

Minutes

Oregon Workforce Investment Board

Date: March 27, 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:

Barbara Briggs, Megan Helzerman, Rep. John Huffman, Mark Lewis, Wes Melo, David Officer, Chris O'Neill, James Paulson, Cam Preus, James Sager, Greg White

Others Attending:

Cylvia Hayes (3E Strategies), Audrey Theis (Key Links), Jennifer Swendsen (OHWI), Ray Worden (OWP), Andrew McGough (Worksystems Inc.), Kris Latimer (TOC/OWA), Chuck Forster (Lane Workforce Partnership)

Represented WPC Members Present:

Bruce Schafer, Ted Swigart, Laurie Warner

Unable to Attend:

Rep. Terry Beyer, Dale Dickenson, Al Dorgan, Jill Eiland, Jerry Fletcher, Lisa Neef, Drew Park, Kevin Peterson, Nan Poppe, Sen. Diane Rosenbaum, Dave Williams

The Vice Chair, James Paulson, called the meeting to order at 12:20 pm.

Public Comment

No public comment.

Self Introductions & Announcements

Introductions made. No announcements.

Consent Agenda

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

Consent agenda included:

- The December 11th, 2008, meeting minutes

Facilitated Workshop for the Governor’s Workforce Policies: What OWIB and Workforce Development Can Do to Address Them – Agenda Item

Greg gave an overview of the purpose of the facilitation—how to advise the Governor in the four workforce focus areas.

Connie Green introduced the facilitation process. Questions to answer: What’s working; what needs clarity or needs work? 15-20 minutes at each table. Each group will change to one other table.

Results will go to Executive Committee for final recommendations to the Governor.

Report out:

Green Jobs for Clean Technology (Cylvia Hayes)

Definition from OED is very clear. However, there still is a lot of uncertainty about what a green job is.

What’s clear:

- The State has a commitment
- It’s obvious “green jobs” is the new buzzword
- Concern that the concept needs more definition
- Biggest threat to this sector is lack of communication and coordination among the stakeholders on green jobs
 - Most green job employers in the state don’t know how to access or navigate the workforce system—there is a lack of clarity about what OWIB and WIBs provide
 - Not enough communication between people in the [green] industry, the unions, and the non-union training program providers

Discussion

It seems like there are a lot of questions; what are the underlying questions? Do people feel there are going to be challenges about how do you actually implement green jobs, or the language around “green jobs”?

- Similar to manufacturing, there are no established career pathways
- How can we make sure that the jobs created in the green jobs category are high wage/high demand and sustainable jobs post-stimulus
- There is a real link between green jobs and manufacturing, and how does that figure into the overall manufacturing policy in the state?

Message to the Governor

- Work on the definition of green jobs
- Need to figure out the lack of collaboration and communication among academics, state agencies, industry, the workforce system and labor system
- Need to identify the high demand 5-6 key positions to develop rapid-response training

Manufacturing (Audrey Theis)

Issue: separating out/categorizing occupations between green and other traditional manufacturing jobs—there are occupations that cross over between green and current manufacturing jobs

What's clear

- All the right pieces are in place; connect the dots
- Image of traditional jobs
- Reorganize the BEDC into a manufacturing committee; sprinkle the committee membership with people from workforce and community colleges

Message to the Governor

- Coordinate the message
 - What are we saying as a state in terms of policy and economic development connections--how is that packaged?
 - When the term “green jobs” is used, people think these are new jobs. It's all part of the messaging. Need to come up with another term that talks about existing jobs and the green component of those jobs
- Figure out a way to connect with youth
- Suggest using the glamour of “green” to tie into the blue collar trades
- Focus on skills needed; the transferability of skills across all areas is really critical
- Using a reconstituted BEDC committee to connect more effectively with OWIB and processes

Discussion

How do we take traditional manufacturing jobs already in place and make them greener?

Work with incumbent industries to have greener measures

Healthcare (Jennifer Swendsen)

Baseline efforts discussed--a lot of progress has been made, but there is a long way to go.

What is still needed:

- Need a clearer picture of supply & demand
- Need to get a report card of quality and quantity of the training pipeline
 - retention and recruitment
 - increase access to entry level applicants who are turned away because there isn't enough program capacity; how can we keep them interested in healthcare until they can enter their chosen training program or can we get them into another program that is similar
 - need more outreach in k-12 to encourage more people into healthcare workforce
 - need to look at baseline training in all healthcare occupations to ensure that the basic common training is a good foundation

- Upcoming healthcare reforms that are going to be big-time investments
 - electronic health records has major workforce implications
 - health home model
 - need to look at how to train current workforce in these new reform areas

Message to the Governor

- Have made a lot of progress and need to continue to provide good data
- Get a tighter picture on supply and demand and the pipeline
- Pipeline—how to build more capacity
- What is the population moving through the healthcare system?
 - Current workforce and new applicants
- New reforms and their impact on current and new workforce
 - Electronic records
 - Health home model

Regional High-Wage High-Demand Jobs (Ray Worden)

- Need a long-range strategy
- Underfunded preparation for job skills
- Where are the training pipeline problems
 - Where are the resources and new strategies of training delivery
- ESL is a growing problem; inadequately addressed; underfunded resources
- Reminder from business: start-ups and other investments play into the supply side
- Ties economic & workforce policies together as an effective investment strategy

Message to the Governor

- High Wage/High Demand jobs tie workforce and economic policies together as an effective investment strategy

Discussion

- Tying in different skill sets as the foundation for all job categories; cross-skills
- Many of these jobs do not require a B.A., but all need foundational skills
- Use caution in funneling people into certain high demand jobs where the pipeline is full (e.g., nursing). Regionally, look at other occupations further “down the list.”

OWIB Member Advice To The Governor

- Remember rural communities; remember infrastructure needs (especially internet access) in rural areas to increase employment opportunities, especially in green jobs
- Look at the regulatory environment, especially as it relates to manufacturing and high wage/ high demand jobs in the rural economies. What can the Governor do to lighten the load on the regulatory environment to encourage more employment in Oregon?

- Need career education//technical education in high schools
- Need to get information out in high schools about jobs that don't require a 4-year degree
- Some health care occupations are in critical need everywhere in the state—it is a pipeline problem. Needs to be prioritized.
 - How to open the pipeline?
 - There is a critical need for qualified nursing instructors for all the programs in community colleges
 - SB 701 provides opportunities for current nurses to get Master's level training to become instructors
 - Keep funding targeted and our attention focused toward pipeline expansion in the identified or chosen job categories: e.g., nursing
 - Focus on what are the problems around the nursing faculty pipeline—how to get the wage parity between nursing employment and being a nursing instructor
 - Use existing data to identify the problems and fix it

Local Boards Presentation on Their Use of Federal Stimulus Dollars – Agenda Item

Andrew McGough, Director, Region 2:

- We will have less money than originally anticipated – about \$2M less in his region
- Even with the stimulus resource, we will have less money today than we did in 1998 – there has been a tremendous level of disinvestment at the federal level related to workforce development programs and WIA programs
- The stimulus is a tremendous opportunity to demonstrate what value we can bring to our community and the state
- With integration of public workforce system with partners OED, CCs, & others over the past two years to create a foundational workforce system, we can effectively manage local talent and respond to the needs of industry
- Discussed contents of stimulus page on WSI website (www.worksystems.org)

Kris Latimer, Director, Oregon Consortium/Workforce Alliance:

- The stimulus is an exciting opportunity to do innovative things with workforce
- Discussed TOC's newsletter information
- Will use locally developed ARRA logo on anything developed that touches stimulus funding
- Discussed stimulus information on website (www.tocowa.org)

OWIB discussion of differences between Worksource Oregon and local boards

- Worksource Oregon is the one-stop service delivery system
- Local boards are policy implementers and fund WIA activities
- How does worksource logo brand link to local boards

Chuck Forster, Director, Lane County:

- Focus on ARRA funding is how to skill up
 - Youth program: 400-450 youth to be served this summer; goal is to spend all the money this summer
 - Program elements: increasing academic and job readiness skills, financial literacy training
 - Rural areas will focus on youth crews with community service focus. Will include program elements above.
 - LCC will sponsor 3 career academies that will provide work experience in targeted areas (manufacturing, green, construction, and health care)
 - Low-income adults program – expecting \$500,000. Will be working with additional 250 low-income adults
 - Strategies: to provide training scholarships targeting high demand/high wage jobs and expand partnerships with local hospitals
 - Dislocated Workers
 - More training scholarships
 - Career pathways initiative with LCC
 - Working with LCC to expand capacity for training in basic courses

Discussion:

1. What's fallen off the table with reduced stimulus & WIA funds? What are the impacts?
 - Will have to reduce numbers of people served
 - Basic skills training has been reduced
 - Expansion of training capacity with industry partners
 - Look at other stimulus programs as an opportunity (e.g., community action programs in many communities) to leverage funding
 - Need to improve communication and marketing about all the stimulus programs
2. Ramping up programs: how difficult will it be to make connections?
 - Adult dislocated workers are already in Worksource system because they receive unemployment payments
 - Getting youth into programs as early as May is more of a challenge – outreach has already been done, and WIBs are confident they will be able to fill positions
 - Any delay in receiving stimulus funds will impact service providers' ability to get people into training (e.g., Governor's hold-back funds)

Governor hold-back funds comments from Cam:

The Governor has directed CCWD to hold the maximum 15% for adult & youth stimulus funds; usually CCWD holds back 13% in regular WIA funding (there is a different holdback % for dislocated worker funds). If there is not a plan to spend the regular WIA formula money by February for money that expires at the end of June, the money goes local. Will be

asking for a date certain; if those holdback funds aren't spent by a certain date, the funds are returned to local areas.

Discussion:

- Local areas suggested that hold-back funds for youth programs be redirected to existing WIA youth programs; sometimes the hold-back funds get “watered down” into other programs

Update on OED stimulus activities from Laurie Warner:

- OED will receive \$400M for re-employment services for the those on unemployment insurance. Funds will be used in One-Stop centers for training, skills assessments, career counseling
- Extension benefits will be paid by federal money, not state UI trust funds
- UI Modernization legislation – adjustment to alternative base period bill (SB 462) went through Ways and Means full committee 3/27/09 and was passed out of committee to legislature
- Trade Adjustment Assistance (TAA) – funding expanded to service sector workers

Workshare Program

- Employees can draw UI benefits if their company has reduced working hours
- Goes against employer's specific rates for UI payments to trust fund in the future
- 430 employers are currently in the program; in 2007 only 70 employers participated
- Information on program is on OED website:
(<http://www.oregon.gov/EMPLOY/index.shtml>)

How Are We Going to Train our Workforce for the 21st Century? – Agenda Item

“Shift Happens” video and Power Point presentation given by Nancy Hamilton, Economic Development Advisor to the Governor

Discussion

What is Oregon's strategic plan to get Oregonians back to work?

- In spite of budget cutbacks, we need to continue to redirect people into employment opportunities using different training strategies
- Continue to retain current jobs and employers
- The Oregon Way advisory group to the Governor
(<http://www.oregon.gov/recovery/>)
- Move into diversified opportunities

Has OECD looked at creating new companies, new jobs utilizing the vast numbers of unemployed/under-employed?

- The agency does not do this kind of work, but there are local groups who do. Using the existing employment data system available to track the unemployed is a very effective way to identify where people are and what jobs are available in that area.

General comments about the need to market information about the number and types of jobs created as a result of the stimulus.

Business and Economic Development Committee (Written Report)

Communications Committee (Written Report)

Legislative Committee (Written Report)

Youth and Education Committee (Written Report)

Meeting adjourned at 4:10 p.m.