Rogue Workforce Partnership

POWERUP Team

Workforce Investment Board Meeting

Pacific Retirement Services • Third Floor, Washington Room • 1 W. Main St., Medford

January 12, 2015 • 7:30 - 9:30 a.m.

Video/Phone Conference access: https://global.gotomeeting.com/join/565797733**.** Please activate (share) your webcam & select your audio preference. **1) Telephone (1-571-317-3122; access code: 565-797-733***.(normal long distance charges will apply)*; **2) Or, use computer microphone &speakers***(headset is required, or use mute to avoid reverb)*.

Agenda

1. **Welcome & Introductions** *(3m)* — Jessica Gomez

2. **Consent Agenda**- ***Action Item*** *(2m)* — Jessica
   - Approval of Minutes - July 14, 2014 & September 8, 2014 & November 10, 2014
   - Regional Solutions - Rogue Advantage Proposal Approval

3. **Guide, Inform & Lead Strategic Partnerships**

   National Coordination *(1m)* — Jim

   - **U.S. Department of Labor - WIOA Regulations Delayed**
   - **2015 NAWB Summit** http://www.nawb.org/forum/default.asp

   State Coordination *(1m)*

   - **Transition of Governor's Workforce Policy Advisor** — Jim, Jessica

   Regional Coordination

   - **Governance Changes** *(45m)* — Jim, Jessica
     - The Job Council - Intergovernmental Government Agreement Termination
     - Procurement for WorkSource Oregon Center - WIOA & DHS Service Provider
       Information Session, Request for Proposal, Bidders Conference, Selection Process / Committee
     - Jackson & Josephine Counties - New Intergovernmental Agreement for WIOA
     - Upcoming Workforce Board Composition Changes
   - **New RWP Website & Logo Options** *(15m)* — Graham Hetland

4. **Strategic Plan Implementation & Workforce / Education System Transformation**

   Certified Work Ready Communities

   - **National Career Readiness Certificate** *(5m)* — Aurora King
     - Goals, Update, Coordination

= Documents Attached

Sector Strategies

- **Update on January 6th Healthcare Legislative Event** *(15-20m)* — Jim Fong, Tamara Nordin, Brent Kell, Gregg Edwards

Systems Innovation

- **Southern Oregon Success *(Youth)***
  - **Pharr, Texas- Early College High School Model** *(15-20m)* — Scott Perry, Brian Shumate
    Scott & Brian will report out on a recent second site visit they attended along with officials from the Oregon Department of Education
  - **Careers in Gear** *(15-20m)* — Stacie Grier - College Dreams
    Update on this year's efforts & investment/sponsorship coordination
  - **Declaration of Cooperation Signing with Governor Kitzhaber** *(5m)* — Jim

5. Other Business — Jessica

6. Adjourn — Jessica

Auxiliary aids and services are available upon request to individuals with disabilities. Please contact Tami Allison at (541) 776-5100(Voice/TDD) at least 48 hours in advance of meeting to allow sufficient time to arrange for auxiliary aid.

Rogue Workforce Partnership

POWERUP Team

MINUTES

ROGUE WORKFORCE PARTNERSHIP

July 14, 2014

SOU/RCC Higher Education Center, Rooms 127/129

101 S Bartlett, Medford Oregon

MEMBERS PRESENT:

Jessica Gomez, Brent Kell, Pete Karpa, Tanya Haakinson, Nikki Jones, Ron Fox, Doug Mares, Gregg Edwards, Don Skundrick, Michael Kidwell, Jim Pfarrer, James Klein, Tolga Latif*, Michelle Robison*,Michael Donnelly*

*= *via phone*

QUORUM PRESENT: Yes

OTHERS ATTENDING:

Sustainable Valley Technology Group: Heather Stafford
Oregon Employment Department: Kim Parker, Gail Gasso, Guy Tauer, Ainoura Oussenbec
Rogue Community College: Bill Jiron
Department of Human Services: Melissa Wolff
Abdill Career College: Ki, Randy Ramey
College Dreams: Sabrina Miller
The Job Council: Jim Fong, Tami Allison, Aurora King, Sherri Stratton, Sherri Emitte, Ken Heindsmann

All meetings of the Rogue Workforce Partnership are recorded should reference be desired in addition to the minutes.

1) CALL TO ORDER:

The RWP meeting was called to order by Chair, Jessica Gomez at 7:32 am. Introductions were made.

2) CONSENT AGENDA :

NIKKI JONES MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. THE MOTION WAS SECONDED BY TANYA HAAKINSON AND WAS UNANIMOUSLY APPROVED.

3) GUIDE, INFORM & LEAD STRATEGIC PARTNERSHIPS

State Coordination- ***Action Item***

Governance Transition Plan - Jim reviewed the draft Governance Transition Plan that has been submitted to the Oregon Department of Community Colleges and Workforce Development. Jessica indicated that we want to go with the least disruptive scenario to start, and then fine tune and improve functionality along the way. "Long term the goal is to create a structure that can measure and track the cost effectiveness of the entire system", stated Jessica.

JAMES KLEIN MOVED TO APPROVE THE DRAFT GOVERNANCE TRANSITION PLAN AS SUBMITTED TO OREGON COMMUNITY COLLEGES AND WORKFORCE DEVELOPMENT.THE MOTION WAS SECONDED BY RON FOX AND WAS UNANIMOUSLY APPROVED.

Federal Coordination

Workforce Innovation & Opportunity Act (WIOA) - Jim reported that in late June, the Senate passed the WIOA and just last week it was passed by the House. New regulations will be forthcoming from Department of Labor (DOL). "This reaffirms a bipartisan sensibility to invest in the public workforce system. It also cleans up a number of programmatic misalignments and also streamlines the workforce investment board", stated Jim.

4) STRATEGIC PLAN IMPLEMENTATION & WORKFORCE/EDUCATION SYSTEM TRANFORMATION

Sector Strategies

Code Oregon Launch

This brief was mis-identified as an action brief. The brief is information only.

Documents were provided to the group giving background on an innovative partnership with Treehouse, a well-known provider of on-line computer programming training services. Jim reported that WorkSystems, Inc., the Local Workforce Investment Board serving the Portland Metro area, has just launched this initiative. Jim indicated that we have 75 slots for our region and we want to offer it broadly to WorkSource Oregon/Job Council OneStop Centers.

Discussion took place on the plan to disseminate this initiative to local business. Aurora indicated that there will be an application process, will probably require NCRC, review the person's participation, require foundational skills, etc. "Screenings not yet developed will be in place", Aurora stated. Jim stated that we are reconvening the E-Commerce/IT Group and this will be discussed with them as well. Ron Fox indicated that SOREDI could probably "push this out" to some businesses.

Certified Work Ready Communities-

National Career Readiness Certificate Goals & Local Plan Modification - *Action Item*

Jessica reviewed the information with the group and stated that we need to come up with creative ways to meet the new goal and will need everyone's help. Some strategies being reviewed to help with this endeavor is to penetrate the high schools, partner with DHS, OED, Corrections and businesses. Aurora King has volunteered to step up to the challenge of leading this charge and will be putting together a marketing campaign to demonstrate the value.

Jessica indicated that we were going to ask the RWP for their approval of the PY 2013 Local Plan Modification - NCRC and Letters of support goals; however, the decision was made late yesterday to wait and develop a plan to bring back for approval.

Discussion took place on what is being seen from both employers and job seekers regarding their experience with NCRC. Nikki indicated that she has no employers asking for it. Gregg indicated that ASANTE has identified jobs that are most appropriate to have the NCRC and they are finding that job seekers not coming in with at least a baseline of skills is making it more difficult to move employees forward. "ASANTE has indicated a preference for all the jobs identified - it makes a difference in preparing employees for a future in healthcare", Gregg stated. Gregg also stated that the NCRC has been validated thousands of times; however we need to know more about what the NCRC really is.

The suggestion was made to have a couple of local businesses identified to be profiled. Jessica indicated that it is important to get the proctoring moved on site to provide as a resource to existing employees.

Mike Donnelly asked Aurora to connect with him after the meeting to set up a pilot program with Carestream and the staffing agency they use.

Doug Mares also indicated that DHS will work to get this included for Department of Human Services clients.

Brent Kell from Valley Immediate Care indicated that he would also be interested in using NCRC with new hires.

Systems Innovation

Forum on the Future of WorkSource- Kim Parker from OED reviewed the findings from the statewide forums. the highest investment priority experienced statewide was for more work-site based training. Energy is being put into implementing these priorities and better brand and promotion of WorkSoure Oregon. New processes have been implemented around job postings and customized recruitment. forums new processes have been implemented around job postings and customized recruitment. More of a One-Stop for employers is also being created.

Medford One-Stop Facilities Co-Location & Our Program Investment Strategy- the group broke out into small work groups to discuss employers desired allocation of resources.

5) MEETING TIMES

Jessica indicated that we will need to move these meetings to later in the day. A doodle poll will be sent out in the hopes of arriving at a new time by fall.

6) AJOURN

With no further discussion, the meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Tami Allison
Executive Team Coordinator

/tka
APPROVED:

_____ _____

Chair Date

Rogue Workforce Partnership

POWERUP Team

MINUTES

ROGUE WORKFORCE PARTNERSHIP

September 8, 2014

SOU/RCC Higher Education Center, Rooms 127/129

101 S Bartlett, Medford Oregon

MEMBERS PRESENT:

Brent Kell, Tanya Haakinson, Nikki Jones, Don Skundrick, Michael Donnelly*, Jon Flegel*, John Higgins*, Tamara Nordin, Scott Perry

*= *via phone*

QUORUM PRESENT: No

OTHERS ATTENDING:

Sustainable Valley Technology Group: Heather Stafford
Governor's Regional Solutions Team: Jeff Griffin
Oregon Employment Department: Gail Gasso, Guy Tauer, Ainoura Oussenbec
Department of Human Services: Melissa Wolff
Southern Oregon Goodwill Industries: Shae Johns
City of Eagle Point: Jonathan Bilden
Junior Achievement & College Dreams: Stacie Grier
Easter Seals: Diane Leiva
Grants Pass High School: John Young
Ashland High School: Michelle Zundel
The Job Council: Jim Fong, Tami Allison, Aurora King, Sherri Emitte, Graham Hetland

All meetings of the Rogue Workforce Partnership are recorded should reference be desired in addition to the minutes.

1) CALL TO ORDER, WELCOME & INTRODUCTIONS:

The RWP meeting was called to order by Tamara Nordin at 7:32 am. Both Chair and Vice-Chair were absent from today's meeting. Introductions were made.

2) NEW MEMBERS:

Jim indicated that in August the following individuals were appointed to the Rogue Workforce Partnership by Josephine and Jackson County Boards of County Commissioners:

Jon Flegel, Assistant Business Manager - Labor Union 659
Teresa Sayre, Superintendent - Phoenix/Talent School District
John Higgins, Superintendent - Grants Pass School District #7

The following individuals were reappointed to the Rogue Workforce Partnership by Josephine and Jackson County Boards of County Commissioners:

Chris Cahill , Technical Director - Hunter Communications
Wes Brain, Retired - Southern Oregon Labor Council

3) APPROVAL OF MINUTES

Due to not having a quorum, approval of the July 14, 2014 minutes were deferred to the next meeting.

4) STRATEGIC PLAN IMPLEMENTATION & WORKFORCE/EDUCATION SYSTEM TRANFORMATION

Certified Work Ready Communities-

- discussing the development of a crosswalk for those who have taken NCRC and Compass
- in conversation with Jackson County Work Center to proctor the NCRC
- Conversation with Gregg Edwards of ASANTE to use NCRC in professional development
- with the help of Nikki Jones, was able to look at success of MasterBrands
- Adding an NCRC day at The Job Council
- Leadership team in conversations about profiling businesses, and partnering with the State for marketing of NCRC
- Josephine County Library interested in setting up an NCRC proctoring site
- Response from site selectors very positive
- Met with DHS and their case managers to share information about the NCRC and how we can be more effective in reaching their populations as well

One-Stop Services-

Jim gave an update on the One-Stop services provided to Rough & Ready Lumber Mill and Kathrein Scala plant. Jim reported that Rough & Ready will have a total of 65 employees, 35 of which were previous employees.

Local Rapid Response staff will remain in touch with Kathrein Scala's executive team and will provide a more formal Trace Act Information Session (TAIS) when the actual closure date(s) are communicated. The TAIS will initiate the paperwork and affected employee registration phase of the TAA, which will connect the affected employees with TAA staff and program/benefit procedures. WSO staff will also be on hand at the subsequent session(s) to answer questions regarding local services and programs.

Southern Oregon Success-

Regional Career Related Learning Program & CRLE/STEM- Web Connections Platform

Jim introduced John Young of Grants Pass High School. Discussion began regarding the gap between what kids experience in school and in the world of work and how to fill that gap. John indicated that high school should be preparing students for career development and we need to structure and coordinate a program that is easy for business to participate.

Jim directed the group to the handout in today's meeting packet entitled, "Career Related Learning Experiences Toolkit" which also describes what John is talking about.

Six schools have been identified and in November the schools will be pooled and MOU's will be developed. John indicated that there will be a single point of contact in the schools, monthly meetings will be held, and there will be expectations of basic accountability and follow through.

Industry Tours - Ashland High School & College Dreams-

Michelle Zundel, Ashland High School Principal was also in attendance and thanked Jim for introducing teachers to businesses that they were not aware existed in the recent industry tours taken. "Things started happening quickly due to the connecting of teachers and businesses", Michelle stated. Michelle invited anyone to take a tour of Ashland High School. Benefits of the industry tour are:

Mail Tribune - networking and have links to school paper
Ashland Community Hospital - internships developed
Manufacturing field trips are being planned

Stacie Grier, Junior Achievement and College dreams reported that 32 students (9th grade to just graduating) were identified with an interest in manufacturing and were invited on a high tech manufacturing tour that included Oregon Swiss Precision, Linx Technologies, Erickson Aircrane, and Quantum Innovations. "We learned that the schools are hungry for a tool box of resources for career related learning," Stacie stated.

Heather Stafford talked about BASE Camp and piloting it in Jackson and Josephine Counties with about eight schools. An event sponsored by a grant received by the Medford Rotary, is taking place November 21, 2014 where individuals will compete for scholarship prizes. Heather stated that the IBM grant was also received and they will be coming down in the near future to show us the SME toolkit.

Scott Perry added the importance of mentioning the PSET group that provides supports to students as well through liaisons in the schools who can help develop the system.

Southern Oregon Wine Growers Association-

Jim reported that we were approached by the Governor's office regarding the Wine Growers Association and their workforce needs. Meetings have taken place to discuss the issues.

Regional Solutions Proposal-

Information was presented on the Rogue Advantage Proposal developed in partnership by SOREDI, Sustainable Valley Technology Group, the Governor's Regional Solution Center and RWP staff and being submitted to the Regional Solutions Advisory Committee for their consideration.

Jim indicated that the original intent was to ask the RWP recommend that the Rogue Advantage proposal be funded through Regional Solutions, and to anticipate that a Summer Youth Program be funded through other state funding streams. Due to the lack of a quorum, there was not a formal vote, but all members in attendance agreed with this position.

5) GUIDE, INFORM & LEAD STRATEGIC PARTNERSHIPS

Federal Coordination-
Jim called attention to the draft letter in today's packet to the legislators thanking them for their efforts in passing the Workforce Innovation and Opportunity Act. Jessica Gomez will be signing the letter to send off.

State Coordination-
Jim gave a very brief update indicating that there will now be a total of nine workforce boards in the state.

Regional Coordination-

Jim introduced Graham Hetland and presented a homepage mockup. The recommendation is to form a small workgroup to assist us in developing the website as well as the business engagement piece. Graham talked a little about the process and indicated that the audience is primarily business and education partners.

Tami will send out an email to the WIB asking for participants for the workgroup.

6) AJOURN

With no further discussion, the meeting was adjourned at 9:25 a.m.

Respectfully Submitted,

Tami Allison
Executive Team Coordinator

/tka
APPROVED:

_____ _____

Chair Date

Rogue Workforce Partnership

POWERUP Team

MINUTES

ROGUE WORKFORCE PARTNERSHIP

November 10, 2014
SOU/RCC Higher Education Center, Rooms 127/129
101 S Bartlett, Medford Oregon

MEMBERS PRESENT:

Michael Donnelly*, Gregg Edwards, Jon Flegel, John Higgins, Pete Karpa, Michael Kidwell, Tamara Nordin, Scott Perry, Teresa Sayre, Lyndell Smith

*= *via phone*

QUORUM PRESENT: No

OTHERS ATTENDING:

Jackson County Board of Commissioners: Don Skundrick
City of Grants Pass: Don Abbott
Medford 549C School District: Brian Shumate
Medford Fabrication: Bill Thorndike
Southern Oregon ESD: Scott Beveridge
Oregon Employment Department: Gail Gasso, Guy Tauer, Ainoura Oussenbec, Donna Nerrell
Department of Human Services: Melissa Wolff
City of Eagle Point: Jonathan Bilden
Southern Oregon University: Sue Walsh, Provost
College Dreams: Tom Drummond, Stacie Grier
Junior Achievement: Deanna Wilson
Easter Seals: Diane Leiva
Grants Pass High School: John Young
Rogue Community College: Bill Jiron, Steve Schilling
The Job Council: Jim Fong, Tami Allison, Aurora King, Graham Hetland, Sherri Stratton, Rene' Brandon, Rebecca Wolfe, Rob Hegeman, Ken Heindsmann

All meetings of the Rogue Workforce Partnership are recorded should reference be desired in addition to the minutes.

1) CALL TO ORDER, WELCOME & INTRODUCTIONS:

The RWP meeting was called to order by Gregg Edwards at 7:34 am. Chair Jessica Gomez was not in attendance. Introductions were made.

New members John Higgins, Teresa Sayre, and Sue Walsh were introduced.

Gregg Edwards recognized Don Skundrick for his contributions. This is Don's last meeting as Commissioner.

2) CONSENT AGENDA:

Due to the lack of a quorum, approval of the July 14, 2014 and September 8, 2014 minutes were deferred to the next meeting.

3) STRATEGIC PLAN IMPLEMENTATION & WORKFORCE/EDUCATION SYSTEM TRANFORMATION

National Career Readiness Certificate-

- Closer to our main target numbers
- Entry into talking to high schools regarding CRLE
- NCRC now on the list of approved assessments
- ASANTE Educational Manager – reviewing 100 positions that would benefit from NCRC
- Valley Immediate Care now requiring NCRC as part of their hiring process
- MasterBrand has been certified and can now require NCRC
- Oregon Employment Department is capturing wages of people who have taken NCRC
- NCRC offered in Medford on Tuesdays and Thursdays 1-5 and in Grants Pass on Friday from 8-12. Call the WorkSource Center to sign up

WorkSource Oregon One-Stop Center Services-

Staff from Oregon Employment Department and The Job Council presented operational model/standards, investment strategies, integrated business outreach and customized recruitment, and indicated that co-location in Medford should take place within the next 6-12 months.

- Send more qualified and screened applicants to employers for open positions
- Achieve higher outcomes in the redesign of services
- More time invested on targeted populations
- Focus on customizing recruitment for the position that business has
- Building the applicant/talent pool that ties to Foundational Skills
- Business teams ready to go out to employers
- Possible partnering with OEC (Oregon Employer Council) to create an oversight/guidance group to work more closely with the OneStop staff

Sector Strategies-

Sector Strategies work session to be held December 18, 2014 with national consultant John Melville. We are aligning all the efforts from economic development, WSO Centers, and K-20 education partners.

Also, a meeting was convened with Chris Maples from OIT and several other business leaders to talk about what the business needs are around engineering skillsets. Exploration is taking place to see if there is a critical mass of need for current employees to complete their degrees.

Southern Oregon Success-

Brian Shumate presented information from the Louisville/Jefferson County 5-Star Model and stated that he believes that every youth needs to be in a pathway. What it means for Medford:

- Every youth in a pathway – declare a major – pathway in sophomore year
- Half of pathways are CTE the other half academic
- Every youth gets a credentialed diploma (ability to get dual credit, articulated credit, industry certificate)
- Ramp up CTE in both Medford high schools
- Every youth goes to college with college being any accredited post-secondary institution where a credential is obtained

Steve Schilling and Scott Beveridge presented to the group regarding the Pharr, Texas model. Handouts were provided in today's packet. A large contingent from Southern Oregon attended a recent conference there. The Pharr-San Juan & Alamo School District has dramatically improved graduation rates (from 63% to 90%) with a very aggressive dual credit/college for all culture change strategy. Regional partners are seeking to apply the lessons, along with those from Louisville, to our region and achieve similar results.

Aligning with Sector Strategies, Dual Credit, STEM, CTE and Career Related Learning Experiences-
CRLE Toolkit was included in today's packet which outlines the work being done to improve the career and work readiness of students in our region. The intention is to create a flexible program model that allows each school to select the CRLE partnership activities that works for them on a year-to-year basis, and also allows schools to create the right complimentary mix of academic and hands-on learning experiences that will make CRLE education relevant and inspiring for youth.

For more information, please contact John Young or Stacie Grier.

Building our Regional and State Partnership Infrastructure-
Southern Oregon Success Governance Framework was presented to the group along with the community dashboard and performance metrics.

Junior Achievement Career Success-
A handout was available in today's packet.

4) GUIDE, INFORM & LEAD STRATEGIC PARTNERSHIPS

Due to time constraints, this agenda item was not discussed.

5) OTHER BUSINESS

No other business was presented.

6) ADJOURN

With no further discussion, the meeting was adjourned at 9:30 am.

Respectfully Submitted,

Tami Allison
Executive Team Coordinator

/tka
APPROVED:

_____ _____

Chair Date

Rogue Workforce Partnership

ACTION BRIEF

TO: ROGUE WORKFORCE PARTNERSHIP

FROM: JIM FONG, EXECUTIVE DIRECTOR

DATE: JANUARY 12, 2015

SUBJECT: REGIONAL SOLUTIONS - ROGUE ADVANTAGE PROPOSAL

Rogue Advantage

Rogue Advantage is an innovative economic and workforce development program designed to meet the unique needs for business growth of our region. Developed in partnership by SOREDI, Sustainable Valley Technology Group, the Governor's Regional Solution Center and RWP staff - the program was submitted to the Regional Solutions Advisory Committee for their consideration and submission to the Governor's Office as part of the upcoming biennium's budget development process. The proposal can be found as an attachment with the minutes from our September 8th RWP meeting.

Because we were just short of a quorum at our last meeting, the RWP members "unofficially' endorsed this proposal, while simultaneously recommending that a Summer Youth Employment Program be funded through alternative State avenues already being considered by the Governor's Office.

This action item is to retroactively and "officially" have the RWP endorse the Rogue Advantage program for funding through the Regional Solutions process.

Rogue Advantage

Strategic Investments in Workforce & Economic Prosperity

Sept 10, 2014

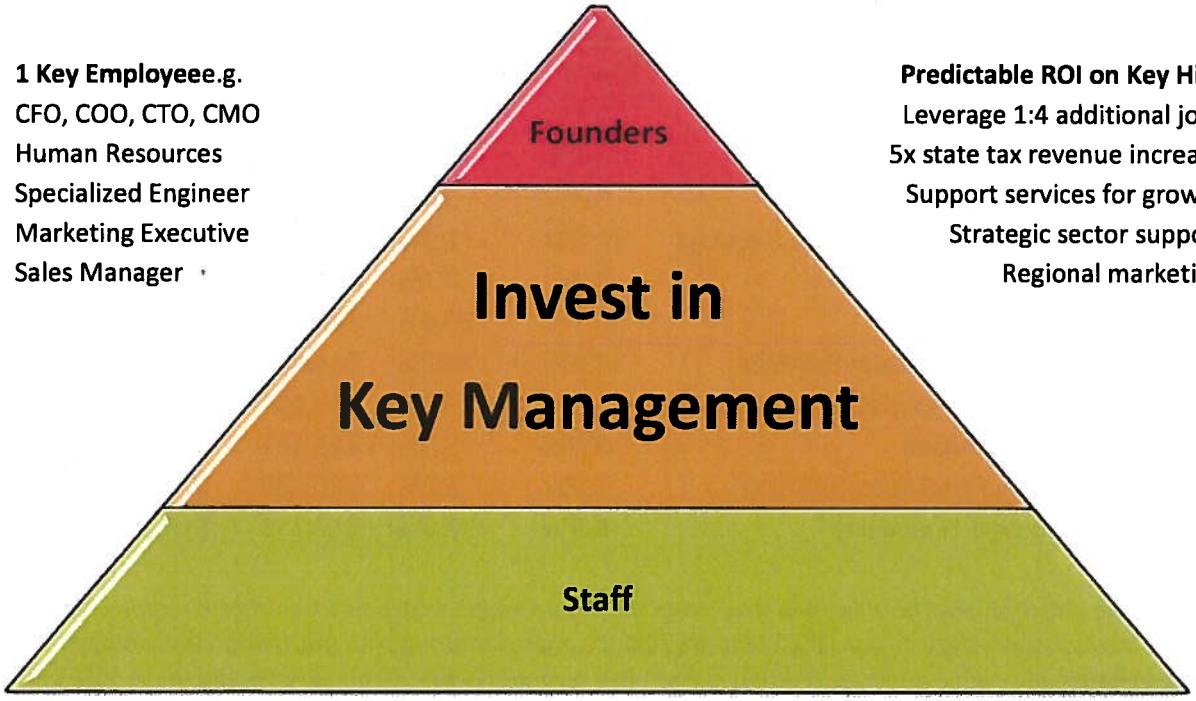
Concept

- Create a human capital co-investment tool designed to accelerate company growth through investment and intensive training in workforce, economic and business development
- Human capital subsidies of up to 20% of a small business's strategic human capital investment
- Match up to $10,000 in secured seed investment for start-ups to attract new investments
- Provides non-collateralized investment not otherwise available for companies at critical stages.

Creating business and community wealth: As of February 2014, Oregon metro regions have recovered 78% of jobs lost during the recession, while rural regions of the state recovered only 22%.[1] In 2012, Southern Oregon and the Southern Coast accounted for 12% of the state's population, and 10% of employment, but 31% of the wood products and logging jobs.[2] To replace these lost jobs and provide economic growth for those in rural communities its time to try a new approach and create business opportunities based on the unique assets of the Southern Oregon region. Rogue Advantage creates a human capital investment program for key employees in fields where the Southern Oregon workforce is too shallow for companies to hire locally. Target positions include those that leverage additional staff positions once established in a company. Our goal is to create a 1:4 average workforce return on human capital investment by enabling traded sector companies to hire key employees critical to revenue growth.

Building on our Strengths

1 Key Employeee.g.
CFO, COO, CTO, CMO
Human Resources
Specialized Engineer
Marketing Executive
Sales Manager



Predictable ROI on Key Hire
Leverage 1:4 additional jobs
5x state tax revenue increase
Support services for growth
Strategic sector support
Regional marketing

[1] Oregon Employment Department

[2] Josh Lehner, Oregon Office of Economic Analysis 2013 http://oregoneconomicanalysis.com/2013/05/28/timber-

[2] Josh Lehner, Oregon Office of Economic Analysis 2013 http://oregoneconomicanalysis.com/2013/05/28/timber-counties

Background

Oregon's per capita personal income (PCPI), the annual sum of all resident income in the state divided by the number of residents, was $40,233 in 2013. That's 9.7% less than the national figure of $44,543. Oregon's per capita personal income gap with the nation has generally been growing since 1996. [3]

Significant causes of Oregon's low per capita personal income relative to the nation likely include:

- Lower industry wages.
- Lower earnings by proprietors.
- A fast-growing population.
- Lower wages in high-paying occupational groups.
- A net outflow of commuter wages.
- Higher unemployment rate and lower employment-to-population ratio.
- Shorter average workweek and more part-time work.

Detailed comparisons with states that outperformed Oregon in PCPI, either by having higher PCPI or experiencing faster PCPI growth, show that in general, states with high or rapidly growing PCPI had:

- Much slower population growth.
- Faster growth in compensation per job.
- Concentration and growth in high-paying industries.
- Lower unemployment rates.
- Fewer part-time workers.

2011 Industry Structure

	Employment Share		Average Wage	
	Metro	Non-Metro	Metro	Non-Metro
Information	2.1%	1.2%	$70,086	$41,108
Manufacturing	10.6%	10.0%	$64,808	$42,737
Finance	5.3%	3.4%	$55,776	$36,991
Professional & Business Services	12.3%	7.6%	$52,670	$35,956
Construction	4.2%	3.7%	$51,791	$37,780
Government	16.1%	20.9%	$48,792	$39,769
Education & Health Services	14.5%	13.2%	$44,366	$39,297
Trade, Transportation & Utilities	18.9%	19.3%	$40,904	$30,331
Other Services	3.8%	3.5%	$29,181	$20,817
Natural Resources & Mining	2.2%	5.3%	$27,536	$28,771
Leisure & Hospitality	9.9%	12.0%	$17,710	$15,587

The chart above shows the wage gap that exists between Oregon metro and non-metro regions. These gaps are especially large in specialty fields like finance, manufacturing and information technologies. These employees can contribute to great growth in a business below 50 employees and these $20-$30K wage gaps make it very challenging to recruit quality candidates to fill positions in the Rogue Valley.

[3] Oregon Employment Department. Beleiciks. Jul 2014. Why Oregon's Personal Income Trails the Nation

Southern Oregon Economy Team
Rogue Advantage Ecosystem

The Rogue Valley is home to a great diversity of small businesses at various stages of growth and profitability. **Rogue Advantage** is a unique and innovative workforce incentive program that perfectly fits the distinctive labor market, business and economic dynamics of Southern Oregon. It focuses on creating high-wage jobs that build the workforce capacity in two of our region's targeted industry sectors: Advanced Manufacturing and E-Commerce / Information Technology. Traditionally these industries pay key positions above the $43,643 average for Oregon and well above the $31,383 for rural Oregon.

The growth and success of companies in these industry sectors is a key driver for our region's economic prosperity. Many of these businesses routinely run up against crucial workforce related limitations they need to overcome in order to continue on their growth trajectory. Another critical business need is access to economic resources and advanced business mentoring.

The **Rogue Advantage** program will create a public/private partnership with companies and provide strategic investments to help overcome critical growth hurdles experienced at various stages of a company's evolution. The program will provide a direct investment of up to 20% of key employee salaries to a group of vetted companies. This strategic investment will help share in the cost of bringing on revenue-generating staff that might otherwise not be feasible due to fiscal constraints. The goal is to assist companies in hiring personnel who have a direct and significant impact on the company's revenue and job growth. An example of such key positions may include but are not limited to:sales or business development, operations management, production engineering or technology development engineering, or other similar positions. These funds will have associated reporting and milestones to ensure success as well as intensive business development services and ongoing regional support.

Program Design&Strategy

Objectives

- Help a full spectrum of businesses achieve key business goals in targeted industries
- Share the cost and risk of recruitingand hiringspecialized talent
- Provide intensive business development resourcesand support to companies in order to accelerate growth and build a stronger regional network of workforce, economic and business development support services for winning subsidized companies

Program Management &Structure

- **Strengthen our relationships with businesses as they grow**with Southern Oregon Regional Economic Development Initiative (SOREDI), Sustainable Valley Technology Group (SVTG), Rogue Workforce Partnership (RWP),the Small Business Development Centers(SBDC) and the Regional Solutions Team (RST) as a network of regional and state resources.
- **Vet proposals** on company goals, management, business plan, argument for return on human capital investment and other related growth issues. We want to partner closely with companies to ensure these and other related workforce and economic development investments will help their companies grow.
- **Use the existing structures and processes**already in place as the mechanism for businesses to submit and qualify for the Rogue Advantage investment - including the SVTG accelerator, SOREDI loan program, Angel Investor conference, the RWP-Workforce Response Teamand/or OSBDC's Grow Oregon initiative.

Targeted Businesses

- Those hiring/growing
- Those interested in skilling up workers/creating career pathways
- Those who have laid off employees
- Those at risk of outsourcing key business functions

Companies eligible for the workforce subsidy will reside in the incorporated citiesor unincorporated communities of Jackson and Josephine counties including but not limited to: Ashland, Butte Falls, Cave Junction, Central Point, Eagle Point, Gold Hill, Grants Pass, Jacksonville, Medford, Phoenix, Rogue River, Talent, Kerby, Merlin, Williams, Applegate, White City and Shady Cove.

Employer Reports & Documentation

The following is a sample list is of reports we will ask businesses to provide to document success. The exact configuration of reports requested may be different for each company. Additional reporting tools may also be identified.

- Monthly revenue
- New clients
- New funding accessed
- New products or markets developed
- Surveys - e.g., Are you happy with staff performance and are they contributing to success or still employed?
- Increased efficiency and effectiveness from business coaching

In addition to the initial proposal, we will require quarterly reports, as well as a year-end review report. We'll also work with companies on an on-going basis after the first-year investment period to gather annual (longitudinal) updates as appropriate and continue strategic business coaching.

Rogue Advantage Budget

Participant	# Served	Description	Investment Capital
Start-Ups	**10** companies	$10,000 investor match for accelerated start-ups	$ 100,000
1-10employees	**5** companies	up to $ 20,000 or a % of salary over 2-years	$ 150,000
10-24 employees	**10** companies	up to $ 30,000 or a % of salary over 2-years	$ 300,000
25-50 employees	**10** companies	up to $ 40,000 or a % of salary over 2-years	$ 400,000
Investment Total	**40 companies**		**$ 950,000**

Program Management	Amount
Rogue Workforce Partnership (RWP)	$ 175,000
Southern Oregon Regional Economic Development Initiative (SOREDI)	$198,000
Sustainable Valley Technology Group (SVTG)	$192,800
Small Business Development Center (OSBDCN)	$20,000
Program Management Total	**$ 585,800**
Total	**$1,535,800**

Breakdown of Partner Work

- Economic Development (SOREDI) – Lead on business outreach, program marketing, company applications and due diligence. Follow up with companies on goals, job growth and revenue metrics. Document and publishcompany success stories through Southern Oregon Edge.
- Sustainable Valley Technology Group (SVTG)–Applicant due diligence, assist with business outreach, and program marketing.Work with awarded companies on business development, operations, market research, strategy, goal setting, web presence, search engine optimization, social media and mentor those eligible companies into the OSBDCN Grow Oregon program for more intensive counseling.
- Rogue Workforce Partnership (RWP)–Work with awarded companies on their workforce priorities and talent acquisition, development and retention issues. Track goals and metrics in order to measure results and build-in continuous program improvements. Administer the workforce subsidy and serve as fiscal and administrative agent.
- Oregon Small Business Development Center (OSBDCN) – Strategic state resource for eligible companies once business needs assessments are done regionally. This intensive counseling is available to Rogue Advantage companies on a limited basis if they meet certain criteria: must be an Oregon traded-sector company, $1M to $50M annual gross sales, 10-99 employees and demonstrated growth in gross sales, net profit or net employment in three of last five years.

Additional Program Benefits

- Increased opportunities for participation in existingworkforce, economic development tools to help companies grow e.g., Back to Work Oregon (On-the-Job Training), Revolving Loan Program, SBDC's Grow Oregon.
- Greaterparticipation in Southern Oregon Angel Investment Network, SVTG Business Accelerator and Southern Oregon Seed Fund on the investor and the company side.
- Adds a great business recruitingtool, business intelligence and Southern Oregon Edge marketingtool for SOREDI. Program will generate success stories to showcase business growth in the region, and form deeper relationships with awarded businesses.
- Contributes compelling marketing of the Southern Oregon region and our innovative businesses, which will greatly aid in securing continued program support after 2017.

Return on Investment

- **Revenue Growth** - We expect to see growth in company revenue within 6 months of making the initial investment for start-ups and growth companies.Since each company will estimate revenue growth differently, we will create custom metrics to measure each business's success. Our sustainability metric for revenue growth is 150% of the new hire's salary after two years.If all subsidized companies meet this metric, revenue growth in the Rogue Valley would be $2,250,000 to $3,750,000.
- **Job Growth** - Businesses willbe asked to estimate the potential and timeframe for job growth. Priority will be given to companies with the greatest potential ROI on job growth. The goal for each new specialized employee would be a 1:4 return on additional staff directly from that new hire. The timeframe for this exponential job growth may be extended beyond the biennial timeframe of Regional Solutions funding.
- **Oregon State Tax Revenue** – Given added key annual salaries in the range of $50K-$80K within 25 awarded companies over two years; Oregon's 9% tax revenue alone will return between $225K-$360K over the biennium. The estimated 1:4 staff generation of the new addition would leverage an additional 100 jobs. Estimating these annual staff salaries in the range of $30K-$50K, an additional $540K-$900K in tax revenue would be generated over the biennium. The total potential return on the Rogue Advantage investment in tax revenue alone is $756,000-$1,260,000.

We expect initial investments tofully pay for themselves within threeyears and ROI would continue to accumulate and significantly compound in subsequent years.Furthermore, additional company job growth would result in significant multiplier effects at both to the regional economy as well as the state's income tax revenues. We will track ROI longitudinally for each company as part of our on-going working relationship with them, and then aggregate these results to show the overall long-term benefits to our region's economic prosperity. Surveys and the Southern Oregon Edge campaign will highlight the intangible business efficiencies and effectiveness, as well as the cultural shift over the biennium.

This three-pronged workforce/economic/business development approach to building greater regional economic vitality has yet to be delivered in this holistic manner. Southern Oregon is uniquely qualified to build this new model for rural development and build a viable solution for balancing the metro vs. non-metro wage gaps for the state of Oregon and beyond.

Sustainability & Scalability

We will demonstrate proof of concept of this innovative program model through the initial launch and funding by Regional Solutions. At appropriate next phases, we will then take our lessons learned / ROI results and engage potential stakeholders in next stage investment efforts. We anticipate garnering ongoing investments in this program from public, private and philanthropic investors so we can sustain and scale this program to meet the ever-expanding economic and workforce development needs in our region. Once the return on investment metrics validate the effectiveness of the Rogue Advantage model, the program can then expand to invest in more companies who will recruit and retain more sophisticated talent to the region. The goal is to intentionally boost the depth of talent in key industry sectors most primed to generate living wage jobs, in a relatively short period of time.

Regional Case Studies

Rogue Valley Microdevices– In 2014, RVMD hired a CFO consultant and did a debt refinance after their financials were restructured. The addition of this high level skillset now has saved them nearly $12K per month in just debt payments and allowed for an additional $250K loan availability for revenue-generating equipment investments.

Rogue Workforce Partnership
POWERUP team.

Workforce Development

Rogue Workforce Partnership
100 E Main Street, Suite A
Medford, OR 97501

The Rogue Workforce Partnership is a business-led,public-private partnership that brings together regional leaders from business, education, government and labor. As Southern Oregon's federal and state authorized Local Workforce Investment Board, our vision and purpose is to align these public and private sector systems so that all career seekers can develop the skills they need to succeed, and businesses have the talented workforce they need to compete and prosper in the global economy.

Under this proposal, the primary roles and responsibilities of the Rogue Workforce Partnership are to:

- Work with awarded companies to address their workforce priorities and talent acquisition, development and retention issues.
- Track goals and report on metrics in order to measure results and build-in continuous program improvements.
- Administer the workforce subsidy and serve as fiscal and administrative agent.

Oregon's Workforce Development Strategic Plan 2012-2022

Targeted Sectors
Our target sector industries are identified as key to the local economy because of their size, concentration of employment, future growth opportunity, high-demand/high-wage employment and/or importance to the region's economic vitality.One of Oregon's new workforce system performance measures focuses on the degree that the needs of businesses in identified "targeted sectors" are met.

Statewide Strategies

- Certified Work Ready Communities
- System Innovation
- Industry Sector Strategies

The administration of investment funds is less than 15% of the total fund budget over the biennium

Outcomes

- Oregon employers find the skilled workers they need and retain them
- Oregon's targeted sectors experience job growth
- Employers satisfied with workforce development services and results
- Expanded roles for key stakeholders including business, labor and local service providers
- Enhanced support for and alignment with education and economic development initiatives

RWP	Day Rate	Days	Companies	2015 Budget	Biennium
Talent Development & Coaching	400	2	25	$20,000	$40,000
Business outreach	400	0.5	25	$5,000	$10,000
Program marketing	400	0.25	25	$2,500	$5,000
Administration Workforce Subsidy Fiscal & Administrative Entity	400	2	25	$20,000	$40,000
Data Tracking	400	2	25	$20,000	$40,000
Metrics / ROI Reports	400	2	25	$20,000	$40,000
				$87,500	**$175,000**

Economic Development
100 E. Main Street Suite A
Medford, OR 97501
(541) 773-8946

SOREDI is a private non-profit organization serving Jackson and Josephine Counties since 1987, who represents more than 100 private companies, public utilities, and local governments. SOREDI exists to help business create and sustain good jobs and diversify the economy of Southern Oregon.

The primary roles and responsibilities of Southern Oregon Regional Economic Development as a partner in the Rogue Advantage Program are to:

- Lead on business outreach
- Market the program
- Process company applications
- Assist with due diligence on the business applicant
- Facilitate initial awarded company site visits
- Manage events, meetings and employee greetings
- Follow up with companies on goals, job growth and revenue metrics
- Document and publish company success stories through Southern Oregon Edge

SOREDI	Day Rate	Days	Companies	2015 Budget	Biennium
Business outreach	400	5	1	$2,000	$4,000
Program marketing	400	5	1	$2,000	$4,000
Company applications	400	0.5	50*	$10,000	$20,000
Due diligence	400	1	50*	$20,000	$40,000
Track goals	400	2	25	$15,000	$30,000
Track job growth	400	1	25	$10,000	$20,000
Track revenue metrics	400	1	25	$10,000	$20,000
Events and meetings	400	1	25	$10,000	$20,000
Market success stories	400	2	25	$20,000	$40,000
				$99,000	**$198,000**

*Assuming 50 total applicants to process in order to select up to 25 winning companies for subsidies.

SUSTAINABLE VALLEY
TECHNOLOGY GROUP

Business Development
100 E. Main Street Suite A
Medford, OR 97504
(541) 414-0000

Sustainable Valley Technology Groupis an independent, non-profit business catalyst located in Medford, Oregon. Founded in July 2010, Sustainable Valley is atechnologybusiness accelerator, created to support the growth of innovative, start-up companies and create more prosperous living wage jobs.

The primary roles and responsibilities of the Sustainable Valley Technology Group as a partner in the Rogue Advantage Program are to:

- Program management, strategyand continuous program improvement
- Assist SOREDI with business outreach and program marketing
- Lead due diligence on the business applicant
- Work with awarded companies on internal business development
- Mentor eligible companies into the OSBDCN Grow Oregon program for short-term, follow-oncounseling
- Manage start-up investor matching fund of $100,000 to 10 companies over the biennium

Business Development

- Business and Strategic Planning – Review current business/strategic plan and assess strengths and weaknesses and support advanced planning sessions with expert consultants.
- Financial Analysis and Projections–Pro formas, future projections, fundraising needs
- Operations Streamlining – Review margins, efficiencies, industry standards, and streamlining
- Market Research – Basic market research on industry and competition
- Web, Social Media and SEO – Ability to connect with targeted audiences on the web
- Branding and Marketing
- Exports and International Business
- Growth Strategies and Goal Setting

SVTG	Day Rate	Days	Companies	2015 Budget	Biennium
Due diligence	400	0.75	50	$15,000	$30,000
Business outreach	400	1.5	1	$600	$1,200
Program marketing	400	2	1	$800	$1,600
Business planning	400	2	25	$20,000	$40,000
Operations	400	2	25	$20,000	$40,000
Goal setting	400	1	25	$10,000	$20,000
Strategy	400	1	25	$10,000	$20,000
Web/SEO/Social	400	1	25	$10,000	$20,000
Mentor through SBDC	400	1	25	$10,000	$20,000
				$96,400	**$192,800**

Short-TermProgram Support

groworegon@bizcenter.org
www.bizcenter.org

The state's **Grow Oregon Program**focuses on the concept of *economic gardening*, and is administered by the Oregon Small Business Development Center Network (OSBDCN). The program uses teams of highly experienced business advisors who can provide tools to create sustained growth.

Qualified companies may receive specialized services in:

- Strategic needs assessment
- Advanced market research and analysis
- Digital media assistance
- Search engine optimization guidance
- CEO networking/mentoring
- Business planning
- Financial analysis
- Debt and equity financing assistance
- Export assistance
- Government contracting assistance

How to Qualify

A company must meet the following criteria to qualify for the program:

- Must be an Oregon traded-sector company*
- $1,000,000 to $50,000,000 annual gross sales
- 10-99 employees
- Demonstrated growth in gross sales, net profit or net employment in three of last five years

Participation Requirements

- Pay $250 application fee
- Provide verification of traded-sector*
- Validation of all reported economic impact
- Participate in periodic surveys

*A traded-sector is defined as "industries in which member firms sell their goods or services into markets for which national or international competition exists."

JOHN A. KITZHABER, M.D.
GOVERNOR

NEWS RELEASE

December 11, 2014

Media Contact:
Melissa Navas, 503-378-6496
Chris Pair, 503-378-5040

Governor Kitzhaber Announces New Senior Staff

(Salem, OR) — Governor Kitzhaber today announced new key appointments to senior positions in his administration. Elana Pirtle-Guiney has been appointed Labor and Workforce Advisor; Lauri Aunan will serve as Interim Natural Resource Policy Advisor; and Amy Wojcicki has been named Interim Communications Director.

Pirtle-Guiney is a graduate of Lewis & Clark College, where she earned a Bachelor of Arts in International Affairs with an emphasis on Environmental Policy. Pirtle-Guiney's career is marked by eight successful years at Oregon AFL-CIO where she most recently served as Legislative and Communications Director. Pirtle-Guiney will serve as the Labor and Workforce Advisor and begin her new position January 6.

Aunan earned a Juris Doctor at the University of California, Berkeley, Law School after graduating with a Bachelor of Arts at Florida State University. After serving as an attorney for six years, Aunan held several positions to tackle policy solutions to environmental challenges. Aunan spent nine years at the Oregon Department of Environmental Quality where she ultimately served as Water Quality Division Manager. She comes to the Governor's Office from the Oregon Watershed Enhancement Board, where she was named Grant Program Manager. Aunan will begin working in the Governor's Office December 15.

Wojcicki returns to the Governor’s Office after serving as Communications Director for the Governor’s re-election campaign. She has also worked as Chief of Staff for the Oregon House Majority Office, and as a spokesperson for Governor Kitzhaber for the first three years of his current administration. Her professional background includes more than 10 years working for national and statewide campaigns across the country. An Oregon native, Wojcicki was raised in Clackamas and is proud alum of Oregon State University.

Her position is effective immediately.

Duke Shepard will continue to serve as Labor and Human Services Advisor until the end of December, and will become Deputy Director at OHSU's Center for Evidence-Based Policy in January 2015. Workforce Advisor Agnes Balassa will serve in her role until the end of January before heading to Washington state to pursue new opportunities. Natural Resource Policy Advisor Brett Brownscombe has been named Interim Deputy Director at the Oregon Department of Fish and Wildlife effective immediately.

"It's tough to see Duke, Agnes and Brett leave our office," Governor Kitzhaber said. "We'll miss this talented and dedicated group of colleagues who have made contributions that benefit Oregonians across our state. I look forward to seeing how their careers will continue to help others on their paths to prosperity."

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Rogue Workforce Partnership

INFORMATION BRIEF

TO: ROGUE WORKFORCE PARTNERSHIP

FROM: JIM FONG, EXECUTIVE DIRECTOR

DATE: JANUARY 12, 2015

SUBJECT: UPCOMING WORKFORCE BOARD COMPOSITION CHANGES

Under the new Workforce Innovation and Opportunity Act (WIOA), local Workforce Board composition requirements will change.

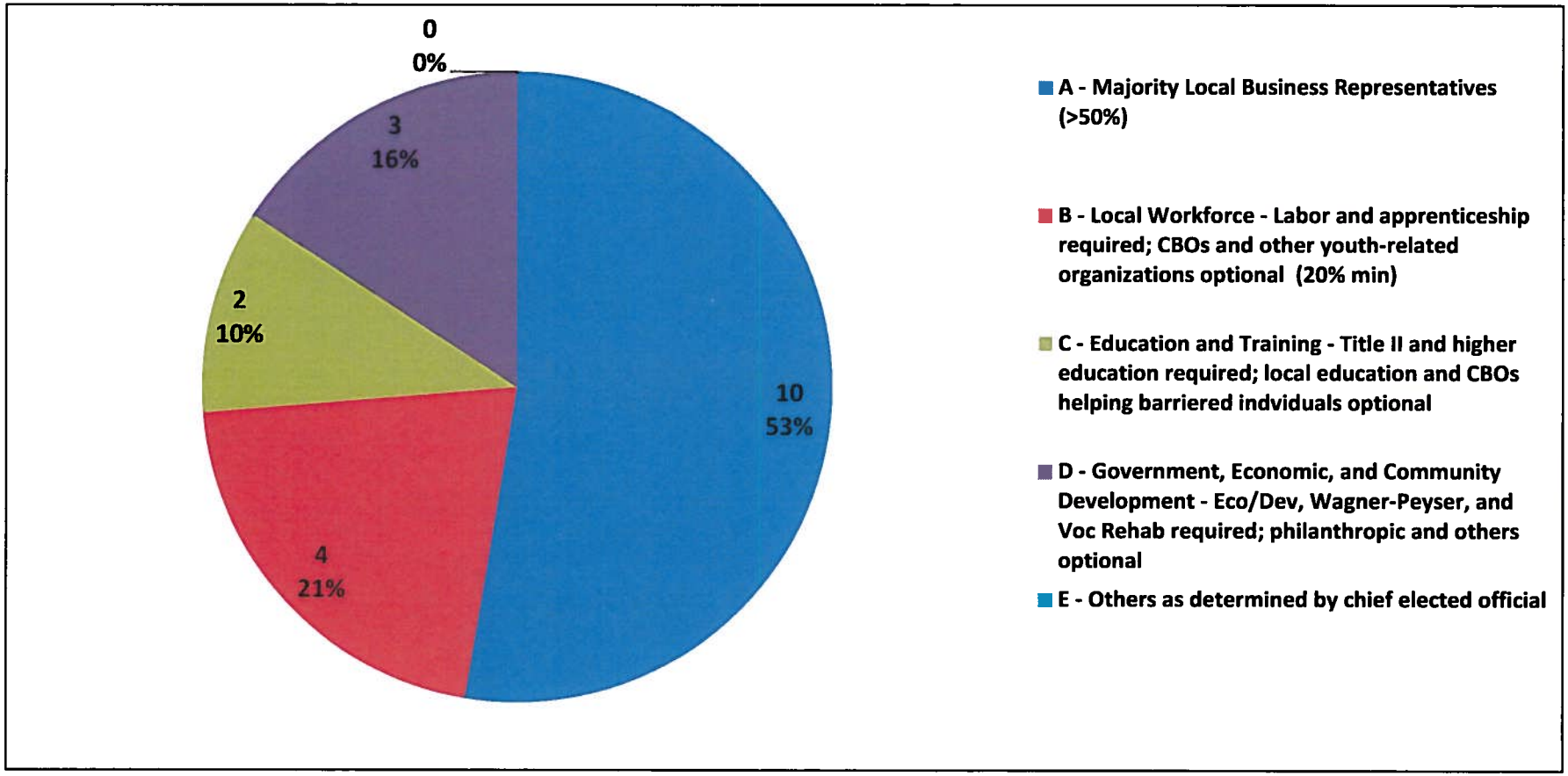
Attached are examples of how the new requirements could look in our region.

WIOA **Local Workforce Board Membership**

Example 1

of Members

Category	
A - Majority Local Business Representatives (>50%)	10
B - Local Workforce - Labor and apprenticeship required; CBOs and other youth-related organizations optional (20% min)	4
C - Education and Training - Title II and higher education required; local education and CBOs helping barriered indviduals optional	2
D - Government, Economic, and Community Development - Eco/Dev, Wagner-Peyser, and Voc Rehab required; philanthropic and others optional	3
E - Others as determined by chief elected official	0
Total	19

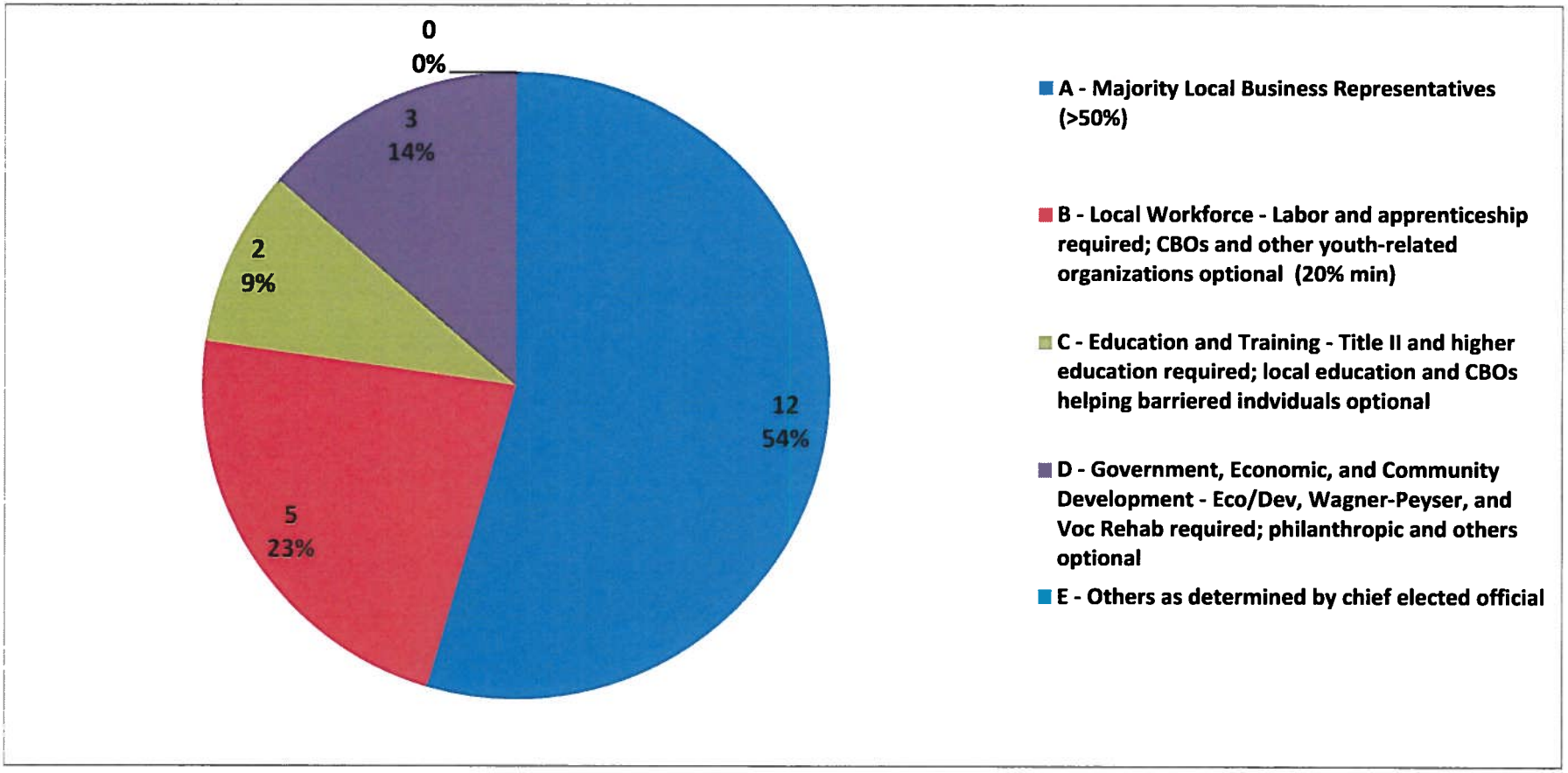


WIOA

Local Workforce Board Membership

Example 2

Category	# of Members
A - Majority Local Business Representatives (>50%)	12
B - Local Workforce - Labor and apprenticeship required; CBOs and other youth-related organizations optional (20% min)	5
C - Education and Training - Title II and higher education required; local education and CBOs helping barriered indviduals optional	2
optional	3
E - Others as determined by chief elected official	0
Total	22

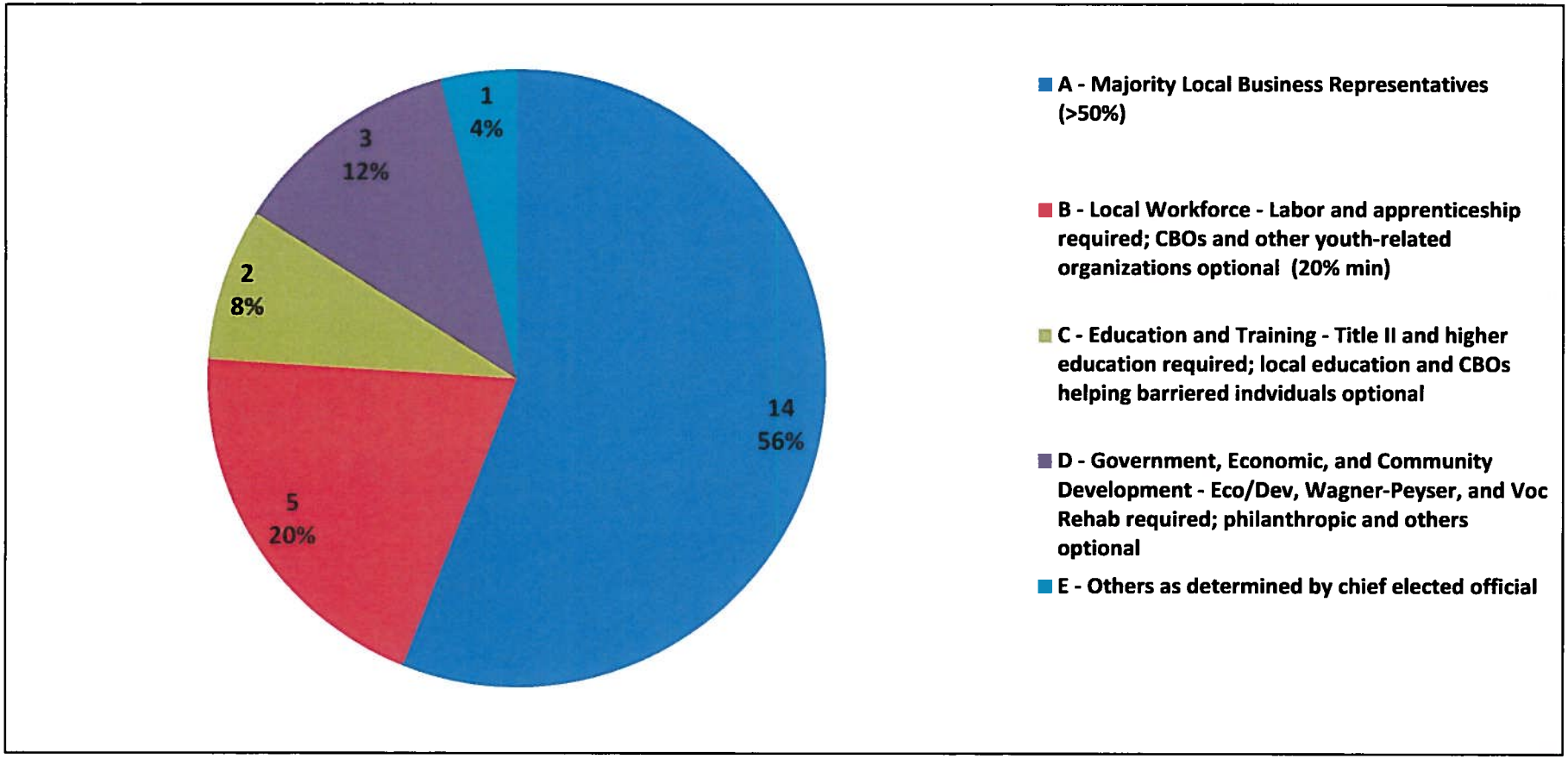


WIOA **Local Workforce Board Membership**

Example 3

of Members

Category	
A - Majority Local Business Representatives (>50%)	14
B - Local Workforce - Labor and apprenticeship required; CBOs and other youth-related organizations optional (20% min)	5
C - Education and Training - Title II and higher education required; local education and CBOs helping barriered indviduals optional	2
D - Government, Economic, and Community Development - Eco/Dev, Wagner-Peyser, and Voc Rehab required; philanthropic and others optional	3
E - Others as determined by chief elected official	1
Total	25



BOARD MEMBERSHIP

COMPOSITION- Such criteria shall require that, at a minimum-

(A) A majority of the members of each local board shall be representatives of business in the local area, who-

- Represent businesses, including small businesses, or organizations representing businesses described in this clause, that provide employment opportunities that, at a minimum, include high-quality, work-relevant training and development in in-demand industry sectors or occupations in the local area; and
- Are appointed from among individuals nominated by local business organizations and business trade associations;

(B) Not less than 20 percent of the members of each local board shall be representatives of the workforce within the local area, who-

- Shall include representatives of labor organizations (for a local area in which employees are represented by labor organizations) other representatives of employees;
- Shall include a representative, who shall be a member of a labor organization or a training director, from a joint labor-management apprenticeship program, or if no such joint program exists in the area, such a representative of an apprenticeship program in the area, if such a program exists;
- May include representatives of community based organizations that have demonstrated experience and expertise in addressing the employment needs of individuals with barriers to employment, including organizations that serve veterans or that provide or support competitive integrated employment for individuals with disabilities; and
- May include representatives of organizations that have demonstrated experience and expertise in addressing the employment, training, or education needs of eligible youth, including representatives of organizations that serve out-of-school youth;

(C) Each local board shall include representatives of entities administering education and training activities in the local area, who-

- Shall include a representative of eligible providers administering adult education and literacy activities under title II;
- Shall include a representative of institutions of higher education providing workforce investment activities (including community colleges)
- May include representatives of local education agencies, and of community-based organizations with demonstrated experience or expertise in addressing the education or training needs of individuals with barriers to employment;

(D) Each local board shall include representatives of local government and economic and community development entities serving the local area, who-

- Shall include a representative of economic and community development entities;
- Shall include an appropriate representative from the State Employment Service Office under the Wagner-Peyser Act (29 U.S.C. 720 et seq.), other than section 112 or part C of that title (29 U.S.C. 732,741), serving the local area;
- May include representatives of agencies or entities administering programs serving the local area relating to transportation, housing, and public assistance; and
- May include representatives of philanthropic organizations serving the local area; and

(E) Each local board may include such other individuals or representatives of entities as the chief elected official in the local area may determine to be appropriate.

Rogue Workforce Partnership

INFORMATION BRIEF

TO: ROGUE WORKFORCE PARTNERSHIP

FROM: AURORA KING, ROGUE WORKFORCE PARTNERSHIP

DATE: JANUARY 12, 2015

SUBJECT: NATIONAL CAREER READINESS CERTIFICATE METRICS – UPDATE ON PROGRESS TOWARDS LEGISLATIVE GOALS

Here is an update on our National Career Readiness Certificate (NCRC) numbers and progress towards Oregon's legislative goals since our last meeting.

Our region has now vaulted to the position of top performer in the state of Oregon in regard to our legislative goals.

Please review the documents and graphs which follow on the next few pages.

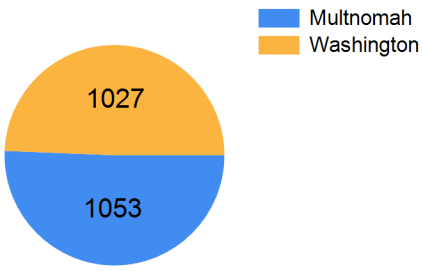
NCRC Legislative Funding Goals (April 2014 - June 2015)

NCRCs Earned as of 12/26/2014

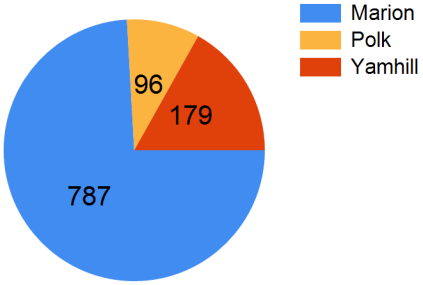
LWIB	Goal	Current	Gap	Months Left	Monthly Need	Percent Achieved
WorkSystems Inc. (Portland Metro Area)	10,440	2,080	8,360	6.0	1,750	19.9%
Job Growers Inc. (Salem Metro Area)	4,680	1,062	3,618	6.0	784	22.7%
Linn Benton Lincoln WIB/CSC	2,520	408	2,112	6.0	422	16.2%
Lane Workforce Partnership	3,600	1,189	2,411	6.0	603	33.0%
Rogue Workforce Partnership	3,240	1,115	2,125	6.0	543	34.4%
Workforce Investment Council - Clackamas County	2,880	670	2,210	6.0	483	23.3%
The Oregon Consortium - Oregon Workforce Alliance	8,640	1,896	6,744	6.0	1,448	21.9%

NCRCs Earned by County

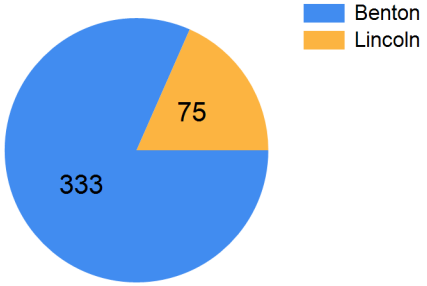
WorkSystems Inc.



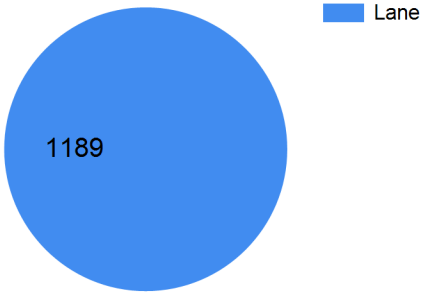
Job Growers Inc.



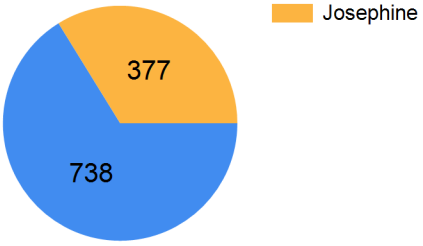
Linn Benton Lincoln WIB/CSC



Lane Workforce Partnership

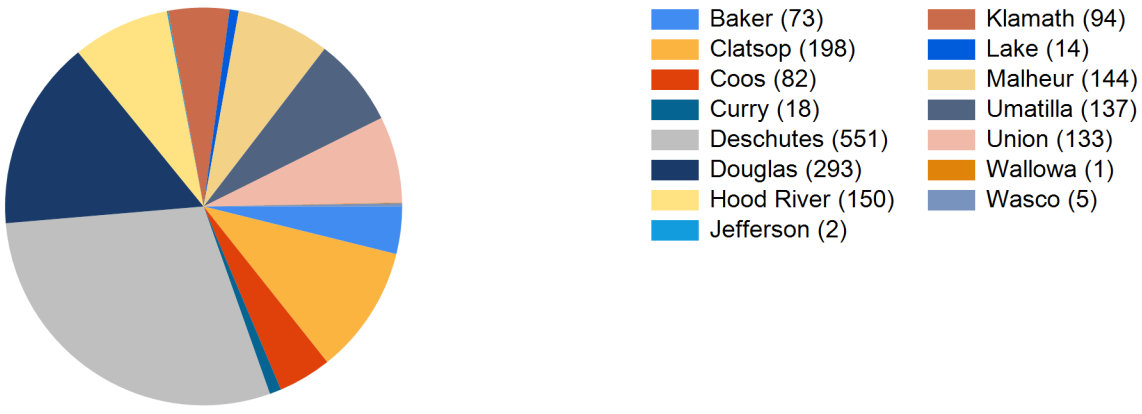


Rogue Workforce Partnership

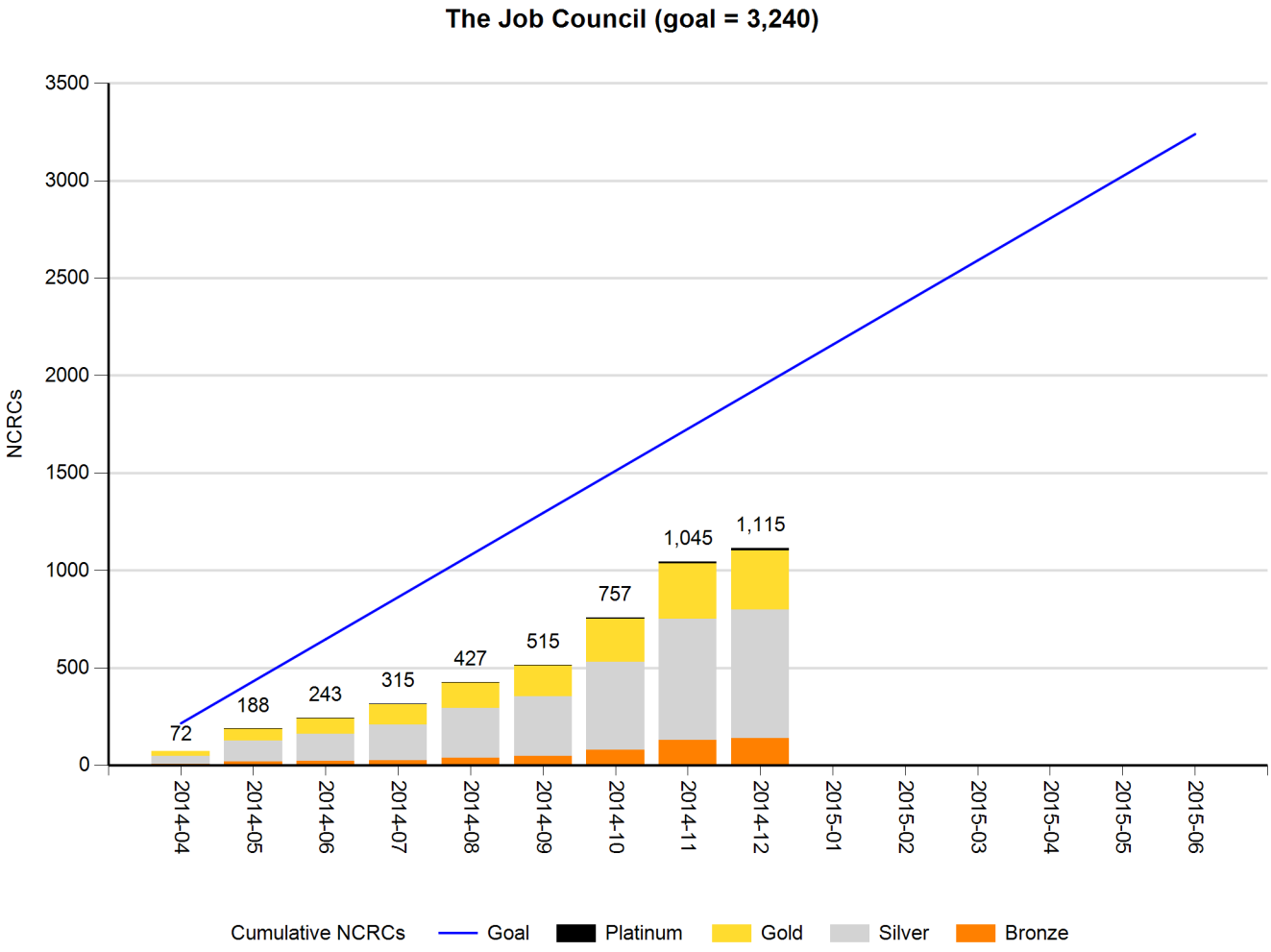


Workforce Investment Council

The Oregon Consortium - Oregon Workforce Alliance



NCRC Legislative Funding Goals (April 2014 - June 2015)

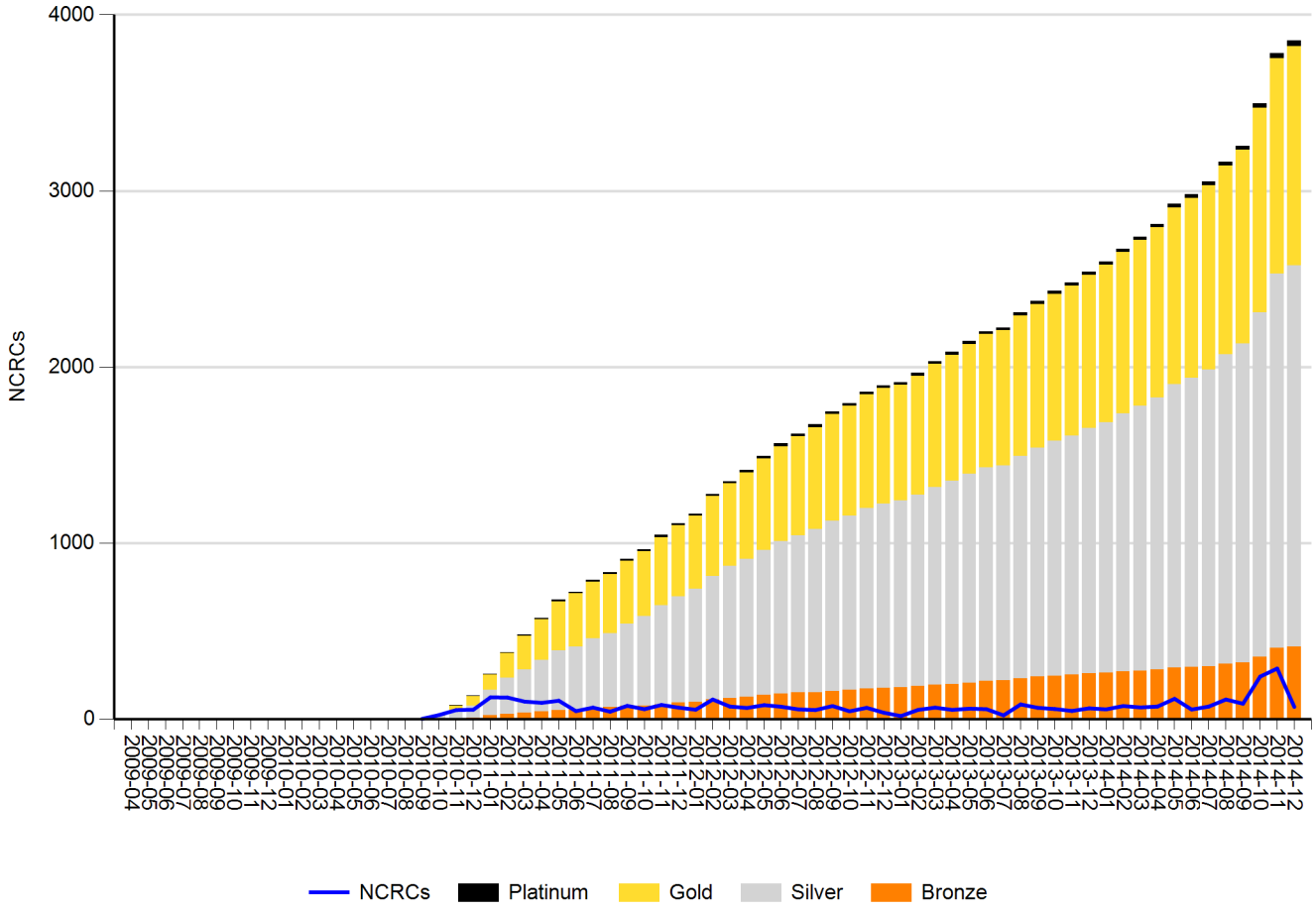


Year-Month	Goal	Cumulative Total	Platinum	Gold	Silver	Bronze
2014-04	216	72	0	24	41	7
2014-05	432	188	2	61	106	19
2014-06	648	243	2	81	139	21
2014-07	864	315	2	106	181	26
2014-08	1,080	427	3	132	253	39
2014-09	1,296	515	3	158	307	47
2014-10	1,512	757	6	221	450	80
2014-11	1,728	1,045	10	285	620	130
2014-12	1,944	1,115	12	304	661	138
2015-01	2,160					
2015-02	2,376					
2015-03	2,592					
2015-04	2,808					
2015-05	3,024					
2015-06	3,240					

Department of Community Colleges and Workforce Development

NCRCs Earned by Month

The Job Council



Leading Change in Our Region's Healthcare System & Community

The State of Southern Oregon's Healthcare System & Its Healthcare Workforce
with Senator Alan Bates & Representative Peter Buckley

January 6, 2015 • 8 am to 12 Noon
Medford Public Library Large Meeting Room • 205 South Central Avenue, Medford

Agenda

7:30 a.m. **Registration**

8:00 a.m. **Welcome –** Kathy Bryon & Gregg Edwards

8:05 a.m. **Regional Healthcare System Transformation**
- Meeting Purpose / Overview
- Handout Review & "Improv /Popcorn Panelist"

8:30 a.m. **Regional Healthcare System Transformation – 2015 Aspirations**
Key Questions: (in small group breakouts)

What's Working?	***What Do We Need To Do Next?***	***What Help Do We Need?***
• What are the key factors that have driven the changes in the system to date? • What have we already done locally & in statewide policy that's driving the healthcare system in the right direction?	• What are the opportunities for improvement? What are the barriers? • What rules, regulations, incentives, etc. keep us stuck in being independent & disconnected entities instead of an integrated healthcare system? • What else can we do locally - our action items as a learning community?	• What help do we need from legislators / regulators - so they can exert their influence *(not likely more legislation*)? • What key action items do we need them to take to move our priority issues forward?

Example topics:
- Rurality, Equity & Access & impeding OHA rules
- Sustainability of Hospitals & Medical Practices
- Healthcare Information / Informatics – Data-Driven Practice & Culture Change
- Other *(see attached infographic for more topics)* . . .

9:45 a.m. **Break - Participants "Walk the Gallery" & Set Regional Priorities**

10:00 a.m. **Legislators Arrive & "Walk the Gallery"**

10:15 a.m. **Legislative Perspective & Update**

10:45 a.m. **Dialogue with Senator Bates & Representative Buckley**
- Healthcare System Transformation Issues & Priorities
- Healthcare Workforce Issues & Priorities
- Legislative / Regulatory Alignment Needs

11:45 a.m. **Wrap-up & Next Steps**

12:00 noon **Adjourn**

Jefferson Regional Health Alliance
OREGON HEALTH & SCIENCE UNIVERSITY
OHSU
PROVIDENCE Medford Medical Center
Pacific Retirement Services, Inc.
PRS
RCC Rogue Community College
OSU Oregon State University
NAMI National Alliance on Mental Illness
COMMUNITY WORKS
JACKSON COUNTY Health & Human Services
ROGUE VALLEY COUNCIL OF GOVERNMENTS
Siskiyou Community Health Center
Community Health Center
ACH
MEDFORD FABRICATION
Regence Blue Cross/Blue Shield of Oregon
Lovejoy HOSPICE
SOU Southern OREGON UNIVERSITY
AllCare HEALTH PLAN
Health Net
LA CLINICA
Addictions Recovery Center EDUCATION • TREATMENT • COUNSELING
OPTIONS FOR SOUTHERN OREGON, INC.
PacificSource HEALTH PLANS
FRIENDS of HOSPICE
Prime Care
nTrack, Inc.
ASANTE Rogue Regional Medical Center
THE JOB COUNCIL
Jackson Care Connect Your Community Health Plan
NORTHWEST HEALTH FOUNDATION

Leading Change in Our Region's Healthcare System & Community

LTHCARE SYSTEM TRANSFORMATION

Independent to Interdependent

Disconnected to Collaborative

Current Realities

- **Non-Integrated System**
- **Rurality, Equity, Access**
  Issues are prevalent
- **Patient Information Access**
- **Sustainability of Hospitals & Medical Practices**
- **Healthcare Workforce**
  Working to adapt to changing needs
- **Lack Adaptability of OHA Rules / Legislative Policies** -*To Fit All Stakeholders*
- **Other . . .**

Regional Strategic Initiatives:

⇨ **Our Coordinated Care Organizations**
AllCare, Jackson Care Connect, Primary Health

⇨ **Healthcare Information / Informatics**
(Data-Driven Culture & Practice Change)
(Electronic Medical Records)
- Jefferson Health Information Exchange
- Oregon Pain Guidance
- Choosing Options Honoring Options

⇨ **Healthcare Workforce**
- Training, hiring & retaining skilled workers in constantly changing healthcare system

⇨ **Regional Backbone/Fiscal Plan**
- Northwest Health Foundation, State & Other Grants

Vision for 2020

An Integrated & Sustainable Healthcare System serving all segments of Southern Oregon's population

Examples of Goals

- **Rurality, Access, Equity**
  Issues Addressed
- **Triple Bottom Line**
  Achieved
- **Healthcare Workforce**
  Is Highly Skilled & Fills Need
- **State Rules / Policies**
  Aligned & Supporting Change
- **Other . . .**

SYSTEM of CARE
Child Welfare & Mental Health

EARLY LEARNING, K-20 EDUCATION & WORKFORCE SYSTEMS TRANSFORMATION

v20140106

Leading Change in Our Region's Healthcare System & Community

Key Issues in Healthcare System Transformation

January 6, 2015

Background

In the fall of 2013, Jefferson Regional Health Alliance and Rogue Workforce Partnership leaders convened a community conversation to discuss the healthcare system transformation work underway in our region. Today's meeting is follow-up event, scheduled to coincide just prior to the upcoming legislative session, so that our region's healthcare leaders can stay strongly connected with key legislative leaders and elicit their on-going support in our system transformation work. We want to build upon what we've learned from our work to date and harness our collective wisdom so that we inform ourselves and our legislative leadership on the best next steps we can take together to evolve our healthcare system.

Outcome

This meeting's intention is to convene a two-way conversation elevating the obstacles and opportunities for the healthcare system transformation process. Let's use our regional history of collaboration to impact the health of our residents through even stronger partnerships and setting shared performance measures and community dashboards. We want to elevate the top real obstacles such as regulatory requirements that fall flat because of realities faced by rural areas in Southern Oregon. We want to surface insights from both legislative representatives and community healthcare leaders to inform appropriate supportive efforts at the state level. Together, we will assess the most important issues that stand in the way of our community's performance potential in improving the health of our region's residents. We see our working relationship with legislative leaders as critical to our regional initiative to improve the health, well-being and vitality of our population and community.

REGIONAL CHALLENGES

Coordinated Care Organizations (CCO) and the Rural Environment

- CCO (Oregon Health Plan managers) enrollees/members are distributed among large and small medical practices throughout Southern Oregon. A large percentage of enrollees/members are in small medical practices of one and two providers. Often, it is difficult for small practices to comply with the current regulations that were constructed for larger urban practices. This reality negatively impacts both patients in their care and provider reimbursement. ***EXAMPLE***: Electronic Medical Records required are cost prohibitive for small shops.
- Access/provision to/of dental care is a requirement of CCOs and the existing poor state of dental health is a very huge issue in impoverished communities in rural parts of the state. ***EXAMPLE*****:** Some enrollees/members are waiting up to a year to have dental needs addressed because of the absence of dental providers in rural areas. Lack of transportation to providers beyond the rural area is an obstacle to improved service and health.**
- Mental health access is equally challenging across the region and State as many rural communities have little or no access to mental health providers. ***EXAMPLE***: Lack of transportation to rural areas is an obstacle to improved service and health.
- The service area in southern Oregon includes extreme incidence of poverty with accompanying health status challenges along with the additional rural challenges.
- The majority of businesses across Oregon are in rural communities and employee fewer than 5 employees.Rural access and service issues impact all rural Oregonians regardless of their private and public insurance status.

New Roles in the Workforce

- Community Health workers have been identified as key to supporting behavioral changes required to align physical, mental and dental health. Expansion of this workforce role will include deployment of these workers to dental offices and adding additional capabilities and training for these individuals to act as resilience coaches.

- Dental health support is complicated by current Oregon Dental licensing issues that do not allow for a mid-level dental practitioner to do preventative and limited dental health work as in other states. **
- The fastest growing medical practices in southern Oregon are owned by Family Nurse Practitioners.

Importance of Data

- Regulatory performance indicators for Coordinated Care Organizations require collection and management of patient data in order to comply with reimbursement requirements. Reimbursement is deployed from payers to primary care health providers, alcohol and drug treatment providers, behavioral health providers, dental health providers and specialist health care providers across the region. *Not all providers have data management capacity nor resources for developing for their practices.*
- Payment methodologies share risk based on state wide performance metrics. *If we can't measure our performance due to limited data management capacity then we are not in the game together.*
- Capabilities developed by the CCOs to address the performance requirements and data issue have been viewed favorably by commercial providers and independent primary and specialist care medical practices.

Hospital and Medical Practice Sustainability

- Viability of acute care and private practice "business models" in rural Oregon.

Organizing Infrastructure for Systems Change

- Change/Transformation requires organizing support and facilitation.

REGIONAL OPPORTUNITIES

Existing Community Collaboration

There is growing community alignment and a deepening commitment among community health, education and economic development sectors in southern Oregon to work together to improve the region on all levels. We are fortunate to have strong regional leadership exampled by and not limited to:

- **Three Coordinated Care Organizations**: AllCare, Jackson Care Connect (*includes Portland based Care Oregon parent company)* andPrimary Health; The three CCOs serving Southern Oregon cooperatively created a regional health assessment and regional plans. They vary in size, structure and operational models, and are regional incubators of innovation and best practice development for improving health outcomes
- **Two Hospital Systems:** with growing physician practices: Asante & Asante Physicians Partners and Providence Medford Medical Center (Providence Health System parent company);
- **Two independent Physicians Associations:** Primecare; Mid Rogue IPA
- **Three Federally Qualified Health Centers:** Siskiyou Community Health Center, La Clinica and Rogue Community Clinic
- **Numerous Regional Behavioral Health and Addictions and Recovery providers:** Options of Southern Oregon, Kairos, Jackson County Mental Health, OnTrack and Addictions Recovery Center (ARC) and others.
- **Education, Workforce and Economic Development Organizations**: Rogue Workforce Partnership / The Job Council, SOREDI, Southern Oregon Educational Service District, Rogue Community College, Southern Oregon University, Oregon Tech and K-12 school district superintendents / administrators from the region.
- **Non-Profit and Faith Based programsfor thriving children, youth, and families:** ACCESS; UCAN;United Way;Grants Pass, Ashland and Medford YMCAs; CASA; Children's Advocacy Center; Women's Crisis Support; Community Work; Kids Unlimited; Maslow Project; Hearts with a Mission; Youth for Christ; Mediation Works; Boys and Girls Clubs; among many, many others
- **Multi Sector/County Learning Communities and Collaboratives**: Jefferson Health Information Exchange; Jefferson Regional Health Alliance; Rogue Workforce Partnership; Rogue Valley Food System Council; Jefferson eFunders Forum; Southern Oregon Early Learning Services Hub; and Southern Oregon Success *(a Prenatal to age 24 initiative focused on thriving and healthy children, youth, families and economy)*.

The Rogue Valley's Healthcare Workforce

Meeting Demand through Collaboration and Innovation

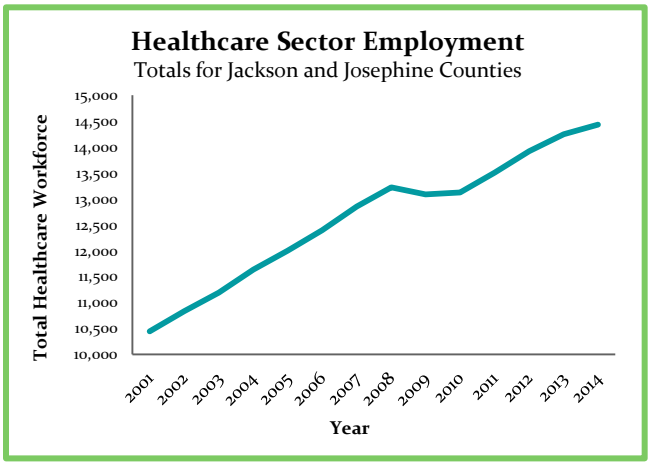
Since 2012, Rogue Valley healthcare professionals have joined forces with workforce development partners and educators to create the Rogue Workforce Partnership's Healthcare Workforce Steering Committee, in order to address the workforce needs of the region, and align the workforce development and education systems of the Rogue Valley to meet those business-driven needs. This is a brief snapshot of the demand, the collaborative intervention, and the resulting improvement in our region's healthcare workforce pipeline.

The Demand

Our region's healthcare workforce has been growing rapidly for the past decade, and after a modest leveling during the recession, growth in the sector is back to pre-recession rates.

Workforce pipeline needs identified by healthcare sector leaders in 2012 included:

- CNA & CNA II
- Certified Caregivers
- Physical Therapy Assistants
- Occupational Therapy Assistants
- Clinical Lab Assistants
- Home Healthcare Workers
- Nurses/RNs
- Speech Therapists
- Surgery Technicians
- Data-Driven Performance Management Training
- Leadership/Management Training



Rogue Valley Healthcare Occupations · 2012-2022 Projected Openings

Occupations	Total Projected Openings	2014 Median Wage	Rank
Physical Therapists	100	$79,186	1
Medical & Health Services Managers	86	$103,688	2
Nursing Assistants	417	$27,893	6
Nurse Practitioners	49	$109,325	6
Physician Assistants	47	$104,000	6
Medical & Clinical Laboratory Technologists	45	$72,426	6
Physicians & Surgeons	214	N/A	14
Medical & Clinical Laboratory Technicians	29	$57,549	23
Physical Therapist Assistants	23	$56,077	23
Registered Nurses	834	$78,936	35
Pharmacists	101	$125,570	35
Healthcare Social Workers	43	$64,418	46
Home Health Aids	376	$23,434	65
Substance Abuse & Behavioral Disorder Counselors	31	$35,880	65
Healthcare Practitioners & Technical Workers	22	$89,586	65
Surgical Technologists	26	$43,410	87
Nurse Midwives	9	$108,992	87
Medical Secretaries	552	$31,179	145
EMT & Paramedics	71	N/A	145
Radiologic Technologists	71	$59,363	145
Healthcare Support Workers, All Other	55	$34,299	145
Physical Therapist Aides	33	$24,357	145
Dental Laboratory Technicians	21	$38,979	145
Ophthalmic Medical Technicians	8	$35,464	145
Radiation Therapists	6	N/A	145
Occupational Therapy Assistants	5	N/A	145
Dental Hygienists	116	$80,267	207
Mental Health Counselors	55	$49,192	207
Health Technologists & Technicians, All Other	34	$42,245	207
Respiratory Therapists	30	$57,408	207
Dentists, General	19	N/A	207
Diagnostic Medical Sonographers	16	$81,307	207
Optometrists	9	N/A	207
Nuclear Medicine Technologists	5	N/A	207
Audiologists	3	N/A	207
Podiatrists	3	N/A	207
Medical Assistants	350	$33,134	268
Medical Records & Health Information Technicians	85	$33,862	268
Phlebotomists	40	$32,739	268
Psychiatric Aides	14	N/A	268
Ophthalmic Laboratory Technicians	8	N/A	268
Hearing Aid Specialists	6	N/A	268
Therapists, All Other	2	N/A	268
Dentists, All Other Specialists	4	N/A	350
Dietetic Technicians	5	$21,445	407

Data Source: Oregon Employment Department (https://www.qualityinfo.org)

Workforce Solutions to Meet Demand

Key Interventions

- RCC wrote and received a $3,000,000 U.S. Department of Labor grant to train healthcare workers to meet identified demands, including: Physical Therapy Assistants, Occupational Therapy Assistants, Clinical Lab Assistants and Certified Nurse Assistants I & II's.
- Joan Eberling, an original member of the Steering Committee, decided to move from her position as Director of Nursing at Fairview Transitional Health Center to start Pacific Healthcare Training to fill the unmet need for additional CNA training capacity.
- The Job Council developed a healthcare pre-employment program to prepare job-seekers in the foundational skills needed to pursue training and employment in the field.
- Southern Oregon University created the Innovation & Leadership Degree (Bachelor of Science), a multidisciplinary degree completion program for professionals with at least 5 years of work experience.
- RWP reconvened a Nursing Workforce Subcommittee, in partnership with NWone, to address specific nursing workforce issues, needs and solutions.
- Nursing and other healthcare programs at RCC, OHSU/ SOU and Oregon Tech continued to maximize capacity in preparing students to meet demand.

Workforce Pipeline Solutions

The Job Council / WorkSource Oregon Centers

- Healthcare Pipeline Program (5-steps)
  - Healthcare Career Learning Tours
  - Access to Scholarships for CNA I Training
  - Entry-Level Job Search Assistance
  - Access to Training Scholarships for CNA II (After at least 6 months experience following CNA I)
  - CNA II Job Search Assistance
- So far, this program has provided training scholarships for more than 350 job seekers, in order to provide an entry point and ongoing support to dislocated workers seeking a healthcare career path.

Private Occupational Training Providers

Abdill Career College

Certificate of Completion programs: Medical Assistant, Dental Assistant, Limited X-Ray Technician, Medical Front Office Management, Phlebotomy Technician, and Pharmacy Technician.

- Approximately 100-120 Graduates per Year

Pacific Healthcare Training

An Oregon State Board of Nursing approved CNA I and CNA II training facility. (First Graduating Class was May 2013.)

- Approximately 800-1000 total graduates to date
  - 560-760 CNA I Graduates
  - 240 CNA II Acute Graduates

Rogue Workforce Partnership Healthcare Workforce Steering Committee's Purpose:

"Healthcare industry leaders have joined together to comprehensively coordinate healthcare education and workforce issues for our region. The partnership seeks to establish a collaborative relationship between local healthcare employers and a team of education, workforce, and economic development partners. This partnership generates responsive solutions to healthcare employers' hiring, staff development, and other related workforce training and education needs. The partnership believes that an industry-led, community-sponsored group can collectively address the workforce needs of the healthcare industry and benefit our Southern Oregon community."

Rogue Valley Healthcare Graduation Statistics

Rogue Community College

Adult Foster Care Certification, EMT Licensure, Emergency Medical Services, Paramedicine, Massage Therapy, Dental Assistant, Basic Health Care, Medical Assistant, Clinical Lab Assistant, Physical Therapy Assistant, Occupational Therapy Assistant, Community Health Worker Certification, CNA II, Nursing Assistant, Practical Nursing, and Nursing programs offered.

- 2013-2014: 354 Healthcare Program Graduates
- 2014-2015: 477 Healthcare Program Graduates
- 2015-2016: 514 Healthcare Program Graduates

Oregon Health & Science University Ashland/SOU Campus

Offers a Bachelor of Science with a Major in Nursing

- 2010: 45
- 2011: 50
- 2012: 49
- 2013: 51
- 2014: 48
- 2015: 58

2013 Grad Snapshot: 75% received initial employment in southern Oregon; and 86% are currently employed in Oregon

2014 Grad Snapshot: 77% received initial employment in southern Oregon; and 90% are employed in Oregon

Oregon Institute of Technology

Offers Healthcare-related Bachelor Degrees: Applied Psychology, Biology-Health Sciences, Clinical Lab Science, Dental Hygiene, Diagnostic Medical Sonography, Echocardiology, EMT Paramedic, Nuclear Medicine Technology, Polysomnography, Radiologic Science, Respiratory Care, Vascular Technology, Population Health Management, and Marriage and Family therapy.

- Approximately 330 Graduates per Year

OHSU Klamath Falls/Oregon Tech Campus

Offers a Bachelor of Science in Nursing

- Approximately 25 Graduates per Year

Creating Win/Win/Win Situations for Southern Oregon's Healthcare Workforce:

Employers Win: *healthcare organizations gain access to a better trained local applicant pool, reducing hiring failure and training costs*

Educators Win: *educational institutions attract more students by creating targeted programs based on the demands of local employers*

Job Seekers Win: *job seekers gain entry into a growing career path offering meaningful and gainful employment*

Rogue Workforce Partnership

INFORMATION BRIEF

TO: ROGUE WORKFORCE PARTNERSHIP

FROM: SCOTT PERRY & SCOTT BEVERIDGE, SOUTHERN OREGON ESD

DATE: JANUARY 12, 2015

SUBJECT: COLLEGE FOR ALL UPDATE / 2ND PHARR, TEXAS SITE VISIT

Here is an update on our College for All work since our last meeting.

Another contingent went back down to South Texas to have more of a policy-level look at the systems in place there. The group included Rob Saxton (ODE), Hilda Rosselli (OEIB), Salam Noor (HECC) and Senator Doug Whitsett from Klamath County. In addition Brian Shumate attended as did Paul Hillyer, Greg Thede, Central Point Curriculum Director Todd Bennett, Roberto Gutierrez from KCC, Steve Thorpe from SOU and several board members from the Klamath districts and KCC.

Here is a news article from the Klamath Herald on a recent visit.

http://www.heraldandnews.com/news/local_news/local-officials-hope-to-bring-texas-success-to-oregon-schools/article_a4c8a088-8a4e-11e4-b098-5b91f0295709.html?mode=jqm

Much was learned and discussed and good energy/heightened understanding came from the trip. In addition, Jay Hummel and Scott Beveridge did a presentation to the RCC board this week about South Texas along with RCC instructor Katy Wicks. The presentation was well-received and progress with key concepts will now be reviewed as a standing agenda item on their board meeting agendas.

Superintendents are scheduled to meet with Representative Peter Buckley and Senator Bate's on January 9, 2015 to provide a report-back and to seek support at the legislative level as we continue moving forward as a region with various elements related to creating a culture that encourages graduation and post-secondary success, continues the development of dual credit and early college systems, aligns our STEM Hub work within a cohesive framework, etc.

We are currently planning to convene the College for All Planning Team to discuss next steps on the 26th from 2:00 – 4:00 pm. We are confirming that date, and plan to follow with an announcement by the end of the week.

The STE(A)M Hub group decided to join their future meetings with the College for All Planning Team, and form a STE(A)M subgroup that will work along with other subgroups on the various components of expanding STE(A)M career pathways and dual-credit courses leading to certification and degrees,

incorporating career related learning experiences, and coordinating K-12/HED counseling and data systems.

We believe our College for All (South Texas), STE(A)M and SORS efforts will be yoked together as we move forward.

Save the date!

The 5th Annual Youth Success Expo for Southern Oregon High School Students is coming

March 12, 2015 at the Medford School District Education Center

The Event:

Southern Oregon is teaming with dynamic, entrepreneurial businesses with incredible career opportunities.

Thousands of Rogue Valley high school students enter the workforce every year and have very little knowledge of the exciting career pathways right here in their own back yard.

Careers in Gear is a one-day expo that will bring several hundred high school students together in one place to explore the incredible variety of career options in Southern Oregon and give them some tools to encourage their pursuit of careers in our region.

How it Works:

Students will be divided into small teams, led by business volunteers, who will explore careers in our valley through interaction with businesses and workshops relating to workplace success.

Students will participate in an Exhibit Hall, meeting a wide variety of employees from the top industry sectors in our region.

Students will be engaged before, during, and after the expo through their respective high schools, to encourage continued pursuit of career options in Southern Oregon.

How You Can Help:

- Lead a small team of students for the day
- Teach a workshop
- Showcase your career in the Exhibit Hall
- Showcase your service/product
- Sponsor the event
- Contribute to a door prize

Get involved with our local workforce efforts to grow our own, and keep them here! **Your next generation of employees await!**

More information will be coming shortly

Stacie Grier, Careers in Gear Event Manager, College Dreams, 541-621-7291 or sgrier@collegedreams.org