

RAMP Meeting Agenda

August 16, 2019 8-10 a.m.

BBSI Headquarters ♦ 2045 Cardinal Ave. Unit 100 ♦ Medford

Welcome & Introductions (5m)

Mike Donnelly

Action Plan Review & Coordination

▶ **Updating Our Action Plan** (45-60m) 📄

Mike, Jim Fong, Jill teVelde

- **Objectives & Key Results** (see: <https://www.whatmatters.com/>)
Review, Revise & Coordinate on this year's work

Goal 3 Increase Awareness of Manufacturing Careers

B Launch outreach campaign

C Increase awareness - among students, parents, teachers & administrators about career opportunities in manufacturing

▶ **Communications, Outreach & Marketing**

- **Building Our Regional Toolkit & Capacity** (30-45m)
What could our comprehensive communications strategy look & feel like & what next action steps do we want to take to get there? How might we partner with REVEIL Agency (<https://reveil.agency/>) & their founder Alex Poythress (who's also an RWP member)
- **RWP & WorkSource Rogue Valley Business Outreach** (20m)
Getting feedback/guidance from industry leaders on next steps in business outreach efforts to those manufacturers not currently engaged with RAMP

Jim Fong,
Alex Poythress – REVEIL Agency
(tentative)

Jim, Jill, Andrea Cole,
John Underwood

Goal 1 Expand the Talent Pipeline

A2 Mechatronics training

A3 Certified Production Technician

B Incumbent worker training

Goal 2 Workforce Dev. for Emerging Workers

D Provide short-term boot camp training

▶ **Certified Production Technician & Mechatronics / Plant Systems Technician Training**

Jill, Juliet Long

- **Prep for Fall & Spring '20 Term Trainings** (5-10m)
Any updates and/or coordination needed on fall enrollment?

Workforce Champions Award (3-5m)

Mike

Other Business

Mike

Review Agreements, Assignments & Next Steps / Adjourn (3-5m)

Jim & Mike

▶ **Next Meeting**

RAMP Meeting Notes

July 19, 2019 ♦ RCC Table Rock Campus

❑ Participants

Industry Leaders:

Quantum Innovations: Paula Lawson, Stacie Grier, Michele Laird

Timber Products: John Underwood

CareStream: Mike Donnelly

Harry & David: Chris Genereux

Workforce & Education Partners:

Business Oregon: Marta Tarantsey

SOESD: Karla Clark

WorkSource Rogue Valley: Andrea Cole

BOLI: Ree Ayres

Creative Marketing & Design: Laurel Briggs

Rogue Community College: Diane Hoover

Rogue Workforce Partnership: Jill teVelde, Tami Allison, Jim Fong (via phone)

❑ Welcome & Introductions

The group did introductions.

Diane Hoover, RCC distributed the new CPT flyer as well as the Commercial Truck Driver Training and Transportation brochures. Diane noted that truck driver training will be offered at nights and on the weekends beginning Fall term.

❑ Action Plan Coordination

• **Careers Rogue Website Refinements**

Laurel Briggs, Creative Marketing & Design was present and walked the group through the Careers Rogue website indicating that the idea behind the website is to be consumer friendly and designed to help students and others who are looking for a career change about the opportunities in the region. Laurel indicated that some minor updates have been done to the website using some basic information that we gathered; however, input / feedback is needed from the group to populate the website with our specific regional information. Laurel added that the website is also designed to be mobile friendly but we will need to maintain that on an ongoing basis.

A Google drive link will be sent to all RAMP partners. This will include:

- **PDF documents** - *of screen shots of the Careers Rogue website, so that folks can insert their suggested edits, comments, etc.*
- **Googlesheet template** - *for folks to fill-in any jobs/occupations that need to be displayed on the career pathways section.*

RAMP partners should use these tools to provide feedback to RWP on needed changes to this website by August 15th.

Discussion continued with members of the group indicating that they feel the pool of qualified applicants is pretty “soft” and the people who are in the pool are not qualified for the positions available.

Suggestions included targeting the underemployed, and using a platform to locate those young workers who may be working in the service industry who don’t know the available options; however, the group was a little stumped at the best way to get the information out; some ideas included:

- Public information sessions (restaurants, coffee shops)
 - Online marketing / social media
 - draw students and others to the website
 - redesigning the home page, adding Traitify and Holland Code information, add links to recruiting agencies, Glass Door, and indeed.
 - Learn more about how to do the linkages through technology
 - SOCNE Event (needs to be a different time to allow for people to come after the work day)
- **Certified Production Technician and Mechatronics / Plant Systems Technician Training**
Winter & Spring Term – Reviewing the Numbers
 - Twenty-one completed (*both sessions combined*) – majority were incumbent workers
 - One unsuccessful completion
 - Three dropped out early due to workload conflicts
 - Six from WorkSource Rogue Valley and/or RCC – Adult Basic Skills
 - Eight high school students completed CTE academy - funded in part through the grant from RWP
 - Eleven (all incumbent workers) completed the Mechatronics course

Jill will be sending out a survey or making phone calls to gather employer feedback about the experiences and what has been seen from the employees who completed the course.

Prep for Fall & Spring '20 Term Trainings

Incumbent Workers - The employers around the table were asked to think about how many employees they may want to send during the upcoming Fall and Spring terms. Both credit and non-credit courses will be available and scholarships are still available at a 50% match. **John or Katherine Rheinhart (BBSI) will bring this topic to the next SHRM meeting.**

Outreach efforts - There are approximately 29,000 inactive job seekers in the system that could be accessed through working with the regional tech to send out a “fast pass” through WorkSource Rogue Valley.

Also mentioned was the work share program that is helpful for employers who don’t want to lose employees during a layoff. This also tries to address the benefit cliff issues. For employers, it is hard to know where the benefit cliffs are and would be helpful for them to receive education. It was suggested that these individuals might also be a pool of individuals to reach out to, as well as the Latino and retirement communities.

Wings Work/Life Debrief - (*This was an added agenda item at the request of the group*). The consensus of the RAMP members who attended the training, was that the training was informative, fun, a good chance to practice the skills after hearing about them. However, if we are talking about the under-employed or those job seekers who have issues/barriers, this would not be the training for them and

that there needs to be a step before this training. It is felt that the training would be wonderful for incumbent workers.

Paula suggested inviting Benji (newly employed with Wings as the Business Partnership Coordinator) to attend a future RAMP meeting.

- **Updating the Action Plan Revisions**

Objectives & Key Results for the coming year – Mike Donnelly addressed the group indicating that action plans are required for all sector groups, and asked the group to think about how they would like the RAMP action plan structured as well as doing the higher level OKR work. A copy of the Healthcare Action Plan was shared as an example. The group indicated that they want to develop something more robust than what we currently have and more similar to that of the Healthcare Action Plan that sets some measurements of how we know when we have reached success. Jim indicated that another area that needs work is figuring out a baseline from which to measure.

Group members shared the following feedback around the need for skilled workers as well as challenges they are facing:

- Skilled workforce (specifically electricians) is a huge challenge
Legislative bottleneck around licensing – policy change is needed
- Hard to find people who want to work, know how to work, fit into their work culture – entire talent pipeline
- Challenges with skilled trades as well as up-leveling and preparing quality operators

The following priorities were identified:

- Outreach to Business - to identify demand, needs & priorities; plus promote opportunities for companies to upskill their current workers and backfill with incoming workers
- Outreach and Partnering - with schools, parents, maker spaces, etc. to engage them
- Develop Quality of the Manufacturing Talent Pool
- Address Access & Economic Opportunity Gaps - benefit cliffs; Bridges out of Poverty, etc.
- Legislative and Policy Alignment
- Establish Performance Measure Baselines & Set Goals – what are industry demands and the needed throughput of skilled trainees

Mike, Jill and Jim will work on creating a strawman updated Action Plan to review and talk through at the next RAMP meeting.

- ❑ **Workforce Champion Awards**

Due to time constraints and champions not being in attendance, this item was deferred to a future meeting.

- ❑ **Other Business**

BEP Internship Summer Program - This program, in its first year, is open to juniors in high school. 17 businesses participated in 27 different internships. Twelve students were placed; however, due to the way the schools presented the information to students, 13 positions did not receive any applications. Michele indicated that the issues with communication will be addressed.

Educator Externship - 24 teachers have signed up and are visiting companies in the valley to hear about the skills the employers are needing as well as meeting and making connections for future field trip opportunities.

Skills USA National Championships - 75 students statewide and 32 students locally qualified. Stacie indicated the need to share the Skills USA more widely into schools that currently don't participate.

Review Agreements, Assignments & Next Steps / Adjourn

The next meeting is scheduled for August 16, 2019.

RCC Table Rock Campus is closed on Fridays through September 6 so we will need to secure another location for the August meeting. Please contact Tami if you would like to host the meeting.