

AGENDA
Oregon Workforce Investment Board
Friday, October 2, 2009
11:30 am – 4:00 pm
PLEASE NOTE MEETING LOCATION CHANGE
Winema Event Center – 4001 Winema Pl. NE Bldg. 48
Salem, OR 97305

Winning in the Global Market
OWIB Strategic Plan Goals

1. Ensure ALL Oregon employers have a competitive workforce advantage in the global market.
2. Prepare an agile, innovative workforce with the skills needed to succeed in the knowledge-based economy.
3. Build a flexible, unified workforce education and training system that consistently exceeds customer expectations.

I. Working Lunch		11:30 am
II. Open Public Comment	Chair	12:00 pm
III. Self Introductions & Announcements	Chair	12:05 pm
IV. Consent Agenda	Chair	12:20 pm
1. June 26, 2009 meeting minutes <i>The Board will approve the consent agenda without discussion unless prior notice is received to remove any item from the consent agenda.</i>		
V. Agenda Items		
1. Mr. Jaehung Lee, Director of the Public Relations Bureau for the Korean Ministry of Labor <i>Mr. Lee is visiting Oregon to learn how we carry out workforce development. He will address the Board on what he hopes to learn and will take questions from members. (5 min.)</i>		12:30 pm
2. Summer Youth Report from the Local Boards <i>For the first time in many years, ARRA stimulus finding allowed Oregon to carry out a significant Summer Youth Program. Local Workforce Investment Boards will report on the results. (1 hr.)</i>		12:35 pm
3. Rosemary Cowan and Ingrid Nyberg from US Department of Labor Region 6, San Francisco <i>Ms. Cowan and Ms. Nyberg will discuss various items of interest to the OWIB, including Oregon's WIA/Wagner-Peyser State Plan Modification submitted by the OWIB (still in review) as well as national and regional developments. (15 min.)</i>		1:35 pm
Break (10 min.)		1:50 pm

4. Oregon Green Jobs Strategy

2:00 pm

HB 3300 charged the OWIB with developing a green jobs strategy for the state. The OWIB will hear about efforts to date and some early work on the strategy. (1 hr.)

5. State Energy Sector Partnership (SESP Grant and OWIB Strategy (1 hr.)

3:00 pm

*The OWIB has the opportunity to apply for a \$6 million grant from USDOL to train and place Oregonians in green jobs. **Action Item** – the OWIB will be asked to approve the submission of the grant proposal by October 20, 2009. (1 hr.)*

V. Committee Reports – Written Reports

1. Communications Committee
2. Manufacturing Committee
3. Youth and Education Committee

VI. Informational Attachments

1. Report from Oregon Center for Nursing
2. CRC Report

Oregon Workforce Investment Board meetings are held in accordance with open meeting laws and with accessibility requirements. If there is a person with a disability who may need assistance in order to attend or participate in a meeting or if a person wishes to offer comments on any item on the agenda, please notify **Kristi Bowman at (503) 947-2426**. TTY is also available: 1-800-735-2900. A sign-up sheet for those who wish to offer comments or testimony on any item will be available at the meeting.

Directions to Winema Event Center

4001 Winema Place NE
Room 210
Salem, OR 97305
(503) 399-6444

From I-5 Northbound (**from Eugene**):

1. Take I-5 North towards Salem.
2. Take exit number 256 for Chemeketa Community College.
3. Turn right onto Market St.
4. Turn left onto Lancaster Dr. and continue for approximately 2 miles.
5. Turn right onto Winema Place.
6. Turn left into the first parking lot entrance on the left.
7. Park and proceed to Building 48 (home of MAPS Credit Union & Winema Market & Deli).

From I-5 Southbound (**from Portland**):

1. Take I-5 South towards Salem.
2. Take exit number 260B for Chemeketa Community College.
3. Turn left onto Chemawa Rd.
4. Turn right onto Portland Rd.
5. Turn left onto Lancaster Dr.
6. Turn left onto Winema Place.
7. Turn left into the first parking lot entrance on the left.
8. Park and proceed to Building 48 (home of MAPS Credit Union & Winema Market & Deli).

Oregon Workforce Investment Board
2009 Meeting Schedule

Meeting Times:
***11:30am – 4:00pm**

Winema Event Center
4001 Winema Place NE
Salem OR 97305

Eola Viticulture Center
215 Doaks Ferry Road NW
Salem OR 97304

Date	Location	Room
October 2	Winema Event Center	210
December 11	Eola Viticulture Center	Merlot & Pinot Noir

2010 Meeting Schedule

Meeting Times:
***11:30am – 4:00pm**

Date	Location	Room
March 12	TBD	
June 25	TBD	
September 24	TBD	
December 10	TBD	

For more information, please contact:

Kristi Bowman
OWIB Executive Workforce Assistant
(503) 947-2426
kristi.bowman@state.or.us

***Times subject to change**

CONSENT AGENDA ITEMS

Please see policy on use of consent agenda

Consent Agenda

- June 2009 Meeting Minutes

The Consent Agenda items are taken as one vote, with no amendments stated at the meeting. If you have concerns or amendments, please let staff know prior to the meeting in time for proper disposition of the concern.

CONSENT AGENDA POLICY

It is the intent of the OWIB to concentrate its efforts on overall policy direction and on its advisory role to the Governor on workforce matters.

While developing the agenda, the Chair, Executive Committee and staff shall identify routine or non-controversial items to be placed on the consent agenda, which shall become part of the regular agenda. Examples of such items include approval of minutes, routine program reports required by law to come before the OWIB, program-level approvals or endorsements, routine committee reports and certain staff reports.

The printed agenda shall note individual items included on the consent agenda, and back-up material concerning consent agenda items, if any, shall be included in the agenda packet.

If any OWIB member wants to discuss any item on the consent agenda, or objects to include an item on the consent agenda, that item shall be removed from the consent agenda. The Chair may decide that that item shall be moved to the regular agenda as an action item for later consideration, either as a first or second reading item, or that it be reconsidered by the Executive Committee. If a member wishes to remove an item on the consent agenda, he/she should notify the Chair concerning that intent in advance, in sufficient time prior to the meeting for the Chair to make proper disposition of the item.

A motion to adopt or approve the remaining consent agenda is then taken and adopted in a single vote without discussion.

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 greener 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.
- 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.

WIA Budget Report – Agenda Item

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.

Committee Reports – Written Reports

1. Communications Committee
2. Youth and Education Committee

Other Business

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.

Summer Youth Report from the Local Boards

Agenda Item

Materials will be distributed at the meeting.

Oregon Green Jobs Strategy

Agenda Item

House Bill 3300, passed in 2009 by the Oregon Legislature, requires direct action from two state organizations to identify high demand green industries and promote certain workforce and economic development activities that advance the growth of green jobs:

1). The **Oregon Workforce Investment Board** is required to develop a plan for a green jobs growth initiative (now called the Oregon Green Jobs Strategy) that creates or sustains family wage green jobs. The plan must be submitted to the Oregon Legislature by January 14th, 2010.

The plan developed by the Board shall:

- Identify high demand green industries
- Promote development of emerging green technologies and innovations
- Leverage and align existing public workforce development programs
- Link adult basic education programs to green jobs training programs
- Identify skills and competencies necessary for green job career pathways
- Ensure that support services are integrated into green jobs training programs for targeted populations which include:
 - Entry level workers in high demand green occupations
 - Dislocated workers in declining industries
 - Dislocated workers in timber, agricultural, or energy sectors
 - Veterans who are residents of Oregon or in the National Guard
 - Members of disadvantaged groups.
- List and define terms related to green jobs and the green economy that are consistent with current workforce development and economic development terminology

Development of the plan must include a collaborative process including stakeholders from business / employer, training, labor and low income groups. This group will be known as the Green Jobs Council.

2). The **Oregon Business Development Department** (Business Oregon) is required to:

- a. Develop criteria for existing investments and new or expanded financial incentives and strategies to recruit, retain, and expand green economy industries and small businesses, and;
- b. Make recommendations for new or expanded financial incentives and strategies to stimulate research and development of green technology and innovation.

The State of Oregon’s operational definition of a “Green Job” is a job that provides a service or produces a product that:

- 1). Increases energy efficiency;
- 2). Produces renewable energy;
- 3). Prevents, reduces or mitigates environmental degradation;
- 4). Cleans up and restores the natural environment; or
- 5). Provides education, consultation, policy promotion, accreditation, trading and offsets or similar supporting services for any of the activities identified in this subsection.

Components of the Oregon Green Jobs Strategy

Of course, the strategy is currently being developed and the details have not yet been identified. In fact, the heavy lifting of the strategy development will not begin in earnest until the Green Jobs Council has been convened. However, many of the strategy components are taking shape. These include:

- The strategy will be built around the best known labor market information with a focus not on just getting people trained, but on actually getting them employed.
- The strategy will include a push and pull approach, calling for energy policy and economic development incentives that lead to job growth and will identify areas for public investment that could trigger immediate jobs.
- The strategy will recommend ways to pull together all relevant state agencies to move beyond silos and into a more collaborative, leveraged approach to green jobs development.
- Strategy will make recommendations about marketing and outreach options to communicate Oregon’s leadership and strengths in green jobs programs and opportunities.
- Strategic Green Jobs Networks of Excellence. The networks will carry out the following services:
 - Identify, quantify and coalesce demand / aggregate demand
 - Connect training to trainees

- Develop needed training to meet demand
- Collect and expand/replicate training programs
- Marketing (get companies to participate, get people trained in target occupations, etc.)
- Implement networking activities between network members (set up originally, communications and clearinghouse going forward)
- Convene and oversee Skills Panel (or equivalent).
- Oversee establishment of job profiles, skill bank and Green CRC.
- Establish mechanisms for local initiatives to understand initiatives that are already underway and to access resources to develop their own initiatives (grant opportunities, labor market information, best practices, etc.).

State Energy Sector Partnership (SESP)

Agenda and Action Item

Background

As part of the stimulus funding the US Department of Labor has released a series of grant solicitations. Among these is a grant opportunity for \$2-6 million, called State Energy Sector Partnership (SESP) Grants that only State Workforce Investment Boards are eligible to apply for. The solicitation requires a certain amount of up-front planning, which Oregon has certainly done, and the creation of a State Energy Sector Partnership, a group that looks a lot like our planned Green Jobs Council. The SESP has mandatory membership requirements (business, labor, education, state agencies, etc.), which we will meet in the formation of the Green Jobs Council so the same group can serve both functions.

The SESP grant is mainly a training grant. Local Workforce Investment Boards (LWIBs) are required to convene local project teams to carry out local training projects within the state's overall energy strategy. At this point (on the date the OWIB Agenda Packet is being assembled) LWIBs are submitting specific ideas to the project core team. Submissions include the targeted energy sector, the training to be offered, the numbers to be trained and placed in jobs, and the target populations to be served. Calls are being made to invite potential members of the Green Jobs council. The OWIB, through CCWD, has hired a grant writer to assist in applying for the grant.

Action Required

The grant is due October 20th, and it must be submitted by the OWIB. The Department of Community Colleges and Workforce Development will be the recipient of the funds on behalf of the OWIB. Action is needed at the October 2 meeting since there won't be another meeting before the due date for the proposal.

The action on October 2 is to approve submission of the grant. While a summary of what we know so far is attached to this brief, the full proposal is not yet ready for OWIB review. The proposal will not be available until just before submission.

Action Item

Suggested language for a motion for OWIB consideration and vote:

The Oregon Workforce Investment Board approves the submission of a State Energy Partnership Grant proposal to the US Department of labor, and directs staff to submit the proposal before the due date of October 20.

State Energy Sector Partnership and Training Grants

Project Summary Attachment

The Opportunity

Grants of between \$2 and \$6 million are available for State Workforce Investment Boards, in partnership with the State Workforce Agency, local Workforce Investment Boards or regional consortia of Boards and One Stop Career Center delivery system.

In order to apply for funds, states must develop an Energy Sector Strategy and Plan, the purpose of which is to develop an integrated system of education, training and supportive services that promote skill attainment and career pathway development, in order to develop a workforce that is ready to meet the demands of the energy efficiency and renewable energy industries, and other “green occupations.”

A “State Energy Sector Partnership (SESP) is required to serve as a steering committee. Grant funds are used by Local and Regional Project Teams to provide training, job placement and related activities. Required grant outcomes relate to training, certificates and placement in jobs related to training. The project timeline is 36 months, including all participant follow-up.

SESP does not have money for ground-up program development. Training programs need to be in existence, with ready-to-scale curriculum.

Note that there is some project overlap between the SESP grant and HB 3300, which instructs the State Workforce Investment Board to develop a plan for an initiative to promote growth of green jobs.

Draft Project Outline

The following are potential project elements, designed to meet the requirements of the Solicitation of Grant Applications (SGA).

1. State Energy Sector Partnership

This group may be the same as the HB 3300 Green Jobs Council.

Mandated partners include one representative from each of the following: State Workforce Investment Board; local and regional WIBs; State Cabinet officials from agencies receiving Recovery Act funding relating to energy efficiency and renewable energy resources; representatives from the energy efficiency and renewable energy business and industries; and labor organizations.

Preliminary list of partners:

Oregon Workforce Investment Board/ Green Jobs Council, business and business associations, organized labor, Local Workforce Investment Boards, state agencies, education entities (K-12, community colleges, other higher education), other training providers, economic development agencies, non-profits, Legislature, Governor's Office.

2. Target Industries and Networks of Excellence

Industries: Within the SESP project, training programs will prepare individuals for careers in one or more of the following industries:

- Energy-efficient building, construction and retrofit
- Renewable electric power
- Deconstruction and materials use
- Energy efficiency assessment serving residential, commercial or industrial sectors
- Manufacturers that produce sustainable products using environmentally sustainable processes and materials – and are part of the supply chain for the targeted industries listed above.

Networks of Excellence: Networks of Excellence will be created around these areas, focused on industry demand and assuring that training matches demand and needed skills. Networks will be created in a phased approach, with initial focus on Networks most closely tied to the SGA list of energy efficiency and renewable energy industries. The Networks concept will be used for the overall strategy (HB 3300) but in order to expeditiously develop the SESP project, networks will be developed later.

3. Local and Regional Project Teams

These teams will be led or co-lead by local WIBS or regional consortia of WIBS. Teams will also be comprised of One Stop Career Center delivery systems and other partners as appropriate.

The teams will serve the following roles:

- Identify, assess and refer candidates for training, and connect and place workers with employers that have existing job openings.
- Participate on Networks of Excellence of interest to that particular team or region.

Local and Regional WIBs have submitted initial project ideas, which are currently being reviewed and developed.

4. Training and Outcomes

All training should be high-quality and lead to a degree or certificate, as appropriate. Activities must lead to placement in employment and must (a) teach skills and

competencies demanded by the target sector(s); and (b) support participants' long term career growth along a defined career pathway.

Required outcomes include:

- Total participants served
- Total number of participants beginning education/training activities
- Total number of participants completing education/training activities
- Total number of participants that complete education/training activities that receive a degree or certificate
- Total number of participants that complete education/training activities that are placed into unsubsidized employment
- Total number of participants that complete education/training activities that are placed into training-related unsubsidized employment
- Total number of participants placed in unsubsidized employment who retain an employed status at the first and second quarters following initial placement

Committee Reports

Communications Committee Report

Phase II of youth outreach campaign progressing

Pyramid Communications completes video interviews

The Communications Committee has crafted a new Sole Source justification for a new contract with Pyramid Communications to continue working on Phase II of the youth outreach campaign. The completion of Phase I and the completion video interviews with more than 50 workers also fulfilled the previous contract.

Communications Committee members joined Oregon Employment Department Research Division staff and staff from Pyramid on a trip to Eugene to meet with Career Information System (CIS) personnel to discuss interface options, funding, and licensing. Building a relationship with CIS will create a credible content bridge for occupational and educational information through the MyPathCareers.org marking portal site.

Phase II of the project will build on the existing Web site with cool messaging, visual search tools, links to content bridges, and video content. Print collateral materials and paid media will include social network ads, a text campaign, radio spots, and on-the-street promotion teams.

The committee also allotted funding to conduct a new public awareness survey about WorkSource services. The contract has been awarded to The Gilmore Research Group in Portland. Gilmore staff has been working with committee staff to add some questions around MyPathCareers and Careers Pathways, and finalize the survey questionnaire. The next step is to conduct a telephone survey with random sample of 800 Oregonians, age 16 and above. The survey results will help the committee make future marketing and service-delivery recommendations.

Region 5 in Lane County has requested funding for an outreach campaign to employers. The committee approved the request and is working with radio outlets to develop an employer testimonial campaign. The plan calls for spots to run on three stations in the Eugene market over three weeks in October. The move reflects the committee's priority of supporting newly-branded regions with marketing assistance.

Regions needing WorkSource branding assistance are still able to get support for signage, printed promotional materials, WorkSource business cards and name tags through the committee.

Manufacturing Committee Report

A core group has been working on recruiting a new Manufacturing Committee for the OWIB. The new committee has six independent members along with staffing by Greg White & Audrey Theis. It is our intention to add two more business members to the committee. We are working on those right now. We have tentatively scheduled a manufacturing resource meeting for the first week of December. This meeting will highlight the work of the great public-private partnerships supporting manufacturing around the state, and will end with a planning and strategy session to gather ideas and issues the committee should address in the near future.

Youth and Education Committee Report

Materials will be distributed at the meeting.

Informational Attachments

Report from the Oregon Center for Nursing (Executive Summary)

Informational Attachment

(Copies of the complete report will be available at the meeting)

Oregon's current nursing workforce does not reflect the diversity of Oregon's population. An important first step in increasing diversity in Oregon is to collect baseline data on nursing school applicants. The Oregon Center for Nursing and its collaborative educational partners collected data on all 2008-2009 applicants to Oregon's 21 pre-licensure nursing forming the Nursing School Admissions Database (NSAD).

The NSAD resulted in a rich source of information about the demand for nursing school seats, multiple school applicants, and applicant demographics. The study also collected critical baseline data about the race, ethnicity and gender of nursing school applicants that will allow OCN to monitor nursing school retention rates in future years. The major findings of this report are:

- In 2008, 3,821 applicants submitted 6,186 applications for 1,455 nursing school seats, an average of 2.3 qualified per nursing school seat.
- Collecting applicant level data instead of program-level data is feasible and also accounts for applicants who apply to more than one program.
- Applicant-level data provides a more accurate description of the demand and demographics of nursing school applicants.
 - In 2008-2009, program-level data overstated the number of nursing school applicants by 2,365 applicants.
 - Program-level data previously reported that there were 3.6 qualified applicants per seat. Applicant-level data revealed that there were 2.3 applicants per nursing school seat, indicating the program level data overstated the number of qualified applicants per seat by 1.3.
- The acceptance rate (selectivity) of nursing schools was 45 percent.
- The enrollment rate (yield) for nursing schools was 81 percent.
- The vast majority of nursing school applicants (83 percent) and enrolled students (93 percent) are Oregon residents.
- Forty-three percent of enrolled students submitted applications to more than one school. Enrolled students applied to an average of 1.9 programs.
- Applicants from underrepresented ethnic/racial groups were more likely to be unqualified applicants.
- Ninety-one percent of unqualified applicants only submitted one application.
- Applicants from underrepresented ethnic/racial groups who met the qualifications for nursing school were admitted at rates similar to Caucasian students.

OCN will continue to collect data for the NSAD during the 2009-2010 academic year. Future data collection will build on the pilot year by tracking applicants who apply to nursing schools in multiple years as well as retention of currently enrolled nursing students to examine retention of students from diverse backgrounds.

CRC Report

Informational Attachment

- Total # of Career Readiness Certificates earned in Oregon = 655
- **Implementation Committee** meetings scheduled for Oct 1, 2009 and November 12, 2009.
- **Steering Committee** to be reconvened this Fall
- **E3 Partnership:** CCWD has partnered with *E3 (Employers for Education Excellence)*, a statewide education non-profit launched by the Oregon Business Council in 1996. Through this partnership, René Léger (E3's Executive Director), will serve as a loaned executive to the CRC Program in the coming year. Mr. Léger will work closely with the CCWD staff and key partners on the planning and implementation of the statewide effort.
- Survey Projects: to inform the strategic implementation of the CRC
 - An electronic survey with follow-telephone interviews is underway with the WSO Centers and community colleges to assess perceptions and the baseline understanding of the CRC by key partners and stakeholders.
 - Information through targeted interviews on performance metrics with selected states, Oregon businesses, and Oregon stakeholders has been gathered.
- CRC Administrator/Proctor training continues around the state.
 - The next training is scheduled for Oct. 12th in Roseburg
- The 13 pilot projects (9 community colleges and 4 workforce partners) funded through the CCWD Invitation for Proposals process in Spring 2009 have begun.
 - Central Oregon WIB:
 - Redmond High School will test Seniors in October, Juniors next term, and every term thereafter
 - WIB contacts clients who gain a 4 or better on their Initial Skills Review and encourages them to return and take the CRC assessment.
 - A business summit is planned in Redmond with its focus on the CRC, it's implementation and value to business community
 - Linn Benton CC / WIB partnership has incorporated WIN courseware into their GED curriculum and clients will earn both their GED and CRC.
 - Lane CC has integrated the WIN courseware into their Adult Basic Skills courses and clients test the CRC at end of course.
 - Clackamas Community College:

- Rex Putnam High School is working to possibly integrate the WIN courseware into their curriculum
- CRC now has a dedicated link on the CCWD webpage where you can find pertinent information on the CRC implementation.
- Administrative rules for the CRC have been adopted and can be found at OAR 589-007-0700.
- New staff dedicated to the CRC implementation are now on board at the CCWD. Contact Todd Nell at todd.nell@state.or.us, 503.947.2406 or Jann Lane at jann.lane@state.or.us, 503.947.2428.