

Minutes

Oregon Workforce Investment Board

Date: March 11, 2010
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, Mark Lewis, Dave Baker, Al Dorgan, Dave Williams, Lori Luchak, Rep. John Huffman, David Officer, Bob Beisner, Megan Helzerman, Drew Park, Nancy Hamilton, James Paulson, Chris O’Neill, Rep. Terry Beyer, Barbara Briggs, Cam Preus
Others Attending:	Graham Slater, Agnes Balassa, OWP Representatives, Pyramid Communications staff, Todd Nell, Rene Leger
Represented WPC Members Attending:	Ted Swigart, Bruce Schafer, Laurie Warner
Unable to Attend:	Debbie Glass, Wes Melo, Lisa Neef, Kevin Peterson, Sen. Larry George, Nan Poppe

The Chair, Dave Williams, called the meeting to order at noon.

Public Comment

No public comment.

Self Introductions & Announcements

Introductions made, including three new OWIB members.

Consent Agenda

A motion was made, seconded and unanimously carried to approve the consent agenda. Consent agenda included the minutes from the December 11, 2009, OWIB meeting.

The Job Market of Today; The Skilled Worker Needs of Tomorrow

Graham Slater from the Oregon Employment Dept. (OED) made a presentation on the following topics:

- Revised unemployment and employment data; new data on the recession
- Business Employment Dynamics
- The Conference Board's *Help Wanted On-Line* data series that is now part of the www.qualityinfo.org website
- Performance Reporting Information System
- Examples of merging projections data with skills data
- Steps for occupational prioritization for training

Discussion on Skills Needed:

- CRC testing requirements are fairly well aligned with skill areas cited in slides.
- Companies can use this information in conjunction with OBDD information.

Discussion on Occupational Prioritization:

- Has there been an attempt to match the supply/demand (pipeline) with each of the top 20 occupations?

Slater: not yet—it is difficult to get specific numbers on certain occupations, e.g., salespeople

- Regarding registered nurses (need 13,000 over next 10 years); how does that match up with our educational system?

Slater: in occupations like RNs we have good numbers. Over the last 10 years there has been a closer match between openings and educational output because the training openings have increased significantly.

- Greg White added that OWIB has just contracted with the Oregon Healthcare Workforce Institute (OHWI); they are going to take the top 20 healthcare occupations and compare the pipeline with the demand. The study will be regional around the state.
- Is there any forecast of how well we're training people who are unemployed or are relocating to Oregon for future jobs in 2013?

Slater: our hope is that the training being developed now is for jobs we'll have in the future.

Colleges use this data for their program development.

Regarding job vacancies, there is a need to add 2000 to 2500 jobs per month to catch up; 3000-8000 jobs per month to make a dent in the UI (Unemployment Insurance) rate.

Slater added that the Research Dept. at Employment values OWIB input and invited comment on research priorities for 2010. If someone needs a special survey, contact Graham at graham.j.slater@state.or.us.

Presentation from the Local Workforce Investment Boards on their Programs for the State Energy Sector Partnership (SESP) Grant

Agnes Balassa, Staff to the Oregon Workforce Partnership (OWP), introduced the Local Workforce Investment Board (LWIB) presenters: Andrew McGough (Region 2), Steve Bekofsky (Region 4), Kim Parker (Region 15), Chuck Forster (Region 5), Kris Latimer (TOC/OWA), and Pat Grose (Region 3).

Balassa gave an overview of OWP and an overview of the SESP/LWIB project proposal.

- Oregon is one of 34 states to receive the SESP grant.
- The SESP projects will serve 1,247 people statewide in a variety of programs.
- Ultimate goal is job placement.
- OWP has the belief that certifications help people move forward; certifications/degrees are also a grant requirement.
- Since the grant has been approved, the regions look at the SESP as an opportunity to gain more specific knowledge in their areas about green jobs.

Discussion:

- Is there a mechanism in place to help people who are accepted in a program to make a living if UI benefits have expired?

Balassa: that is always a challenge. Once their UI benefits expire there are social services programs, but there are not enough resources in the workforce system to take care of people in a high unemployment environment.

Chuck Forster: regions always try to help with financial aid; they try to connect people with resources. Regions try to get people into training early in the UI process

Andrew McGough: Regions will look at flexibility in the grant. Are there other strategies that can be used, such as work/learn programs?

Steve Bekofsky: shorter certifications are available for those who may lose UI benefits in the near future.

Laurie Warner: The Employment Dept. (OED) is looking at the training process differently than in the past. OED's goal is to get people in the worksorce centers early and start training early.

- What are the criteria for prioritizing people being placed in programs?

Balassa: everyone will come through WorkSource Oregon (WSO). Program criteria will be different depending on the region. What's consistent is that training will result in a degree [or certificate] and people will be entered into the WorkSource system, using the I-Match system and OED placement services.

Chair Williams added that the programs will be regionally applied, so the needs of each region will be addressed in the individual plans.

- What are we doing to balance the demand side with the training pipeline?

Balassa: unfortunately there are many more people coming into WorkSource centers than there are jobs. Thanks to the work of Cam Preus (CCWD) and Laurie Warner (OED), the integration

of training and employment programs has helped, but federal funding has been severely cut back. We try to provide some level of services to everyone. The goal with this grant is to get people trained for future green jobs.

Kris Latimer is looking at her certification program as a tool; when industries “green-up,” rural areas will have people ready. The certification will help grow jobs for future green employers. McGough: SESP is one part of ongoing strategies to have a mechanism to draw employees from. Region 2 is also applying for other state and federal grants to train people for future green jobs. In the SESP grant, Oregon Institute of Technology (OIT) will articulate their degree program with community colleges; someone who earns an AAS degree will be able to transfer immediately to OIT for further education.

- The SESP grant will provide infrastructure to build the pathways.

Bekofsky: that is generally true. We have private contractors now who want to pay for their incumbent workers to take weatherization classes. Weatherization will be a portable certification around the state.

Kim Parker: The SESP grant is the driving force to create a collaborative team that will have oversight of all of Clackamas County’s green initiatives. An interesting employment statistic: 2.6% of unemployment is due to a skills gap.

- How can we make sure the SESP \$5M is a good investment? Is there a way to identify those who have a skills gap and track retention?

Balassa: There are processes in place to make sure that people are ready for the training through the screening process in WSO.

- On a long-term basis, it sounds like as a society we are putting more focus on spending more money on retraining people that have been through our education system, and that education system failed them, versus putting money into the education system and try to break this cycle.

Forster: Also need to consider that skills demands are continually changing.

Bekofsky: while weatherization jobs are at the lowest echelon of family wage jobs, additional training will put them into higher family wage jobs.

McGough: we need to create some opportunity for people to get back in the labor market.

- Weatherization and retrofit is a good entry level position that will grow into a higher paying skill.

Latimer: TOC/OWA is using their grant allotment not only to train several hundred people in a Green Tech certificate but to create a legacy for Oregon to have a statewide certificate and offer a career pathway.

Balassa: each region has a variety of approaches, and there is a large crossover of skills.

- What about interim reporting requirements?

Balassa: OWIB will be getting the SESP quarterly reports.

- There is a need to recognize that LWIBs are pretty nimble to put together the SESP programs in five weeks. If they are targeting jobs that the federal government are supporting, that’s the way to go.

Nancy Hamilton: [there is] a bigger picture perspective. SESP is an investment in a bigger strategy and the state needs to be strategic.

- A partnership is developing on energy efficiency and solar.

McGough: as a result of an EWTF investment in composite work two years ago, Miles Fiberglass was able to change their business model to now repair wind turbine parts and hire more people.

Balassa: OWP hopes to continue the dialog and the regions want to come back and discuss the progress.

Chair Williams: The interactive conversations between OWIB and LWIBs have proven that it's paying dividends. There is a better understanding between both entities.

MyPath Career Website Demonstration

David Officer, chair of the OWIB Communications Committee, gave an overview of the MyPath Career project. Tom Fuller & Todd Brown from Oregon Employment Dept. were also present. From Pyramid Communications: Sarah Steffen, Ann Ozuls, John Fulton.

Ann Ozuls gave a recap of the progress so far and discussed the goals and core strategies of the youth outreach website. Long-term goals are to interest young people in high-wage, high – demand careers and to increase attendance at postsecondary institutions.

Marketing and Outreach Timeline 2010

Interactive design and development

- Soft launch at the end of March 2010
- Facebook quiz
- Social media planning in partnership with OED
- Website goes public in June 2010

Collateral Information

- Marketing campaigns

Outreach

- Online strategies and street teams

Paid Media Plan

- Social media and music streaming websites

Reporting Updates

- To OWIB and key stakeholders

Partner toolkit to be sent to OWIB members in May

- Messaging piece for presentations or press releases
- Website content information
- Marketing outreach information
- Guidelines for businesses to post their information on the website

John Fulton demonstrated the test website home page

- Career data from Career Information Services
- Video of interviews with employees in various careers
- Photo diaries of job shadowing

Discussion:

- The website is a much more effective way to reach youth than the traditional Occupational Handbook in the library.
- It would be interesting to hear how the local WIBS can see this integrated with youth.

Forster: at a recent meeting there was a comment from local business people about the lack of career awareness for middle skills jobs; this site will help.

- Will the website connect to a local WorkSource center; registration?

Fulton: not right now; registration is definitely a capability that could be added if list building would be important.

David Officer: the website is designed with flexibility to grow, based on resources available. The website was originally designed to get people interested in career exploration, and it has been designed with flexibility in mind.

Tom Fuller: research showed that the targeted demographics (ages 17-24) like to interact with information.

- This website is a benefit to rural communities; provides career guidance to students who don't have that in their schools.

Sarah Steffen: website has a linear connection to k-12 graduation requirements.

- Schools will be excited with this; "TeacherTube" is accessible by all districts statewide and perhaps this website could be part of that.

Fulton: it is fairly simple to swap from YouTube to TeacherTube. Regarding metrics, Pyramid uses Google analytics, and it can be used for geographical pinpointing.

- Why is the project taking so long? Site needs to go viral right now. Concern expressed that demographics targeted are not being reached.
- This is far better than anything seen so far; once launched, the feedback will happen and the site can be modified.

Ozuls: focus groups were used and there was lots of interaction with the target audience.

Fulton: wants Facebook quiz to go viral to point to the website, not necessarily the careers.

Drew Park invited Pyramid to attend the NW Career Conference in May at the Portland Convention Center. It's a one-day event with 6000 students.

Officer: the concept is flexibility; website can be redesigned easily. David explained the delays in the roll-out. There is concern about running this with no jobs available right now—it is a timing issue.

Dave Baker is working on a website to reach out to veterans. He suggests MyPath be directed to veterans.

Ozuls: Pyramid is looking at adding more interactivity with the website, e.g., GoArmy.com.

- As a state sponsored project, have the videos reviewed by OSHA.

- Does music come up on the site? Also, older people are pictured on the home page; suggests using younger faces or icons that appeal to youth.

Fulton: music might be an option and has been discussed; it's a little more difficult because music is a very individual preference. Likes the suggestion about adding more youthful faces and icons.

- Regarding the soft launch timing; will the site be functional after March 31?

Fulton: yes, the site will have careers, diaries, and interviews up and running on March 31.

Officer asked for OWIB feedback; the more ideas the better. Pyramid will start tracking where people are logging on. Pyramid will be constantly tweaking the website. The Communication Committee will be meeting monthly. There will be updates to OWIB at future meetings.

Youth and Education Committee Policy Recommendations

Co-Chairs Dale Dickenson and Megan Helzerman presented the policy recommendations.

Issue Areas:

- Many students leaving the public secondary school system are not adequately college and career ready.
- Many students lack technical skills in order to compete for high-skill jobs.

If OWIB approves the two issue items, the YEC will come back in June for policy recommendations.

- How do these issues fit with the Manufacturing Committee's issues?
- What is the process for moving these issue statements to actionable items?

Dickenson: YEC has been in communication with Mark Lewis on the Manufacturing Committee. Regarding the process: the YEC reviewed OWIB by-law committee purpose to provide policy recommendations to the full board, and YEC re-focused its efforts.

Helzerman: YEC is looking at best practices statewide and championing those.

Dickenson: YEC will also be exploring internships.

- This seems like a good opportunity to talk with the Dept of Education regarding the work they are doing—their strategies.
- The linkage between workforce and education would be a way to approach the challenges.
- OWIB should take opportunities to connect with education.
- As a board we should come to a conclusion about what we should do; have gubernatorial candidates speak to what they would do regarding education and workforce issues?
- Lori Luchak is chairing a new manufacturing charter high school in Oregon City.
- Officer stated that perhaps the Communications Committee could come up with strategies to communicate with legislators.

Helzerman: summer youth employment is a priority of YEC. Representatives from OWP have attended recent YEC meetings.

Cam Preus thinks it would be good idea to hear from the Dept of Education regarding the new diploma requirements and the essential skills that go along with it. It would be useful to have a discussion about summer youth programs, work overlaps, and figure out affinities.

Vice-Chair Paulson: for YEC, hone these items into actionable items and continue to work with the Manufacturing Committee. Invite representatives from the Dept. of Education to future OWIB meetings.

Career Readiness Certificate (CRC) Report

Todd Nell, Program Administrator for the CRC, gave an overview of the CRC and its benefits.

Rene Leger, Loaned Executive for CRC: CRC is a nationally recognized certification that is portable. In Oregon, awareness is relatively low; he wants to build on early successes and grow the program. There is a diversified supply system where CRC is available in multiple places. Next steps: look at the demand side. An emerging sector is the utility sector that formed a consortium that will adopt the CRC. It will have a lot of weight to bring on other businesses. The CRC team is working on developing a communication strategy and leverage with business channels and those that work the Oregon Business Plan. Team wants to ensure they have the right performance measures.

Discussion:

- Are you planning on going to LWIBs? That seems like a logical place to contact employers.

Leger: Yes. What we have learned is that all the workforce boards have tremendous relationships with a variety of employers.

- Could an employer require an applicant have the CRC before hiring?

Leger: not necessarily, but there could also be the “3 R’s”—recognize, request, or require the CRC. “Require” would be the highest level of commitment, but most employers will use the “recognize” or “request” path.

- How much time is needed to take the test?

Todd Nell: if someone takes the full assessment test, it takes about 4 hours; a person doesn’t have to take all components at the same time.

Officer suggested a recommendation for getting the message out statewide is the Society for Human Resources Management (SHRM). Lisa Neef, an OWIB member, is a member of SHRM. Private industries are spending between \$35-\$100 per applicant for testing; CRC is great from the HR perspective.

- Has government been contacted?

Preus: there have been some conversations, but there has not yet been much progress.

Manufacturing Committee Update

Mark Lewis, chair of the OWIB Manufacturing Committee, gave an overview of the committee's planning process: planning principles, process, major cross-cutting themes, and specific recommendations.

Vice-Chair Paulson recognized the committee for putting on a very successful Manufacturing Summit last fall. Over 70 employers and interested parties participated in the day-long event.

White suggested that going forward OWIB should use the Executive Committee meetings to move the process forward. The Executive Committee will work with committee chairs and get materials to OWIB members for recommendation.

Staff will notify interested OWIB members about Executive Committee meetings.

Report on Recent National Meetings

White and Paulson gave a summary of the recent National Governors Association and National Association of Workforce Boards conferences. Major issues discussed: WIA reauthorization and the federal Jobs Bill.

Meeting adjourned at 3:55 p.m.