



ROGUE WORKFORCE PARTNERSHIP

MINUTES

ROGUE WORKFORCE PARTNERSHIP WORKFORCE DEVELOPMENT BOARD

June 21, 2018

Rogue Valley Country Club - Oaks East & West
2660 Hillcrest Road
Medford, OR

MEMBERS PRESENT:

Scott Beveridge, Alex Campbell, Lance Corley, Michael Donnelly*, Erin Foley*, Jessica Gomez, Shawn Hogan, Rosemary Jernigan, Brent Kell, Sherri Stratton, John Underwood, Drew Waits, Trever Yarrish

*= via phone/videoconference

QUORUM PRESENT: Yes

OTHERS ATTENDING:

ResCare Workforce Services: Michael Vu

WorkSource Rogue Valley, OED: Tammy Schroeder, Ainourra Oussenbec, Guy Tauer, Josh Morell

WorkSource Rogue Valley, ResCare: Tabitha Carlson, Linda Draper, Dori Williamson, Tina Berry

Junior Achievement – Deanna Wilson

College Dreams - Jen Perry

Southern Oregon Success – Peter Buckley

Rogue Community College – Julie Toldeo

Jessica Gomez for Senate – Lisa Dunnigan

Timber Products: Tanya Haakinson

JLC Avionics: Liz Tripp

Aspire: Berta Meyer

CBT Nuggets: Scott Alexander

SOHOPE Program Participant: Nicole Longoria

Rethinking Job Search Participant: Alice Clemens

Rogue Workforce Partnership: Aurora King, Sherri Emitte*, Tami Allison, Jim Fong

CALL TO ORDER, WELCOME & INTRODUCTIONS

The Board meeting was called to order by Chair, Jessica Gomez at 2:10 p.m. A round of introductions were made.

Jessica addressed the group regarding today's celebratory meeting giving some history of the past year and the board has been doing on the strategic roadmap and strategic initiative dashboard.

CONSENT AGENDA

The following items were approved in the consent agenda:

- March 15, 2018 RWP Workforce Board Meeting Minutes
- April 27, 2017 – RWP Workforce Board Meeting Minutes
- June 15, 2017 – RWP Workforce Board Meeting Minutes
- September 14, 2017 – RWP Workforce Board Meeting Minutes
- RWP PY 16 Budget Revision Affirmation
- RWP PY 17 Budget Affirmation
- One-Stop Operator Selection Affirmation

ALEX CAMPBELL MOVED TO APPROVE THE CONSENT AGENDA. THE MOTION WAS SECONDED BY BRENT KELL AND APPROVED UNANIMOUSLY.

RWP STRATEGIC ROADMAP OVERVIEW

Aurora spoke about the strategic initiative dashboard and that it was developed to reflect indication of progress. The legend is from LEAN that is indicative of complete, next steps, in progress and pending. Aurora will be following up with sponsors and distributing a fillable form to each.

STATE OF THE LABOR MARKET ADDRESS

Guy Tauer presented a slide show and spoke about the current challenge employers are facing in hiring people to fill vacant positions. A summary of the State of the Labor Market Address is as follows:

- Medford employment currently 4800 jobs above pre-recession peak in 2007
- Grants Pass employment currently 960 jobs above pre-recession peak in 2006
- 10,000 baby boomers retiring from the labor force nationwide every day
- New forecasts are showing the healthcare sector to grow by 17% in the next 10 years, manufacturing to grow by about 9%, and lots of demand for replacement positions
- Trend is turning up for younger workers despite the fact that we have less youth in the labor market
- Odds of having a higher paying job increases with more education
- Housing conundrum definitely a factor

Q&A

Q: Can you explain why we are not seeing a lot of growth in middle wage jobs?

A: This is not occupational based, but industry based. There is a lot of growth in tourism, assisted living, software companies, and accounting and engineering firms; however, we are not seeing a lot in the middle wage traditional jobs that got hit hard in the recession, such as wood products which has rebounded a bit but not to pre-recession numbers.

Q: Do you see any deviation between Jackson and Josephine Counties and national trends?

A: We took longer to gain back some of the jobs with the gain beginning in Portland and working its way to Southern Oregon (we are playing catch up); however we're at a historically strong place.

The RWP is a private/public partnership which addresses the employment needs of Jackson and Josephine Counties

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Q: Is there a specific take away you want us to have?

A: We are going to have a much larger share of our population not working – less people in their peak earning years which will affect social services as well as a challenge going forward in the terms of labor force growth in rural areas.

Q: What do you attribute the lack of youth hires pre-recession?

A: Not as many youth in the workforce – looking more toward education as well as the effect of automation in industries that have substituted labor capital.

Q: What does the workforce participation rate look like?

A: The workforce (labor force) participation rate is declining due to workers aging out; however, the youth labor force participation rate is increasing slightly due to a stronger economy.

On a related labor market information note - Jim encouraged folks interested in future labor market prognostications to attend the shared **WORKing Together – Future of Work** conference September 26, September 27 in Eugene. Steve Brown, aka the Bald Futurist and former Futurist & Chief Evangelist at Intel, will be the keynote speaker

BUSINESS EDUCATION PARTNERSHIP UPDATE

John Underwood spoke about the beginnings of this group. The idea developed out of an idea that past Executive Director of SOREDI, Ron Fox, had that teachers and administrators should be going back to their students and telling them about industry. From this, SOREDI's regular industry tours began to add local educators, in addition to industry leaders. The Business-Education Partnership came into being when industry leaders convened to debrief these tours, and were asked if they'd like to meet regularly with education leaders. Thus BEP was launched, and has now taken on a life of its own. The group is jointly staffed/convened by Dana Shumate of RWP and Kathy Trautman of SOREDI. Participants include key RWP and other industry leaders, school superintendents, principals, and career coordinators/counselors, RCC, SOU, maker space partners, Regional Solutions, city and county government,. Successes have been K-20 bridge building, competencies, stacked credentialing and certifications, RCC working with high schools linking 9 Jackson County and 5 Josephine County high schools.

Commissioner Morgan added that there was a Grants Pass graduate last week who graduated with 110 college credits and is going to Oregon Tech.

John used words, "fluid, engaging, honest, amoeba-like" to describe the group.

Jessica added that she's really excited about this initiative. Given how complex it is to align our education/ workforce system to meet industry needs, it can take a long time to accomplish anything. But with all this hard work and linking it to our Sector Strategy efforts, we're heading into the implementation phase of this initiative.

MANUFACTURING SECTOR UPDATE

Mike Donnelly spoke about the Rogue Advanced Manufacturing Partnership (RAMP) group and the recent meetings held during May and June where there was great RCC participation. He reviewed the RAMP “Call to Action” flyer and indicated that he used it when speaking with executives at CareStream to showcase community involvement as well as a summary of the partnership and action plan goals. Mike indicated that he feels we need to do more marketing and have a definite opportunity to use social media to connect with students more effectively.

Mike talked about the recent, very successful student tour where high school CTE students were invited to tour both CareStream and Timber Products facilities to talk about manufacturing careers. The students then followed up with a visit to RCC’s Table Rock Campus and had lunch as well as a facility tour.

John spoke about the Knowledge & Skills Transfer Program (KSTP), a pilot program to link-up highly experienced plant maintenance mentors with inexperienced production workers who were motivated to build their skills and move-up a career ladder. This pilot program, funded by an Oregon Talent Council grant, linked-up such mentors and mentees, and also provided 10 hours per week one-on-one coaching time, as well as coursework at RCC. KSTP was designed to help prepare the next generation of skilled workers, and help fill the much needed talent pipeline as for desperately needed Millwrights. Thousands of baby boom generation workers are leaving the workforce (10,000 / day nationally), walking out the door into retirement with critical knowledge and skills that companies are dependent upon. This program taps into these well-honed knowledge and skills. Three local workers were placed into this pre-apprenticeship programs, graduated, and are successfully competed to get into the Millwright Apprenticeship program at RCC. They’re currently employed in these ‘earn and learn’ positions, which incorporates on-going classroom and hands-on learning experiences, along with progressive wage gains.

Jim added that the goal now to find ways to scale-up these kinds of programs and fill the talent pipeline for industry. This is an active conversation at RAMP, and goal is replicate and scale KSTP to then also create stepping stones to fill in the gaps between it and the career pathway steps that exist in our K-20 education programs.

Commissioner Morgan added that getting people into apprenticeships prior to 18 and not requiring diplomas may reach those kids who are dropping off – “provide vocational credit, not just college credit, and create alternative ways to give credit for learning how to do something.” Drew Waits indicated that they are doing this; however, the state will allow them to give only school credit and not apprenticeship credit. “This is something we need to push for legislative change”, commented Commissioner Morgan.

Jim, and Scott Beveridge shared information from their recent visit to Cascadia Tech Academy where students spend half the school day involved in Career Technical Educations and learning a trade. Shawn Hogan added that there are many vocational schools that have been operational in Washington for years; however, their funding is through the state, outside of the normal school districts which

means we may need to look at a different funding model locally to be successful. Commissioner Morgan suggested possibly having the businesses provide the programs in the schools that will produce the workers which would keep the cost for education down.

HEALTHCARE SECTOR UPDATE

Brent Kell gave an update of the Healthcare Workforce Steering Committee and the work that is being done in that group.

The group has been working with Guy Tauer, Regional Economist, to obtain the data we need around the demand for healthcare workers in this region. Small workgroups have been formed around work-based learning as well as retaining and recycling the workforce and career exploration. Career Highlight events are providing hands-on Career-Related Learning Opportunities (CRLEs) for high school students.

Advocacy for policy alignment and legislative action are also a priority. Some state regulatory boards are actually making policy decision that worsen the workforce talent pipeline problem (*e.g. on X-Ray Technicians*). There's also work underway to advocate for legislation to provide a tax credit to nurse educators, in order to address this crisis in recruitment and retention.

The Career Pathway and work-based learning groups have been combined with the goal of working with high schools and RCC to offer dual-credit and allow students to be ready and move forward right out of high school to industry recognized certifications such as Certified Nursing Assistant.

Nicole Longoria, a participant in the SOHPE program participant (*Southern Oregon Health Occupations Poverty Elimination – a federal grant housed at RCC*); as well as a success story shared by Aspire who actively uses the WorkSource Rogue Valley On-the-Job Training Program and has hired four individuals from the JobNet (*job search networking*) class.

Berta Meyer, from Aspire shared that due to legislative changes, they are no longer funded for sheltered work experiences; however, job coaches will be funded for jobs in the community. Ten people have been placed so far with 20-30 more waiting for placement. Berta added that the work is to educate the community as well as business owners about how having a job coach is a benefit. The job coach will learn the job that the supported individual will do and then teach that supported individual, business owner is not paying benefits and the position is minimum wage, or could be for jobs that other people may not want to do. The job coach understands that if the person is a good match it can help reduce the risk to the employer. Brent added that the effect on the workplace culture is amazing.

INFORMATION TECHNOLOGY / E-COMMERCE UPDATE

Trever Yarrish of ZEAL and Scott Alexander of CBT Nuggets talked about the recent Rogue Tech Tour indicating that it was a "huge success!" A busload of students from Oregon Tech came over from Klamath Falls and participated in a walking tour as well as table-top presentations, and a pre and post survey was completed by the participants.

Scott is thinking about bringing Technology Association of Oregon (TAO) presence to the area, as he is starting to see the need for that strong voice for the information technology sector in the Rogue Valley. Will possibly bring down TAO in September. "Creating exposure for our area would drive a big stake in the ground about how serious we are about attracting talent and more business to the area", Scott stated.

RETHINKING JOB SEARCH PROGRAM INSIGHTS

This is a new pilot program focused on applying principles from Cognitive-Behavioral Therapy to help long-term unemployed job-seekers to "re-think" their job search approaches, mindsets and methods. Alice Clemens, a recent participant, shared their experiences in this program. She indicated that it was great to have the tools and a community of others in the class as support, as well as hearing the resources available. Alice also shared her very positive experience with the Self-Employment Assistance (SEA) program that allows people to work on starting their own business as an alternative do doing work search, while still drawing their unemployment insurance benefits.

This pilot program slated to ending in September 2018. We'll want to talk in the future about what we learned from this program, and how we can apply these lessons to other appropriate programs and venues.

ACT WORKFORCE CHAMPION AWARD

Aurora reported that RWP was awarded the 2018 ACT Workforce Champion Award. The Rogue Valley was one of the leading regions in successfully rolling the National Career Readiness Certificate (NCRC).

JLC AVIONICS

Liz Tripp of JLC Avionics shared her experience with WorkSource Rogue Valley in using their customized recruitment services. Liz indicated the retention of the employees has been great and the program is wonderful. Liz did; however, suggest that we market these services better as she had no idea it existed until she was contacted.

Liz indicated that the NCRC testing has also been a helpful tool to know the candidates better, and the On-the-Job program is a huge benefit; especially to a small business.

Liz concluded by saying that she would like to partner with everyone who is working on aviation training, as the next closest avionics school is in Colorado. JLC Avionics could employ 3-4 more staff to keep up with the backlog of work. Potential applicants need to have critical thinking skills.

CAREERS IN GEAR UPDATE

Deanna Wilson and Jen Perry showed the video from the 2018 event and shared the save the date flyer information for 2019.

Tanya Haakinson shared that Timber Products recently did a tour with 5th grade students that was very successful and feels that we need more of these types of events as well as marketing.

Tabitha added that Southern Oregon Career Networking Event (SOCNE) is coming up on September 20. Tabitha will send the save the date card to Tami to send out to the group. Tabitha added that this event will be co-convened and co-branded with the Second Chance Tour as well.

A TOAST IN RECOGNITION OF THE BOARD'S EFFORTS AND PROGRESS MADE OVER THE PAST YEAR

Jessica thanked everyone for all the work they do and the audience who comes to listen, as well as the time, energy, talent and love that goes into our community.

OTHER BUSINESS

No other items were brought before the Rogue Workforce Partnership.

ADJOURN

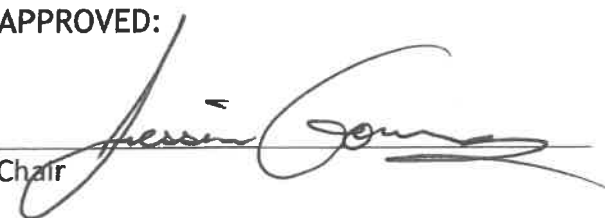
With no further discussion, the meeting was adjourned at 4:30 p.m.

Attendees were invited to continue festive celebrations on the porch of the RVCC.

Respectfully Submitted,

Tami Allison
Senior Project Manager
/tka

APPROVED:


Chair

9-20-18
Date

