losing sight of core competencies:

- "Green" is just one facet of the Governor's focus.

- It is a way of looking at where we are today and where we are headed in order to be in a potentially better competitive position when we come out of the current economic situation.
- “It’s not a matter of ignoring core competencies; it’s taking jobs that we have now and saying, if we are retraining people, how can we position them so that they not only have the competencies today and we are preparing them for tomorrow. As our energy policies change, we actually have a workforce that is already in that mindset and have been trained.”
- Green jobs are inside a much larger focus, such as high wage/high demand jobs.

#### Comments (continued)

- Oregon has lost its manufacturing base and we need to bring back manufacturing jobs that have gone overseas; i.e., the wind turbines are not manufactured in the U.S. but are assembled here.
- How are we creating an “ideas” economy with our next generation’s workforce?
- Need to be conscious of where the education dollars are going to make training broad enough for green jobs—and it might be a different focus in five years. It is important to make this an “and/also” proposition.
- The report gives OWIB a framework for green jobs, and we need a framework because there is a lot of money behind it. The real problem is we need to be able to move people who are displaced and need to look where opportunities are now and be able to train them toward those opportunities. We have a lot of short-term challenges that we are trying to influence.
- We should be putting our money toward creating solid skill sets, not into green jobs specifically.
- The study provides good data and gives definition to green jobs. It shows that traditional jobs can be considered green.
- An OWIB member expressed concern about the lack of management of public lands over the past 20-25 years, with 50% of forests on public lands taken out of our economy due to fires that are so hot that they can’t be fought because of the fuel load on the forest floor. The member asked agency policy officials present to think about what the state is doing to manage public resources and putting people back to work in rural Oregon to manage those resources.
- Using the green framework to bring resources into Oregon to train your entire base creates an opportunity to meet other OWIB strategic goals.

Chair Williams commented that OWIB is going to be asked to build a strategy around green jobs and capitalizing on the dollars potentially available to complete OWIB’s mission.

James Sager commented about HB 3300 and its impact on OWIB:

- The study report required in the bill will be a chance to frame issues together around the topic of “green.” It will show all the connections green jobs will have.
- Green is not an industry unto itself, but something that overlays all of Oregon industry and we can capitalize on that.

## Report from the OWIB Executive Committee – Agenda Item

- An Action Plan was developed at the March OWIB meeting
  - A report from the Executive Committee was sent to the Governor.
- Manufacturing Committee (Mark Lewis, subcommittee Chair, reported)
  - Lewis wants to create a diverse group that focuses on manufacturing.
  - The group created an action plan to bring businesses of various size and geographic locations together.
  - Short-term goals: build a committee with members who have a passionate commitment to manufacturing as a whole; and work with public and private sectors.
  - Long-term goals: to define a long-term strategy.
  - Now interviewing potential committee members.
- Statewide Investments (Greg White reported)
  - There is less funding available now than in previous years.
- The Executive Committee approved the funding of the Green Jobs Strategy study done by the Employment Dept.
- Meeting with Oregon Workforce Partnership (OWP)
  - Collaboration with OWP is exciting and a positive step forward.
  - Potential project: building metrics about how effective we are through the workforce partnerships being developed.
  - Will continue to meet and develop projects together.
  - Chair Williams acknowledged the work of Ray Worden and Andrew McGough (Region 2).

## Approval of Local Plan Modifications – Agenda Item

Before the presentations, Andrew McGough (Region 2, Multnomah and Washington Counties) commented:

- There is an extraordinary alignment in the work OWP is doing..
- OWP thoroughly believes in the Governor’s goals and goals that have been established by OWIB; the regions are working every day at the local level to make that happen.

Representatives from all workforce regions presented highlights of their area’s local plans. The plans are also available on their websites.

Representatives attending were:

- Andrew McGough (Region 2 – Multnomah and Washington counties)
- Chuck Forster (Region 5 – Lane county)
- Kim Parker (Region 15 – Clackamas county)
- Steve Bekofsky (Region 4 – Linn, Benton, and Lincoln counties)
- Jeff Dickenson (TOC/OWA)
- Pat Grose (Region 3 – Marion and Polk counties)
- Jim Fong (Region 8 – Jackson and Josephine counties)

Chair Williams commented that the local workforce boards are very much aligned with OWIB and the Governor's goals. We are taking on more authority as a board with the approval of the plans. The Executive Committee and staff reviewed the plans in detail at their March meeting for board approval.

Comments:

- This is the first time that there has been a true connection to the regional workforce investment boards. This is incredibly valuable in helping to craft policy at the state level.

A motion made by James Paulson and seconded to accept the local boards' plans as submitted.  
Vote: all aye.

**Approval of Modification of State WIA/Wagner-Peyser Plan – Agenda Item**

Greg White gave an overview of the plan modification, which is the funding mechanism for WIA funds that come to the state. This is a one-year modification. Next year there is supposed to be a reauthorization of the WIA, which will mean another five year cycle for the plan. No comments received from board members during the public notification period.

The State had two reasons why they wanted to modify their plan:

- To describe the Governor's four focus areas for workforce development and to show the alignment that OWIB has with the local areas.
- To show that the State is aligned with the federal government regarding the ARRA funding.

A motion was made by Al Dorgan and seconded to endorse the Plan.  
Vote: all aye.

**Oregon Way – Agenda Item**

Kate Cooper Richardson, program manager of education and workforce for the Governor's Economic Recovery Executive Team, gave an overview of the Oregon Way program. The program deals with all things "stimulus," particularly the federal stimulus dollars.

- The advisory group gives advice to state agencies and the Governor.
- Oregon's economic recovery website is: [www.oregon.gov/recovery](http://www.oregon.gov/recovery).
- The ARRA funding comes through formula funding and competitive grants.
- The scope of the Oregon Way Advisory Group is on competitive grants. Priorities:
  - Job Creation
  - Local Sourcing
  - Workforce Development
  - Energy Impact
  - Integration
  - Applied Innovation
- Projects don't not have to go through the Oregon Way process in order to apply for federal competitive grants, but the Oregon Way can provide approval/endorsement for grants. Two signature projects have been approved.

Of interest to OWIB is the DOL/State partnership grant—energy sector partnerships. White added that OWIB has already been tasked with developing a green jobs strategy for the state (in HB 3300), so it is a good fit for OWIB to apply for this partnership. OWIB does its work through state agencies, and “OWIB would say yes and it’s a good proposal.” OWIB would be the watchdog of the effort.

Nancy Hamilton, the Governor’s office workforce advisor, convened a recent meeting of stakeholder groups regarding the DOL partnership grants. Chair Williams represented OWIB at this meeting. Cam Preus, CCWD Commissioner, added that the meeting did provide greater depth of what people around the state are thinking and where the connections are. The hard work lays ahead—taking the grant verbiage and matching the categories in which an entity could actually get funding. The funding is limited to only \$6M; there will be a need to figure out a way to prioritize requests. Need to ensure that there is language linkage among the grant applications so that they aren’t necessarily redundant, but that they are still viewed as holistic proposals rather than competing ones.

Cooper Richardson stated that the OWIB proposal is due in October, allowing time to bring a lot of the information together.

Comments/Discussion:

- How much funding will Oregon apply for? Response: the full amount, because DOL may only award a portion of that amount.
- Oregon has a better competitive advantage because of its national reputation for green. Oregon could easily become the laboratory for states on how to do this. Cooper Richardson concurred.
- Hamilton stated that “our goal is to be Obama’s teacher’s pet” because if we can set up a few signature opportunities that are replicable and scalable, then our formula allocations will be different over the long-haul. This isn’t the end-game; this is a strategy for a longer-term opportunity to bring dollars back to Oregon.
- Laurie Warner, Employment Department Director, said that grant applications for multi-state green research is due August 14. Whether that research proposal can be tied to the OWIB proposal will be something to think about—there may be linkages. Hamilton added that there are lots of opportunities to coordinate with regional states to scale up to a national model.
- Membership of the Energy Sector Partnership is similar to the CRC Steering Committee, which has suggested representation.

**Legislative Updates – Agenda Item**

Commissioner Preus commented on bills being tracked by CCWD:

- The CRC bill passed.
- HB 3300 pertaining to the OWIB green strategy passed.
- The opportunity to provide career pathways statewide without having to go through a lengthy process of adverse impact to private proprietary schools. The private schools will still be able to file a complaint, but it will have to be done in a shorter time frame.
- Some studies will likely pass:

- Continuation of Career Technical Education and the connection among high schools, community colleges, and apprenticeships.
- Applied baccalaureates.
- Oregon Health Authority (HB 2009) – there is a health workforce council in the bill that may be redundant with OWIB’s focus on health care.
- CCWD budget: at \$464M for community colleges (was \$515M last biennium). Passed the Senate and is awaiting a vote in the House.
- The Oregon Scholarship Commission that funds the Oregon Opportunity Grant – their budget is \$50M less than requested. This will have a direct impact on students on financial aid.

Director Warner commented on bills affecting the Employment Department:

- Changes to the UI fund that allowed ARRA funds to be allocated to Oregon. The funds go into the UI trust fund and can be used to either pay administrative costs for the program or pay off UI benefits long-term.
- An extension of UI benefits to December 2009 funded by the UI trust fund.
  - The training piece in HB 3500 allowing people making @\$9.24 per hour can draw benefits and receive training. The training is effective November 1.
- ARRA money received for additional staffing for call centers and the business services offices in One-Stop Centers.

Sager discussed the override vote of the Governor’s veto of the K-12 budget.

<b>WIA Budget Report – Agenda Item</b>
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Commissioner Preus gave an overview of what funding has come to the State and what has been distributed. Oregon has the second highest unemployment rate in the nation, and the State lost 14% of funding. However, the ARRA funding helped make up some of that loss. Preus discussed the hold-back fund percentages and the allocations of those funds back to the local boards.

Questions/Responses:

- Are all the dollars allocated or is there more hold-back?
  - Everything has been allocated.
- Are ARRA funds a one-time event?
  - Yes
- Is there any difference in what the ARRA funds can be used for that is different from formula funding?
  - Regarding adult funds with regular funding, there are no eligibility criteria; the local boards can determine the priority of service they give. Under ARRA, the adult funds must be spent on low-income or welfare recipients.
  - Under ARRA, there are restrictions on incumbent worker training except as layoff aversion. That made a difference in the EWTF allocations and how they could be used.

- Are there any other transparency requirements for ARRA?
  - DOL programs require a level of reporting that is phenomenal, so CCWD is already “transparent.” There are other agencies that may be having more difficulty because they have not had the same level of reporting that CCWD has.
  - Other specific requirements have just been issued.

<b>Committee Reports – Written Reports</b>
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1. Communications Committee
2. Youth and Education Committee

<b>Other Business</b>
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Chair Williams thanked Ray Worden (OWP Chair) for his contributions on his work with local boards and OWIB.

**Meeting adjourned at 3:42 p.m.**