





Rogue Workforce Partnership ~ Workforce Board Quarterly Meeting Agenda



Friday April 30, 2021 • 8:00 - 11:00 AM • Via Zoom video/phone conference: <https://us02web.zoom.us/j/7286917462>

- ▶ RWP Members - please click the option to turn on your video camera so we can see and appropriately engage with you in this remote access meeting
- ▶ Select audio preference: a) Computer audio (*use headset*); b) Telephone: 1+ (669) 900-6833; Meeting ID: 728 691 7462; or c) One tap mobile +16699006833,,7286917462#
- ▶ Click here to access "[Workforce Board Pre-Meeting Updates & Info Prep](#)" PowerPoint"

Time	Agenda Item	Action Guidance Etc.	Facilitator Presenter
8:00	Welcome & Introductions (5-10m) <ul style="list-style-type: none"> • RWP members only - <i>introduce themselves</i> • Audience members insert your name & organization into the chat & onto Zoom nameplate 		Jessica Gomez
	Consent Agenda (1m) <ul style="list-style-type: none"> • January 15, 2021 RWP Workforce Board Minutes 	Action: Approve Consent Agenda	Jessica
8:05	Intelligence / Situation Reports <ul style="list-style-type: none"> • Economic & Labor Market Report (10m)  • Industry Sectors Roundtable (20m)  <i>Business leaders report-out on sector work, state of business, industry, workforce & economic outlook, etc.</i> • Wildfire & COVID-19 Disaster Recovery - Status & Next Steps (5m)  	Presentation Intelligence Briefing Information Report	Guy Tauer Jessica, Industry Leaders, Jim Fong Alex Campbell
8:40	RWP Strategic Roadmap / Objectives & Key Results (5m) <ul style="list-style-type: none"> • Strategic Road Map & OKRS ← <i>click to view documents</i> 	Review & Update	Jim Fong
8:45	Equity & Holistic Focus (35-40m) <ul style="list-style-type: none"> • Lessons from RCC's Southern Oregon Health Occupations & Poverty Elimination program • Our Next Innovations to Grow Personal Effectiveness & Essential Employability Skills • Addressing the Benefits Cliff 	Inform members on the lessons learned & next innovations Dialogue & explore ways to broaden, scale & enhance this work	Lisa Parks Tiffany Grimes Jessica
9:25	Communications, Outreach & Engagement (20-30m) <ul style="list-style-type: none"> • Rogue Careers Website - <i>Update/coordination on partners, students & adults who are engaging</i> • Social Media & TV Posts, Ads, Email Blasts - <i>Update on customer clicks / analytics</i> • Creating "Communications Co-investment Model" with industry & K-20 education - <i>Discussion, Feedback & Guidance needed on this proposed strategy</i> 	Update, Coordination & Discussion & Guidance ↓	Greg Thweatt Joe Spagnuolo, Brent Kell Jim

Time	Agenda Item	Action Guidance Etc.	Facilitator Presenter
9:50	Hands-On Career Exploration Events - <i>New “Appetizers & On-Ramps” (25m)</i> <ul style="list-style-type: none"> • Caregivers • RCC, Talent Maker City, & CraterWorks High School Students - Paid Internships • Medford Urban Renewal Agency & Medford School District + regional partners - <i>update</i> 	Update, Coordination & Guidance ↓	Ida Saito Jill teVelde Bret Champion
10:15	Reimagining Workforce Rogue Valley  ← click to view document (30m) <ul style="list-style-type: none"> • Reopening WorkSource Rogue Valley One-Stop Centers <ul style="list-style-type: none"> ▸ Customer #'s ▸ Virtual Service Delivery & Human-Centered Design ▸ Upcoming Unemployment Insurance claimant job search requirements • Redesigning the Customer Experience in the Age of COVID-19 <ul style="list-style-type: none"> ▸ Virtual Service Delivery & Human-Centered Design • Disaster Recovery Dislocated Worker Grant Update 	Update, Coordination & Guidance ↓	Sherri Stratton & Jim Haylee Ulrey, Jill teVelde
10:45	Reimagining Higher Education (5m) <ul style="list-style-type: none"> • Honoring Linda Schott retirement 	Update	Linda Schott, Cathy Kemper-Pelle, Brent Champion, Kirk Kolb, Jim
	Big Data / Predictive Analytics (1m)	Update	Jim
10:50	State & Federal Policy Advocacy & Alignment (10m) <ul style="list-style-type: none"> • Oregon <ul style="list-style-type: none"> ▸ SB 623 - COVID Recovery & Workforce Modernization Act: Info/Status Update + 1-Pager ▸ HB 2820 - Prosperity 2000: Info/Status Update + 1-Pager ▸ SB 420 - Community Benefit Contracts & Apprenticeships: Info/Status Update + 1 Pager ▸ Addressing the Benefits Cliff ▸ Child Care – temporary regulatory relief • Federal <ul style="list-style-type: none"> ▸ Prioritizing Workforce & Addressing the Urgent Need to Train Low-Skilled Workers <i>Recent Advocacy with Senator Wyden & Senator Merkley</i> ▸ Senate HELP Committee – Advocacy Letter & Senate HELP Committee April 20th Video <i>(Health, Education, Labor & Pensions Committee)</i> ▸ Long-Term Unemployment Elimination Act of 2021 <i>Co-sponsored by Senator Wyden & Senator Merkley</i> 	Update, Coordination & Guidance	Jim, Jessica
11:00	Adjourn		Jessica



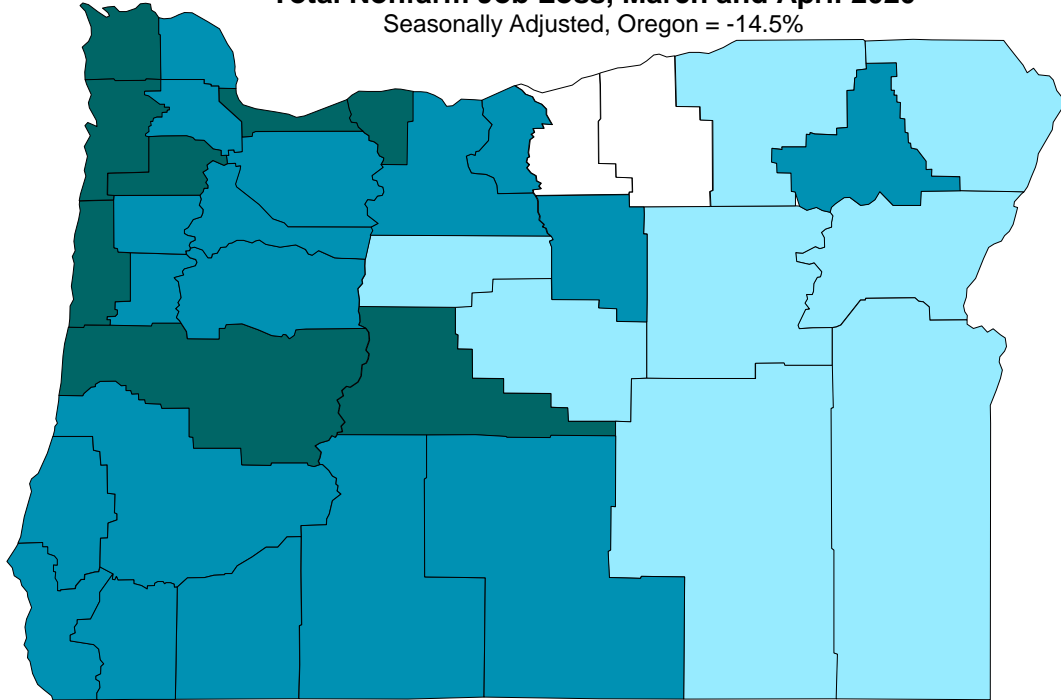
Employment in Oregon: A Summary Through March 2021

Updated: April 22, 2021



Oregon lost 286,000 nonfarm payroll jobs (-14.5%) in March and April 2020.

Total Nonfarm Job Loss, March and April 2020
Seasonally Adjusted, Oregon = -14.5%



Sources: Oregon Employment Department

Legend:
 -26.6% to -15.0% (Dark Blue)
 -14.9% to -10.0% (Medium Blue)
 -5.0% to -9.9% (Light Blue)
 0% to -4.9% (White)

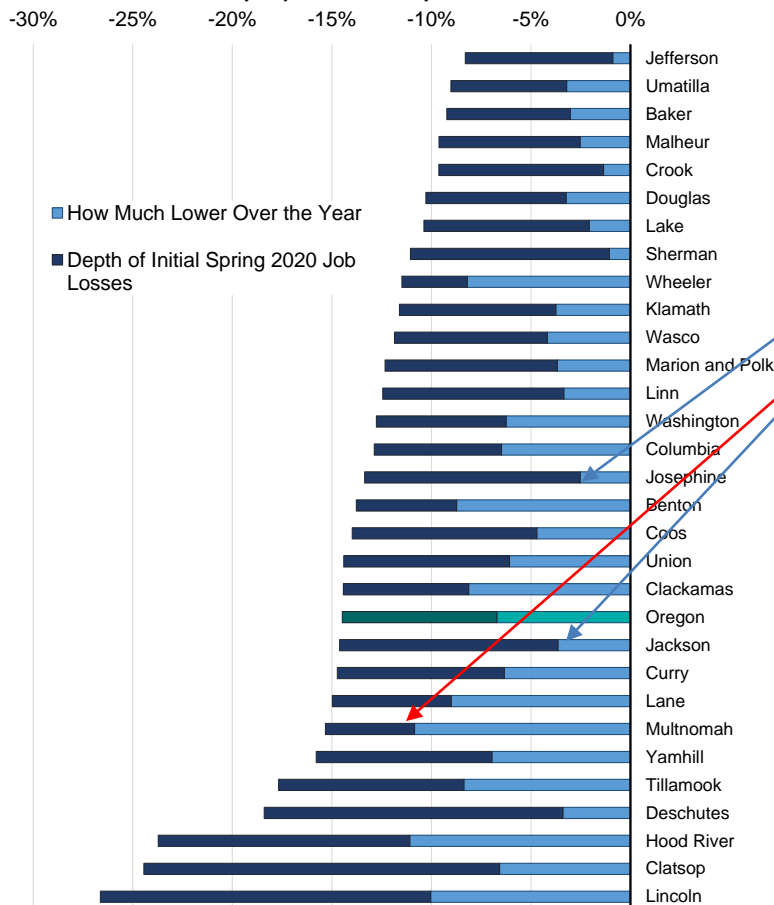
In the Great Recession, Oregon lost roughly **150,000 jobs on net over the course of a couple of years.**

In the COVID-19 recession the North Coast, Hood River, and Jefferson counties took the largest initial job losses (more than 15%).



Pandemic Recession Job Loss and Recovery in Oregon

Seasonally Adjusted, February 2020 to March 2021



The jobs recovery is underway, but far from complete. By March 2021, Oregon had regained 54% of jobs lost in spring 2020.

A comparison of job losses and recovery to date shows short-term and now longer-lasting job losses affecting both metropolitan and rural counties.

Source: Oregon Employment Department, Current Employment Statistics, excludes Gilliam, Harney, Morrow, Willowa

Over the past year payroll employment in the Grants Pass MSA (Josephine County) fell by 680, a drop of 2.5%.

Since March 2020 estimates show industries losing the most jobs included leisure and hospitality (-310); manufacturing (-130); professional and business services (-100); other services (-60); and wholesale trade (-40). Leisure and hospitality accounts for nearly one-half of the county's jobs losses since March 2020. A few industries are now showing over-the-year job gains in Josephine County. Those with increases were retail trade (+120); construction (+40); and private education and health services (+40).

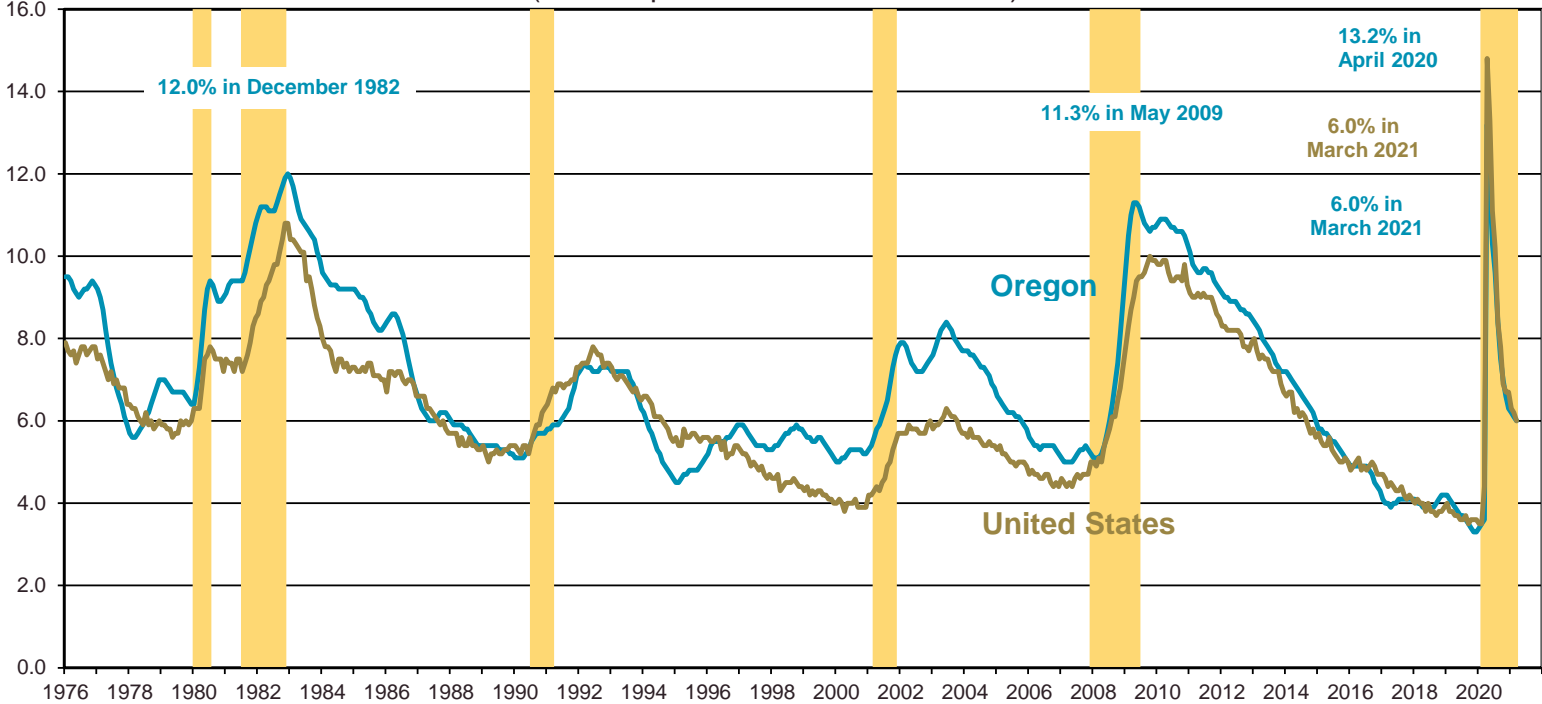
Over the past year payroll employment in the Medford MSA (Jackson County) fell by 2,690, a drop of 3.0%.

Most industries continue to show over-the-year losses in Jackson County with the exceptions being retail trade, which added 690 jobs, and transportation, warehousing, and utilities which rose by 110 jobs since March 2020. Leisure and hospitality accounts for over half of total job losses, down by 1,280 jobs from one year earlier. Other industries with declines include manufacturing (-280); other services (-280); professional and business services (-280); private education and health services (-220); financial activities (-130); wholesale trade (-120); information (-110); and construction (-60). Government employment fell by 600 jobs over the year with losses in local government education.



Oregon's Unemployment Rate Dipped to 6.0% in March 2021

(Bars Represent NBER Recessions)

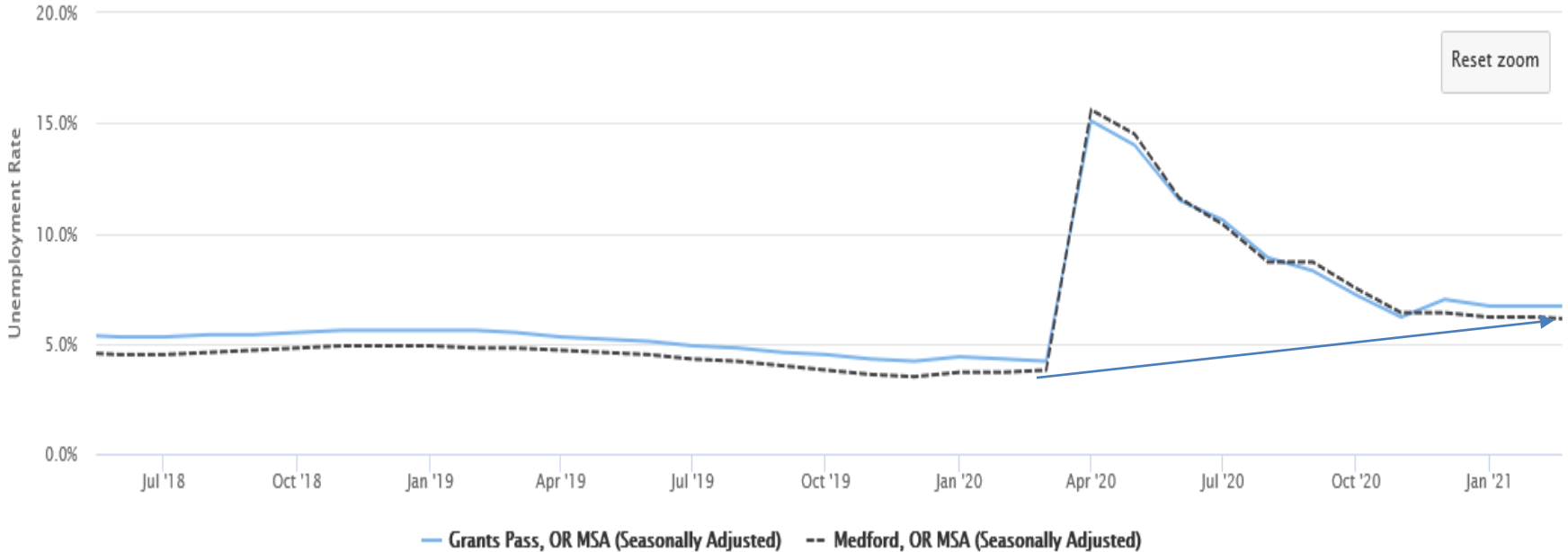


Source: Oregon Employment Department and National Bureau of Economic Research



Local Area Unemployment Statistics

(Unemployment Rate)

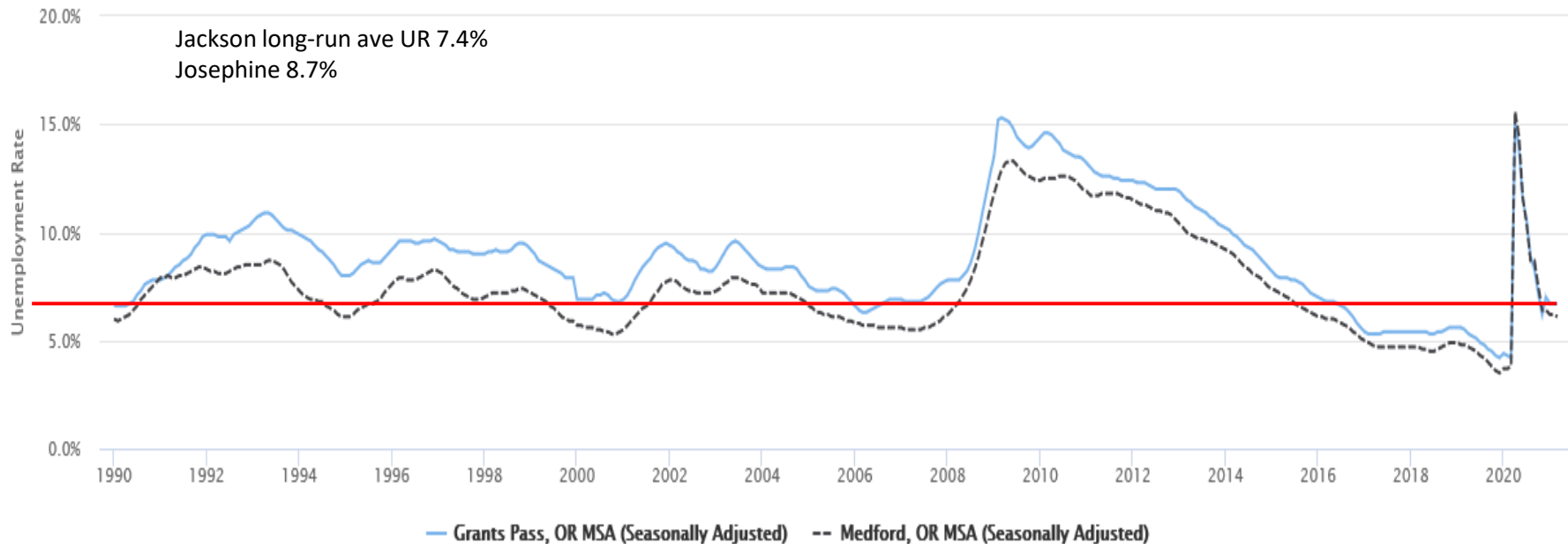


Source: Oregon Employment Department Qualityinfo.org



Local Area Unemployment Statistics

(Unemployment Rate)

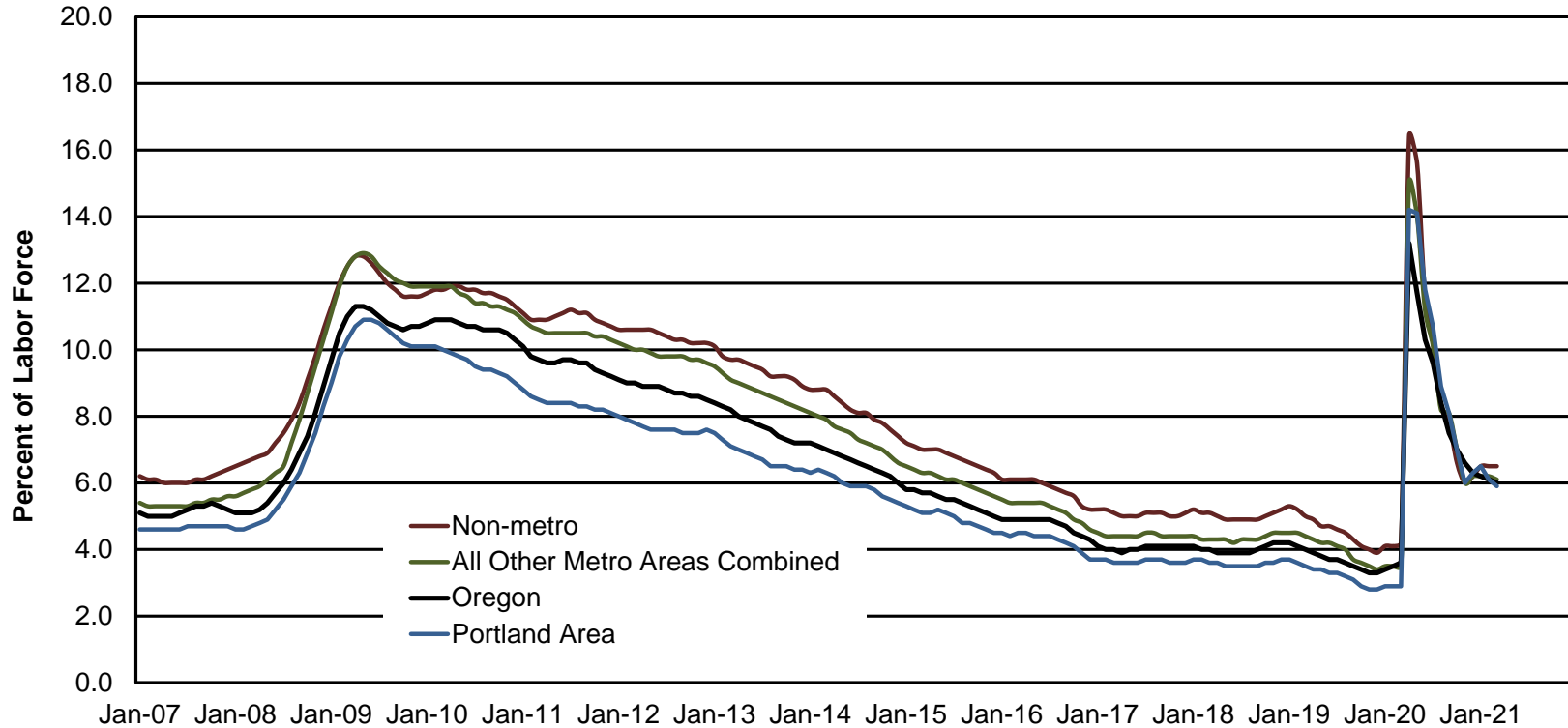


Source: Oregon Employment Department Qualityinfo.org



Unemployment rates have been trending down in all areas of the state.

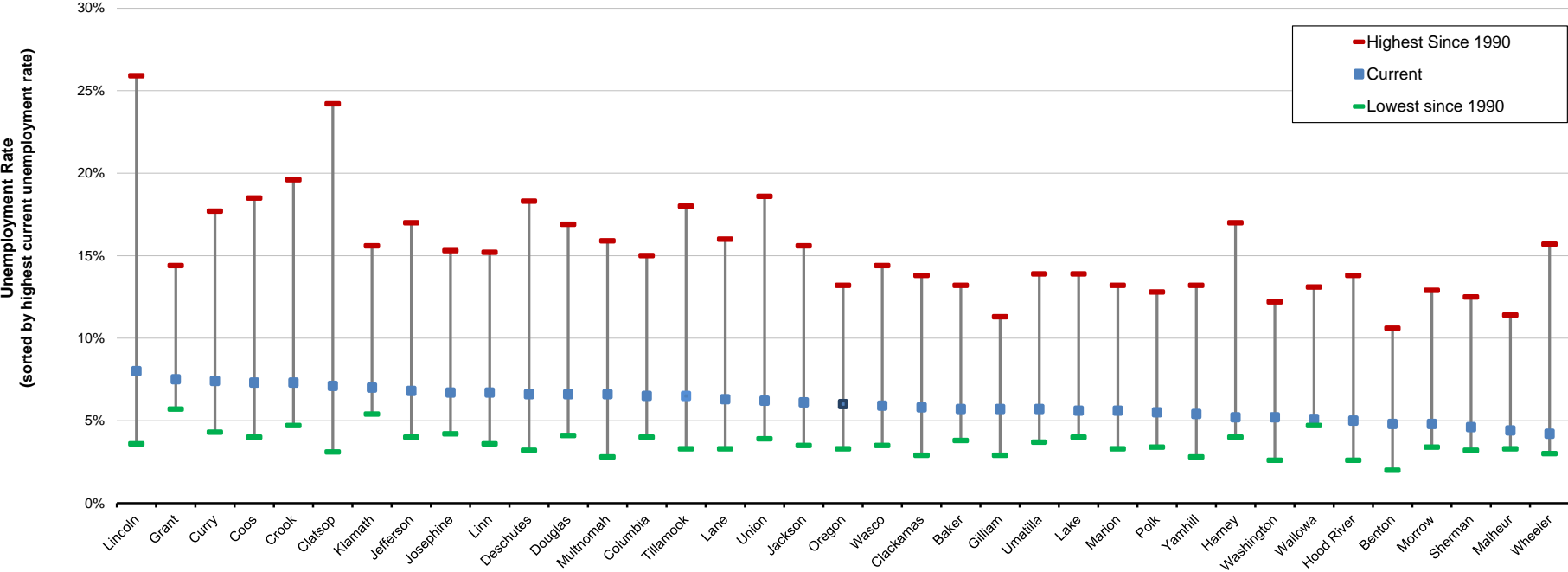
Oregon Seasonally Adjusted Unemployment Rates



Source: Oregon Employment Department, Local Area Unemployment Statistics

Unemployment Rates in Oregon Counties

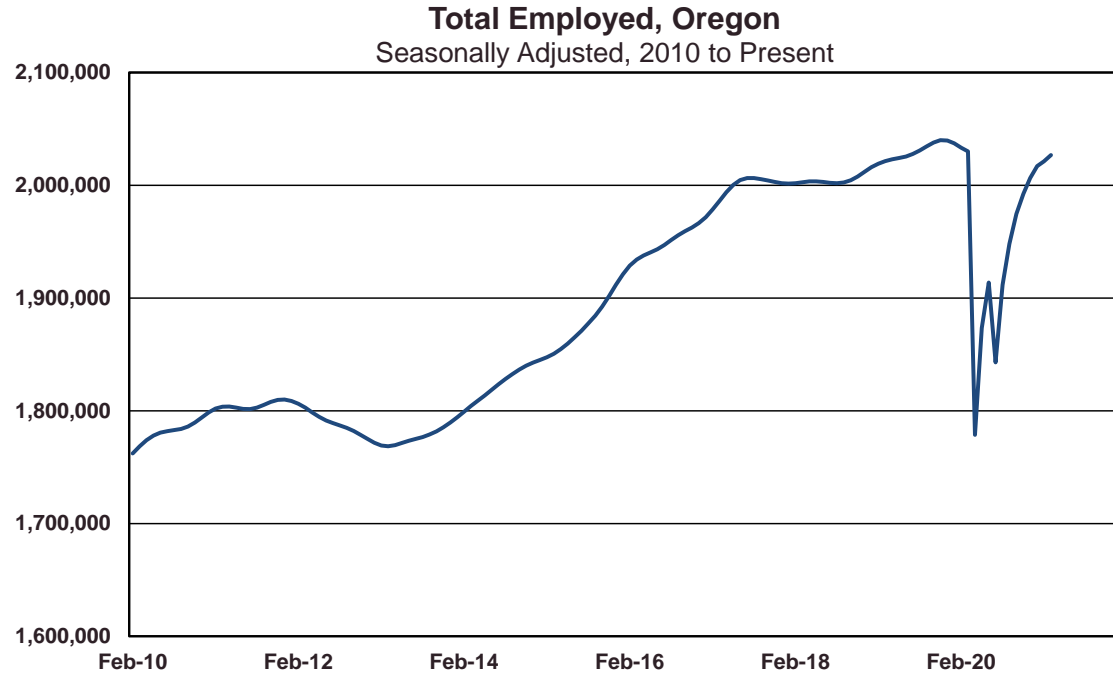
Current Rate (March 2021), Record High, and Record Low for Each County, Seasonally Adjusted



Total employment has rebounded in recent months.

(This is a different measure than total nonfarm employment)

Includes farm jobs, self-employed, based on place of residence. It includes Oregonians who work in California or elsewhere.

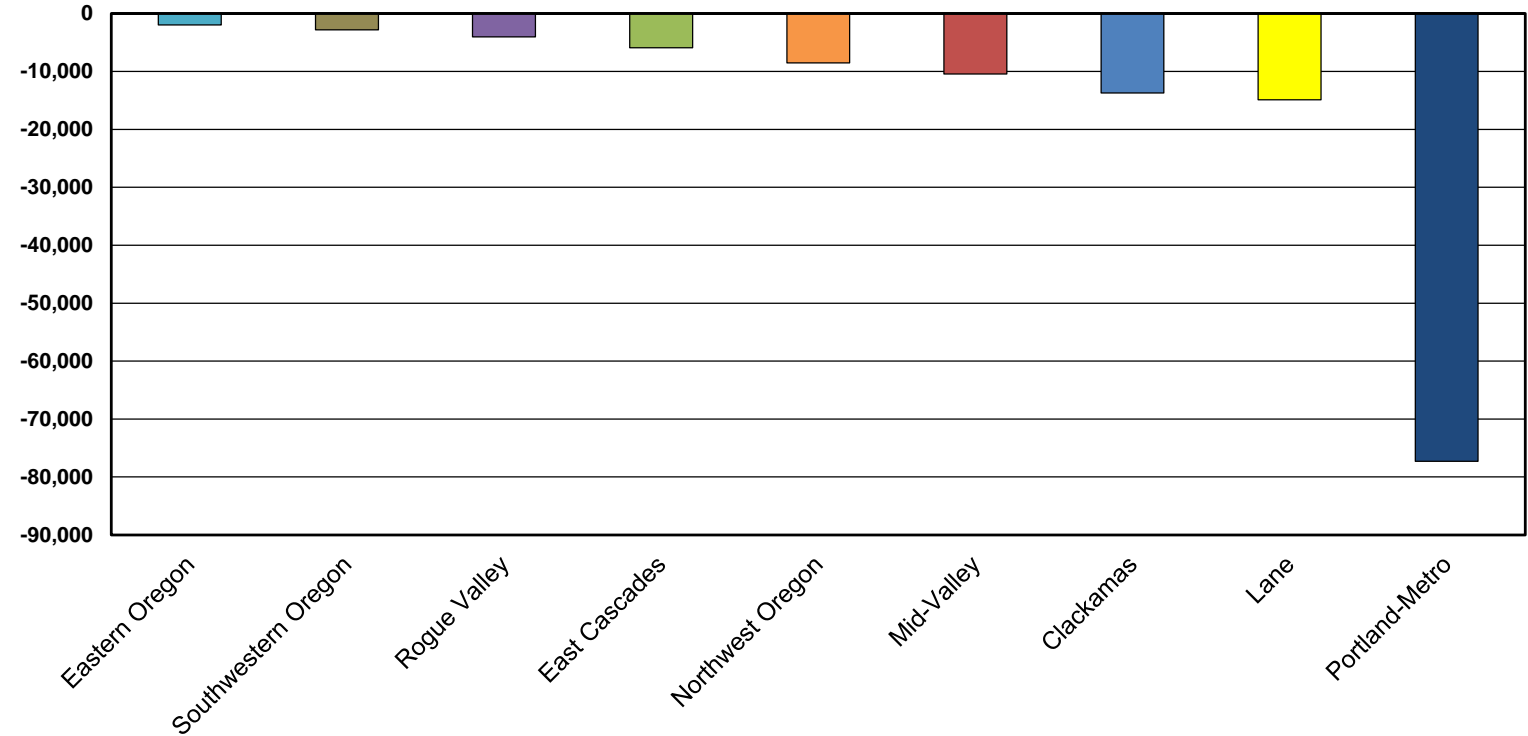


Source: Oregon Employment Department. Local Area Unemployment Statistics



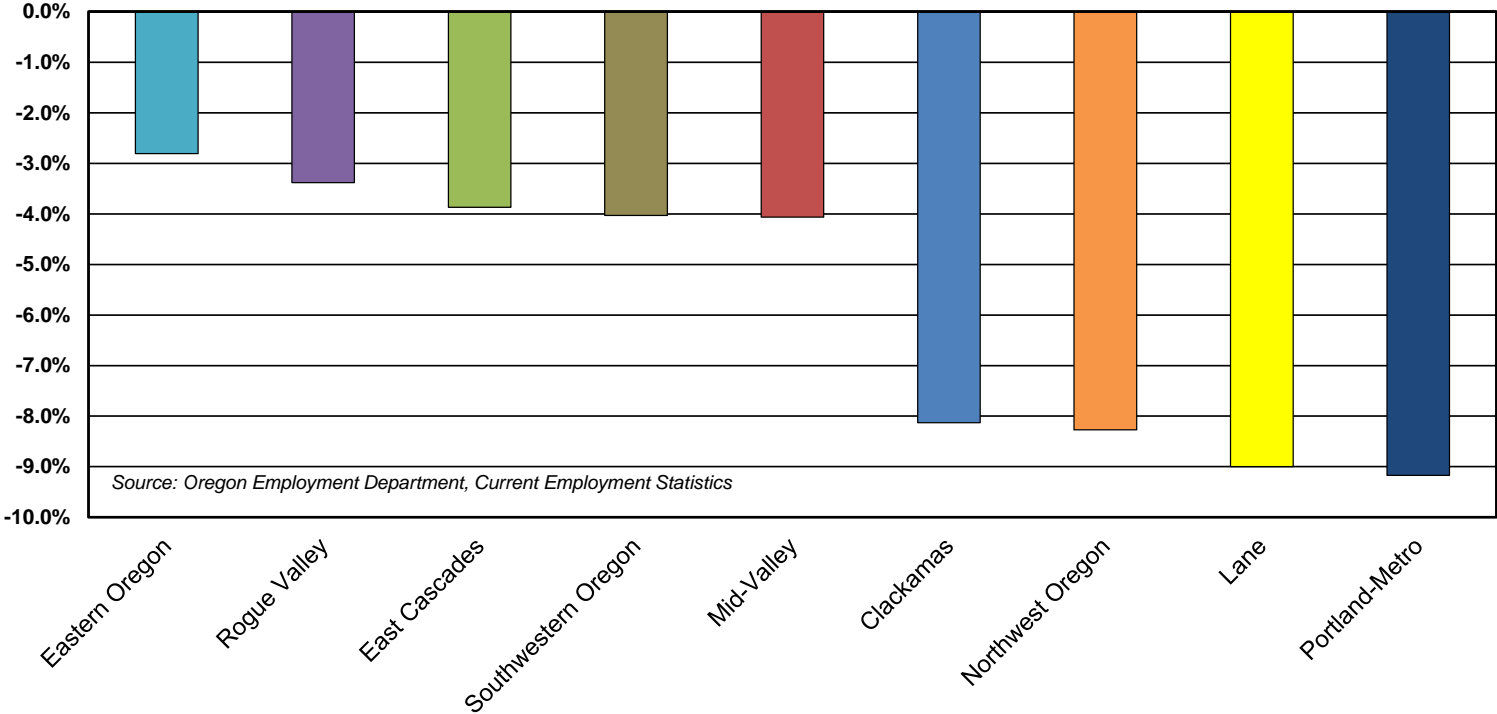
All areas have lost jobs since February 2020, the peak of the expansion.

Job Losses Since February 2020 by Local Workforce Area
February 2020 to March 2021, Seasonally Adjusted

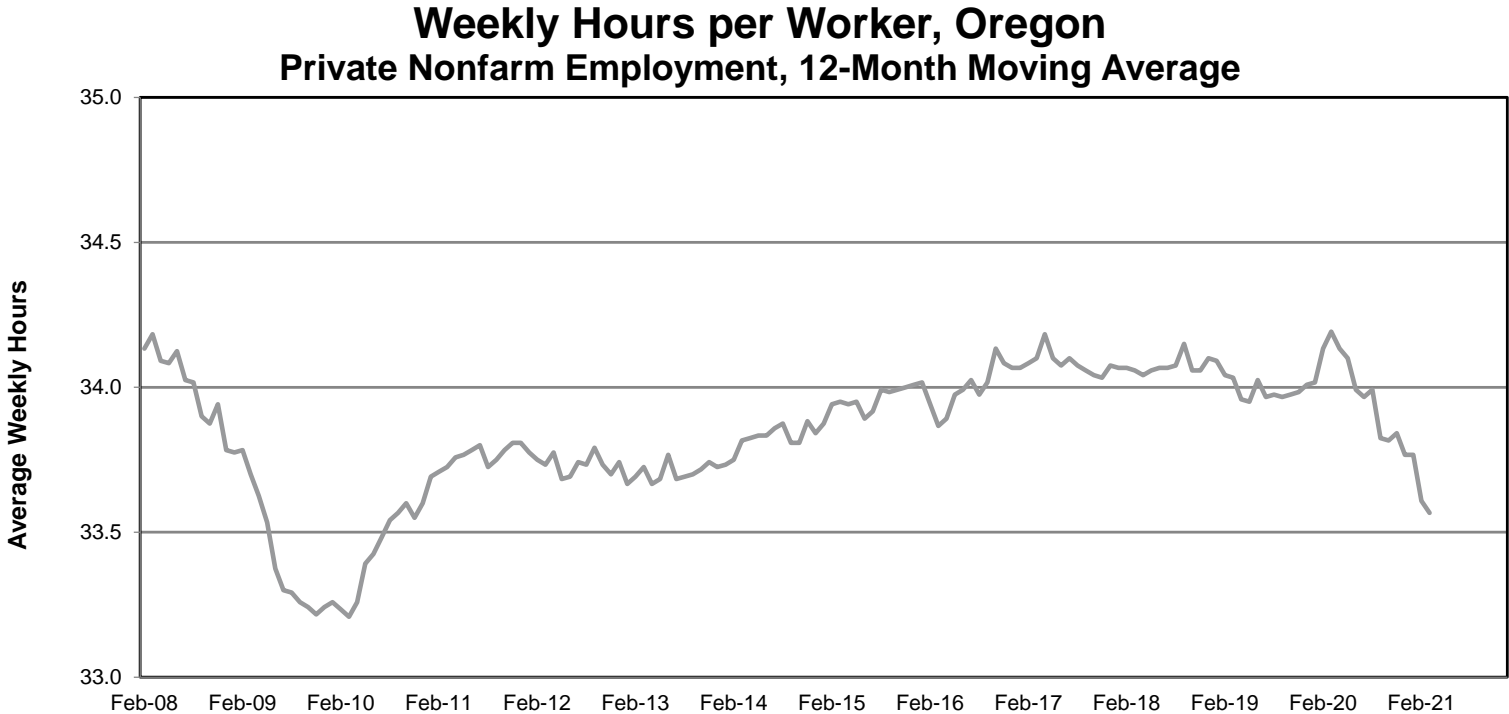


All areas have lost jobs since February 2020.

Job Change Rates Since February 2020 by Local Workforce Area
February 2020 to March 2021, Seasonally Adjusted



The average hours worked by private-sector employees has been trending down in recent months.



Source: Oregon Employment Department, Current Employment Statistics

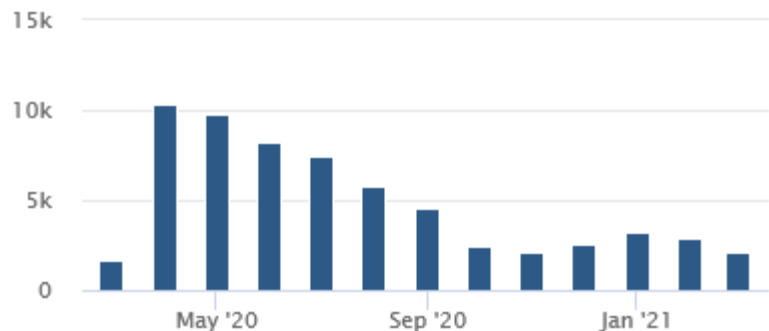


Continued UI Claims

Workers Claiming Unemployment Benefits



Jackson County, March 2020 - March 2021



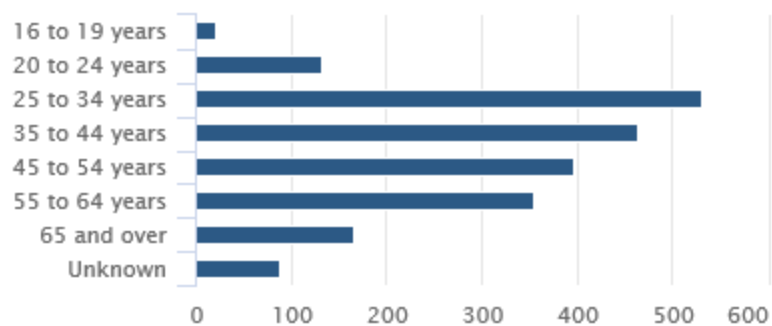
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Age Group

Workers Claiming Unemployment Benefits



Jackson County, March 2021



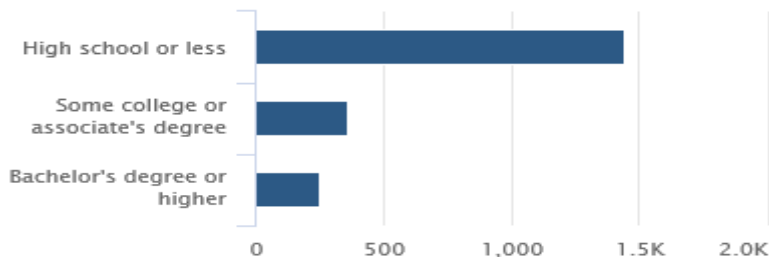
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Education Level

Workers Claiming Unemployment Benefits



Jackson County, March 2021



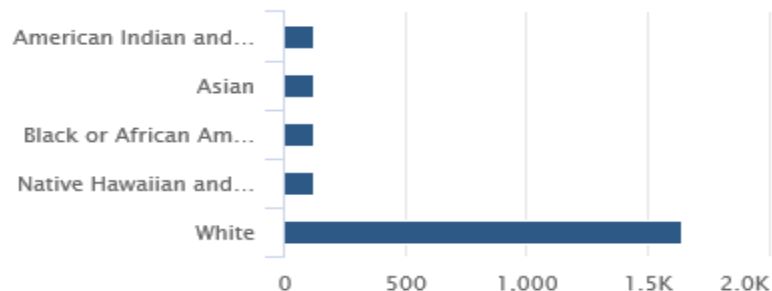
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Race

Workers Claiming Unemployment Benefits



Jackson County, March 2021



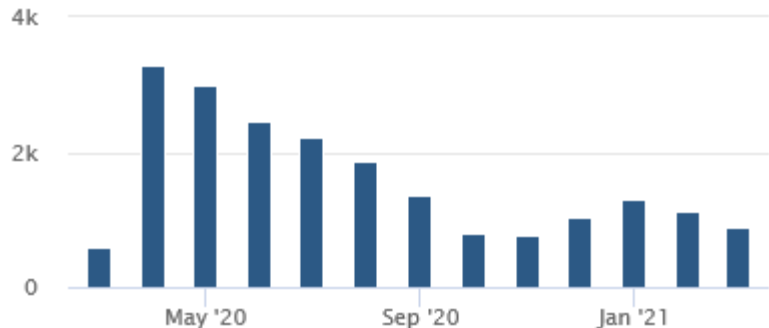
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



Continued UI Claims

Workers Claiming Unemployment Benefits

Josephine County, March 2020 – March 2021

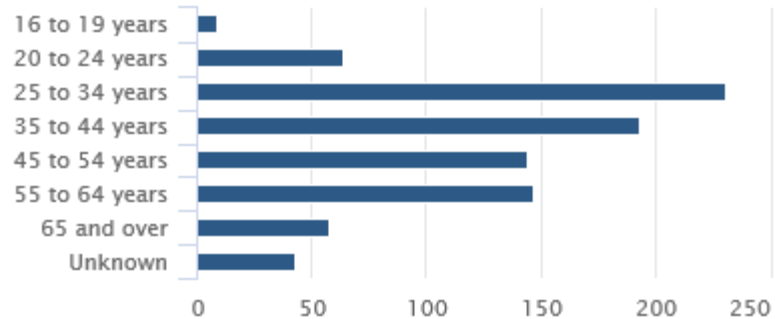


Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Age Group

Workers Claiming Unemployment Benefits

Josephine County, March 2021

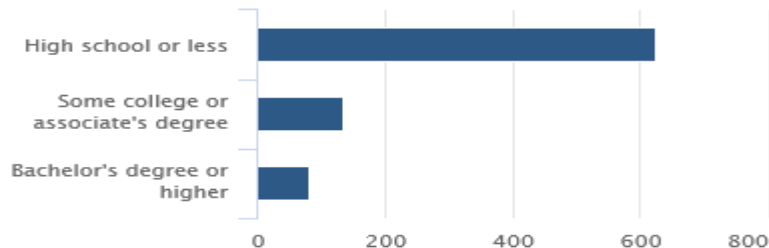


Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Education Level

Workers Claiming Unemployment Benefits

Josephine County, March 2021

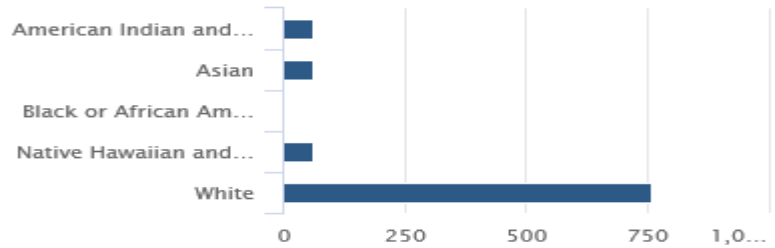


Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Continued UI Claims by Race

Workers Claiming Unemployment Benefits

Josephine County, March 2021

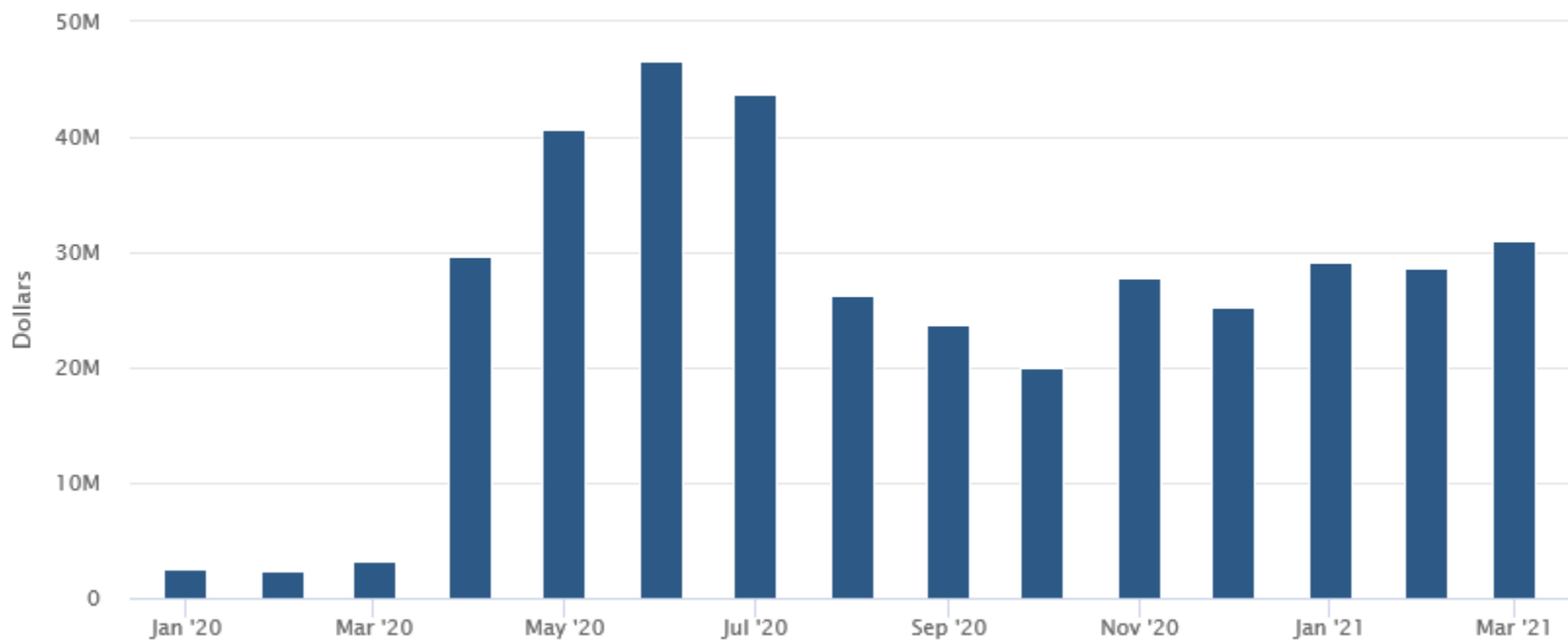


Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

UI Benefits Paid by Month



Jackson County, January 2020 – March 2021



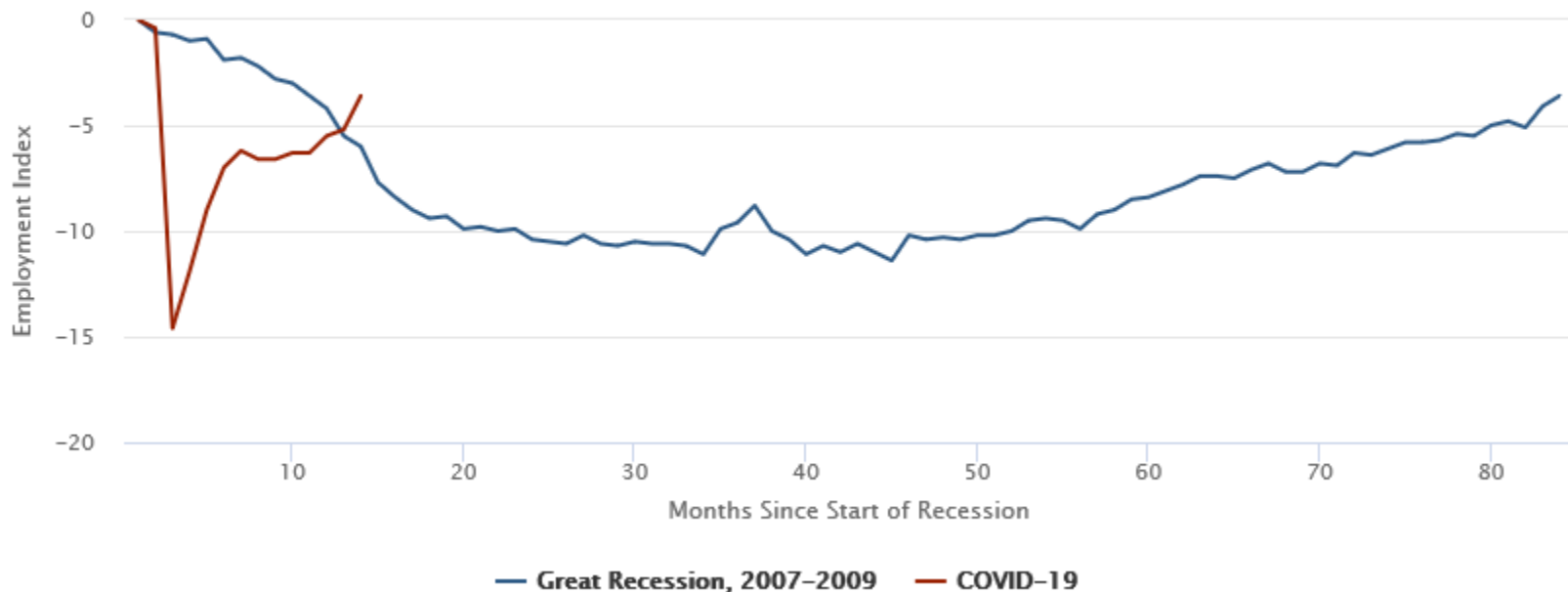
Source: Oregon Employment Department



COVID-19 Job Changes Compared to Great Recession Job Changes

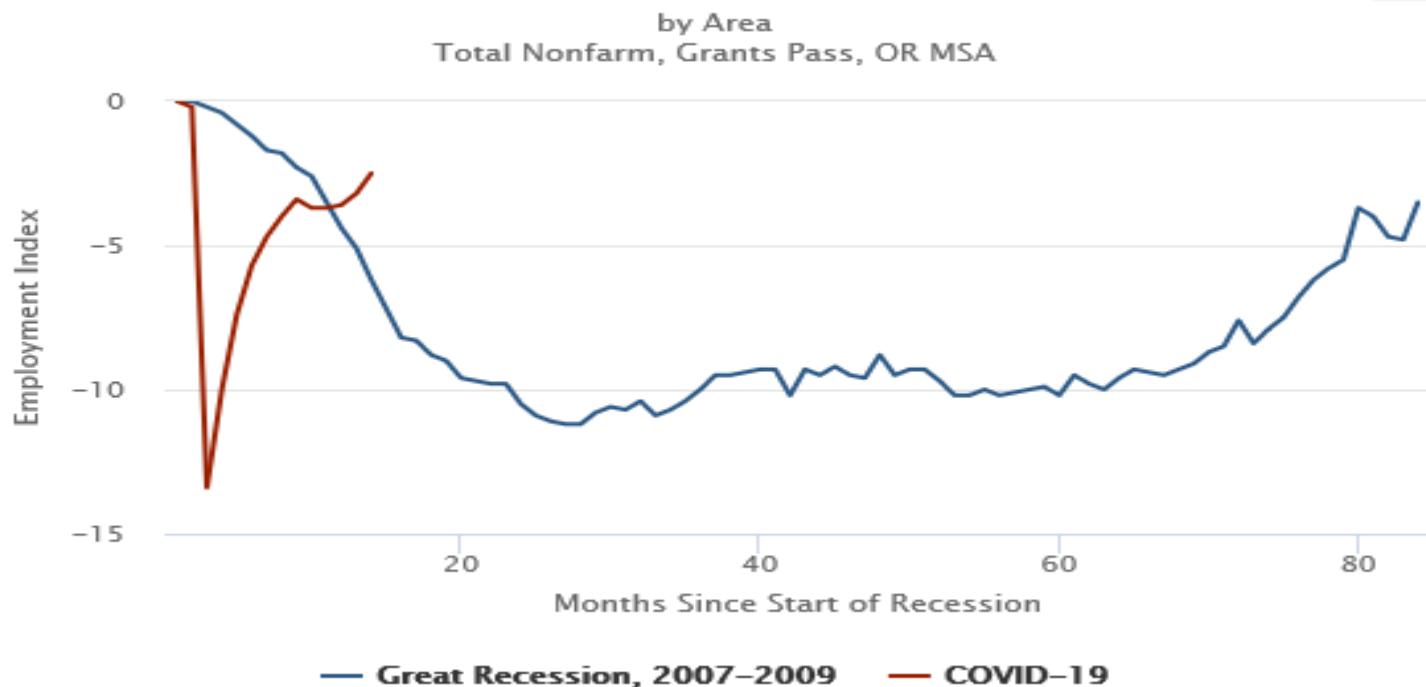


by Area
Total Nonfarm, Jackson County



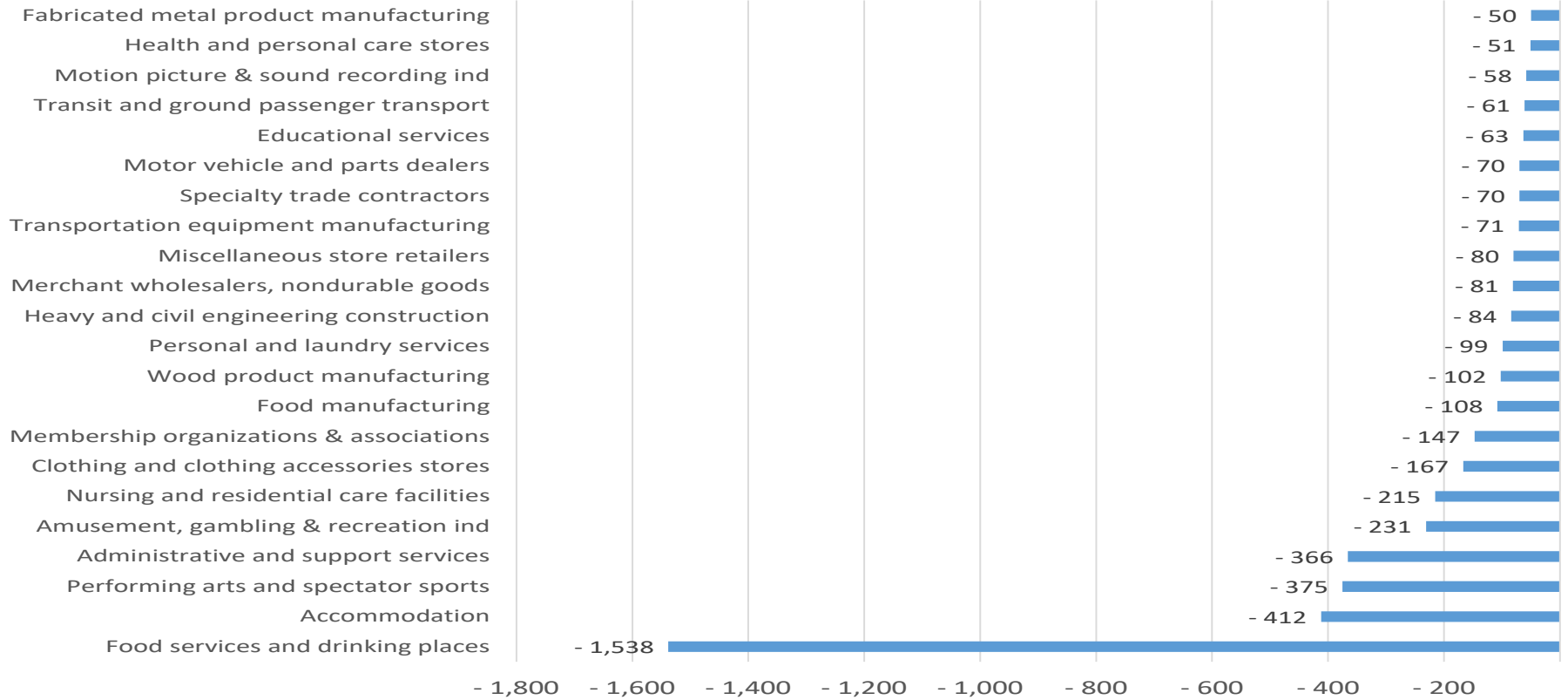
Source: Oregon Employment Department Quality/Info.org

COVID-19 Job Changes Compared to Great Recession Job Changes

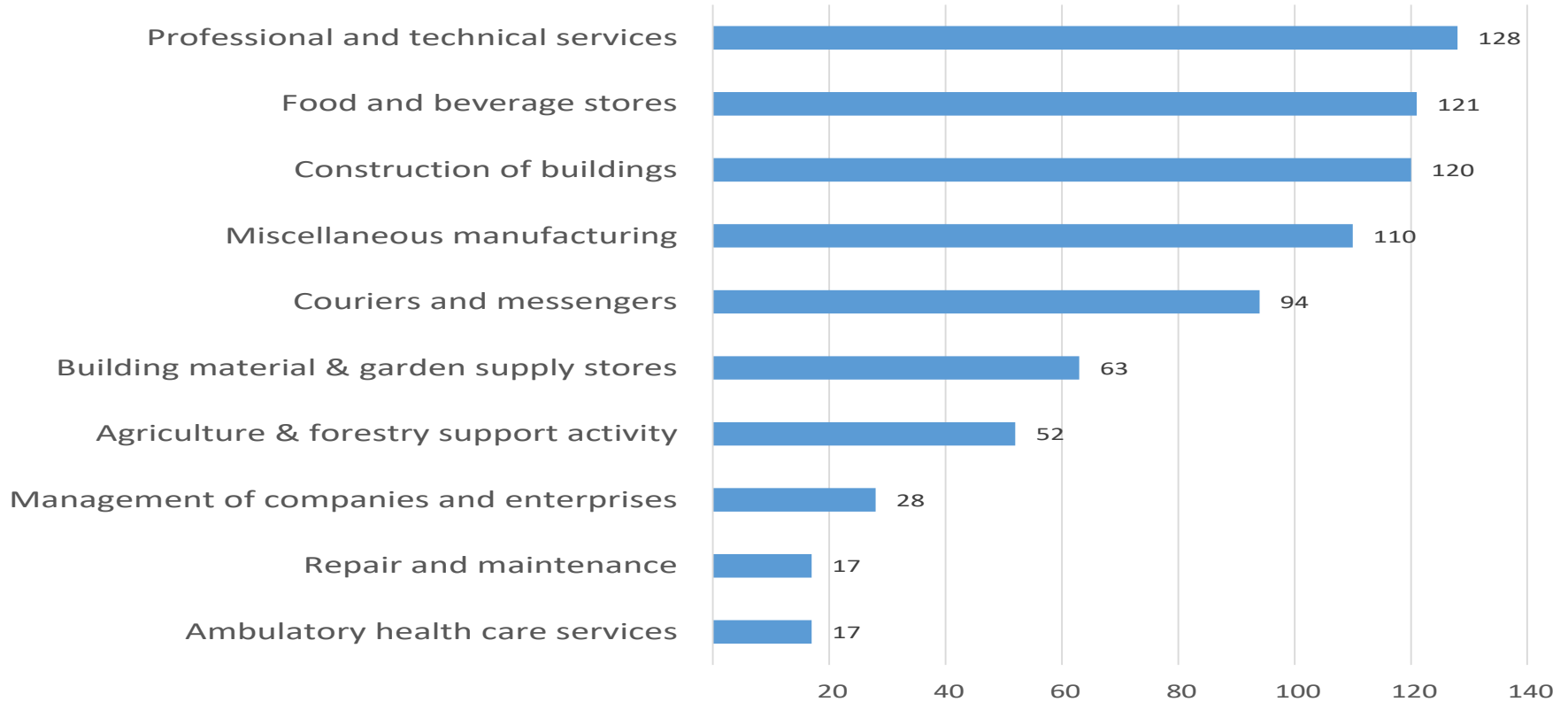


Source: Oregon Employment Department QualityInfo.org

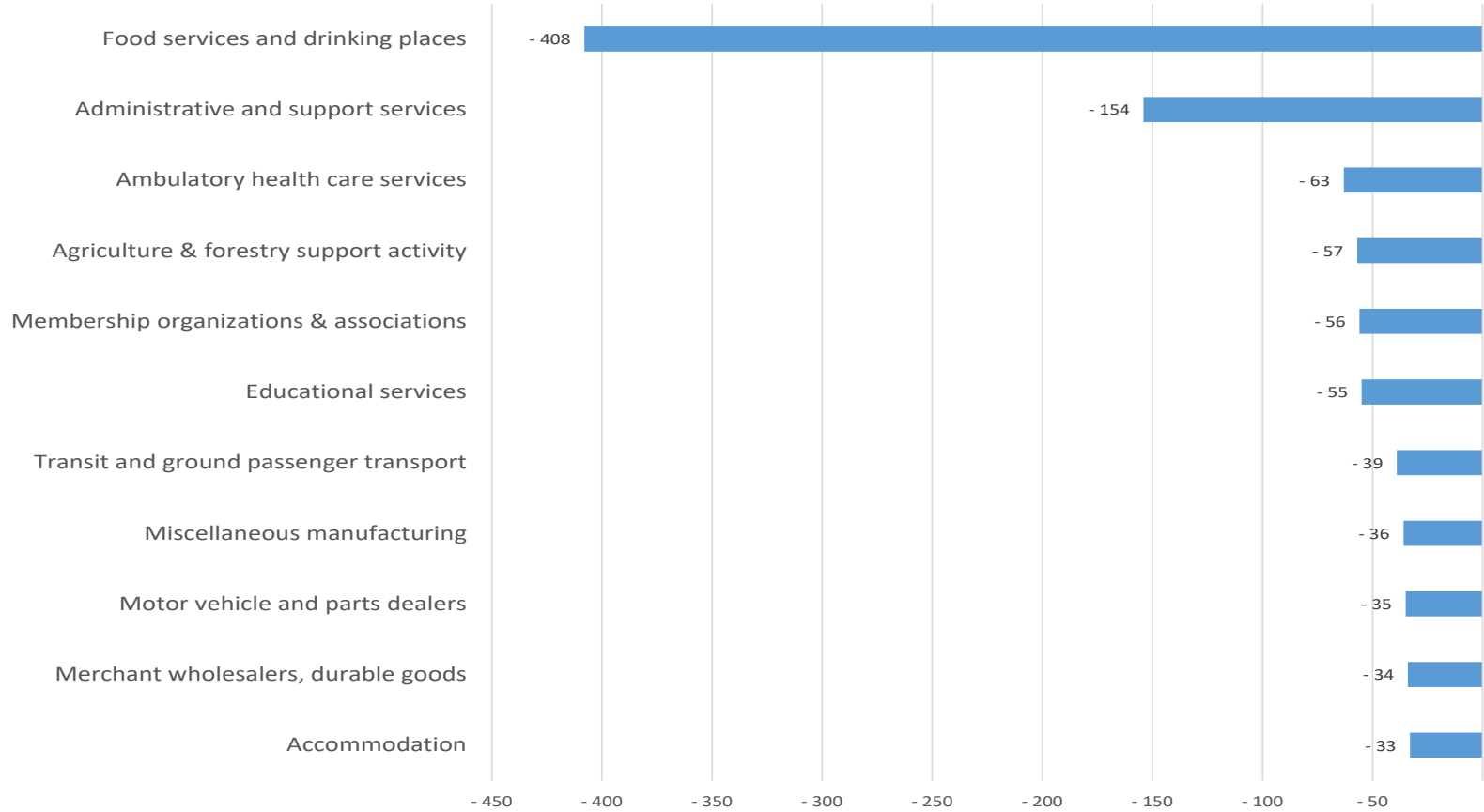
Jackson County payroll employment 4Q 2019 - 4Q 2020



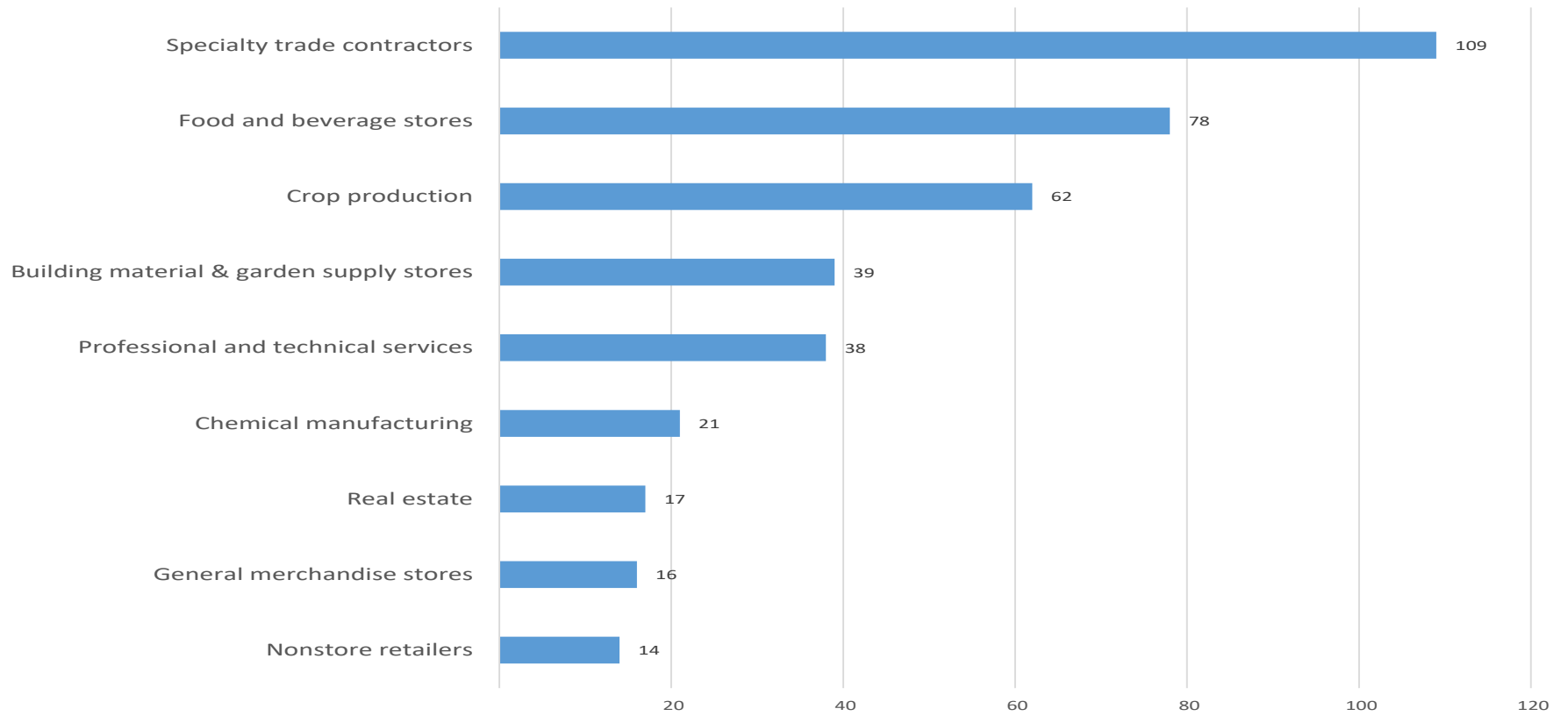
Jackson County payroll employment 4Q 2019 - 4Q 2020



Josephine County Payroll Employment 4Q 2019-2020



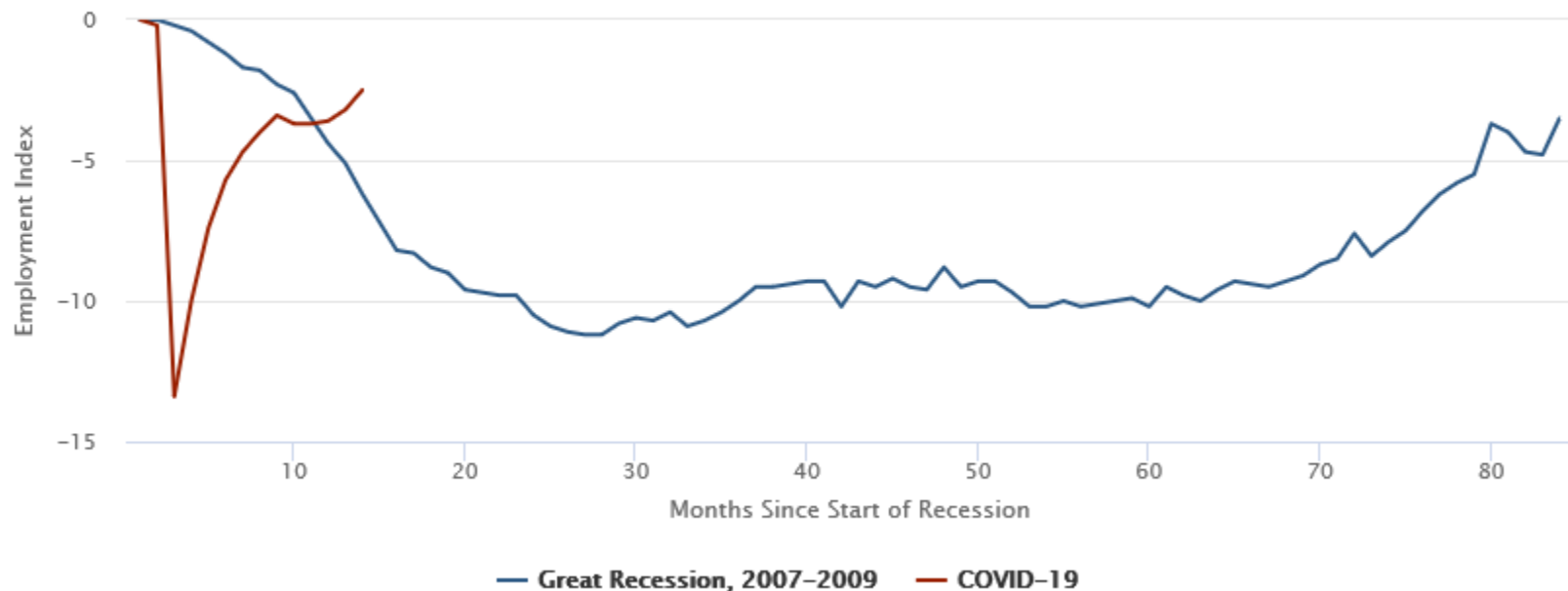
Josephine County 4Q 2019-2020



COVID-19 Job Changes Compared to Great Recession Job Changes



by Area
Total Nonfarm, Josephine County

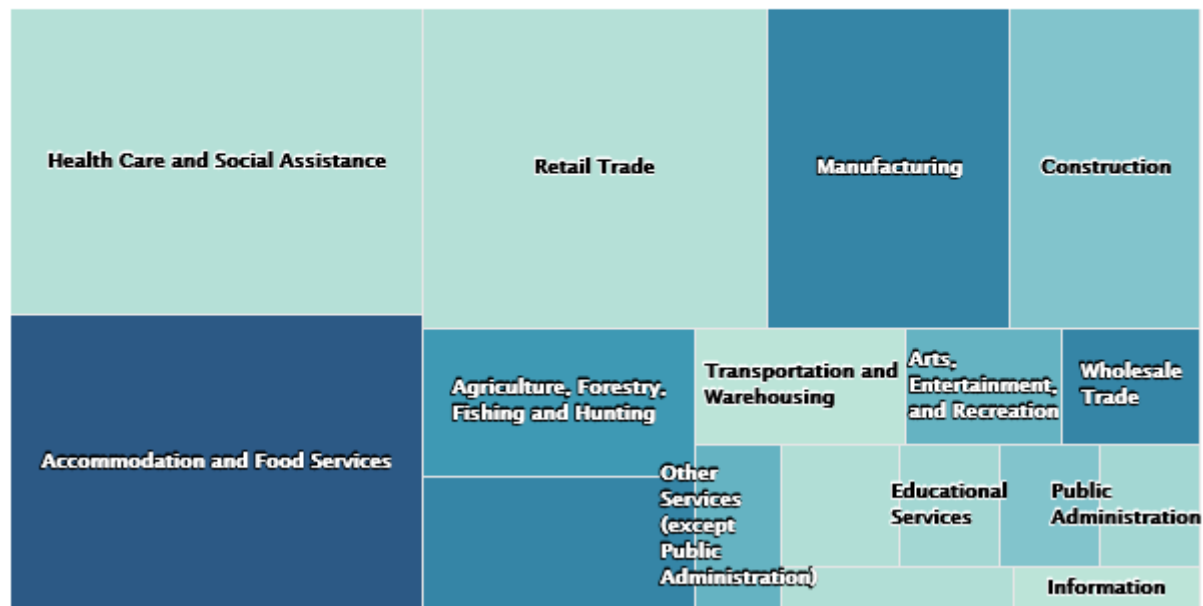


Source: Oregon Employment Department Quality/Info.org

Oregon's Initial Claims for Unemployment Insurance, Weekly



Jackson County, Apr 24, 2021
by State & County by Industry, Week Ended



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



Notes from the Federal Reserve Bank's *The Beige Book*

April 14, 2021

Employment and Wages (U.S. Summary)

- Employment growth picked up over the reporting period, with most Districts noting modest to moderate increases in headcounts.
- Hiring remained a widespread challenge, particularly for low-wage or hourly workers, restraining job growth in some cases.
- Commercial and delivery drivers were specifically cited as in short supply, as were specialty and skilled tradespeople. Some firms noted absenteeism due to COVID-19 was down.
- Wage growth accelerated slightly overall.
- Some contacts mentioned raising starting pay and offering signing bonuses to attract and retain employees.

[Federal Reserve Bank: The Beige Book, April 14, 2021](#)



Employment and Wages (Western U.S.)

- Overall employment levels increased moderately, although conditions varied significantly by region and sector.
- Employers in hospitality, tourism, and food services sought to rehire former or furloughed employees as local restrictions eased over the reporting period.
- Employers in technology, construction, and transportation reported being especially constrained by labor shortages.

[Federal Reserve Bank: The Beige Book, April 14, 2021](#)



Economic Activity (Regional/Oregon)

- A few contacts in the utilities, manufacturing, and agricultural sectors mentioned scaling back work hours, reducing hiring activities, or stipulating hiring freezes. These decisions were brought about partially by shortages in input materials, disruptions to supply chains, and a tightening of capacity constraints.
- Price pressures built up across the region as manufacturers, homebuilders, and providers in health care and in logistics reported rising costs for material, energy, transportation, and labor.
- Residential real estate demand and construction continued to grow at a fast pace. Demand for single family homes, in particular, remained strong.

[Federal Reserve Bank: The Beige Book, April 14, 2021](#)



Winter vacancies were distributed across the state, with the Portland tri-county (Portland Metro and Clackamas) area accounting for 40%.

Oregon Job Vacancies by Geography, Winter 2021

<u>Geography</u>	<u>Vacancies</u>
Oregon Statewide	55,124
Portland Metro	15,269
Mid-Valley	6,821
Clackamas	6,718
Rogue Valley	6,224
East Cascades	5,556
Northwest Oregon	4,589
Lane	3,590
Southwestern Oregon	3,051
Eastern Oregon	2,648

Unknown/multiple regions excluded

Source: Oregon Employment Department

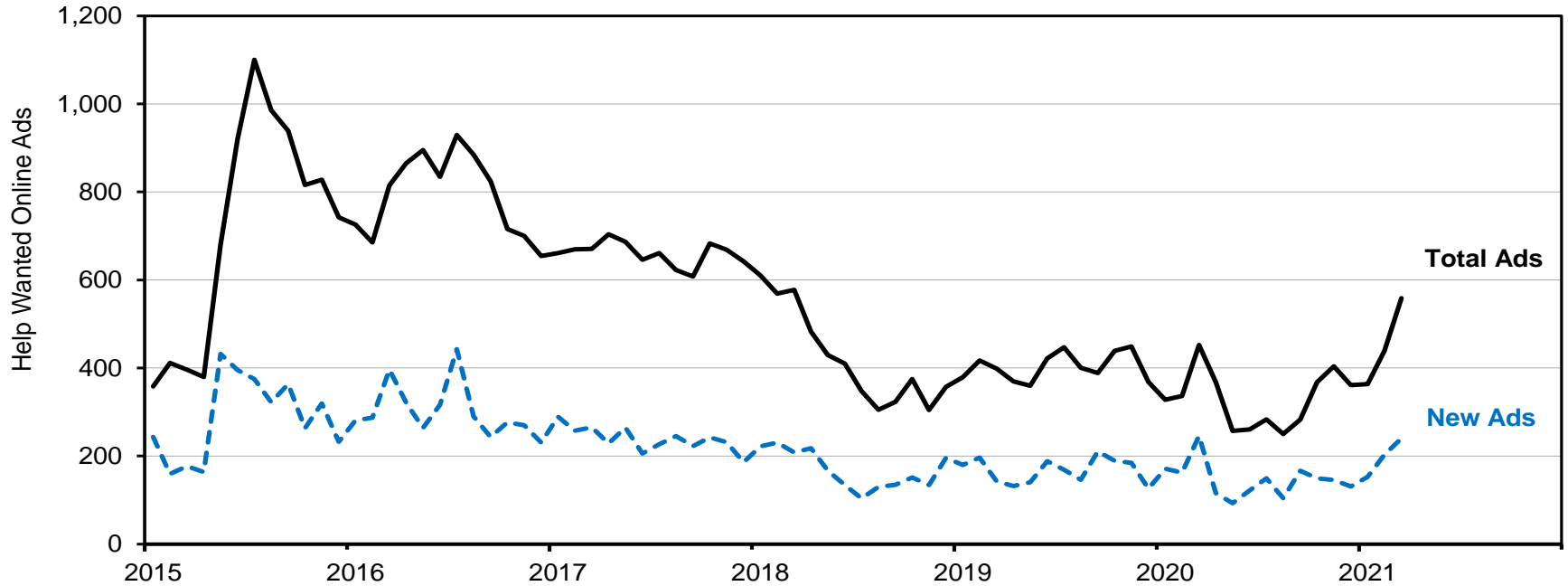
Overall vacancies increased 16% since winter 2020.

Vacancies dropped the most over the year in Lane County. Vacancies increased the most over the year in the Mid-Valley region and the Rogue Valley- up from about 3,300 during winter 2020.



Online ads in the Grants Pass metro area increased by 120 in March.

Seasonally Adjusted

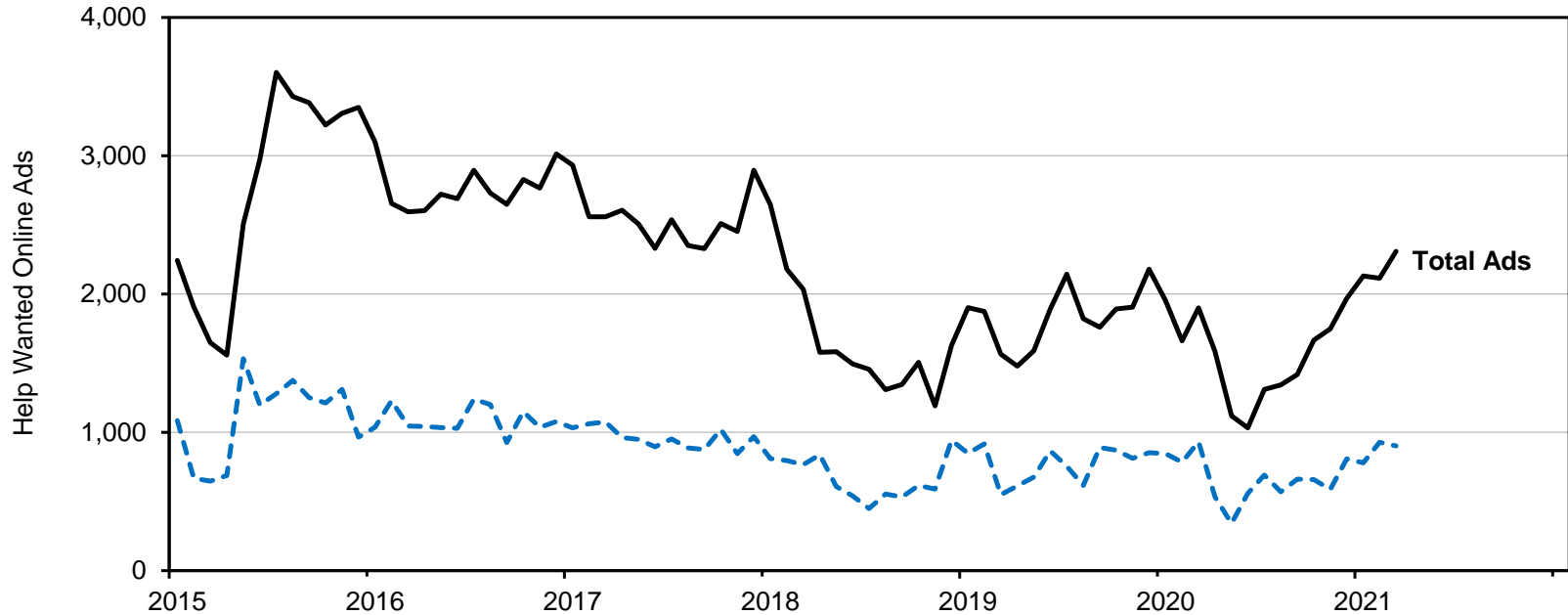


Source: The Conference Board Help Wanted OnLine™ (HWOL)



Online ads in the Medford metro area increased by 200 in March.

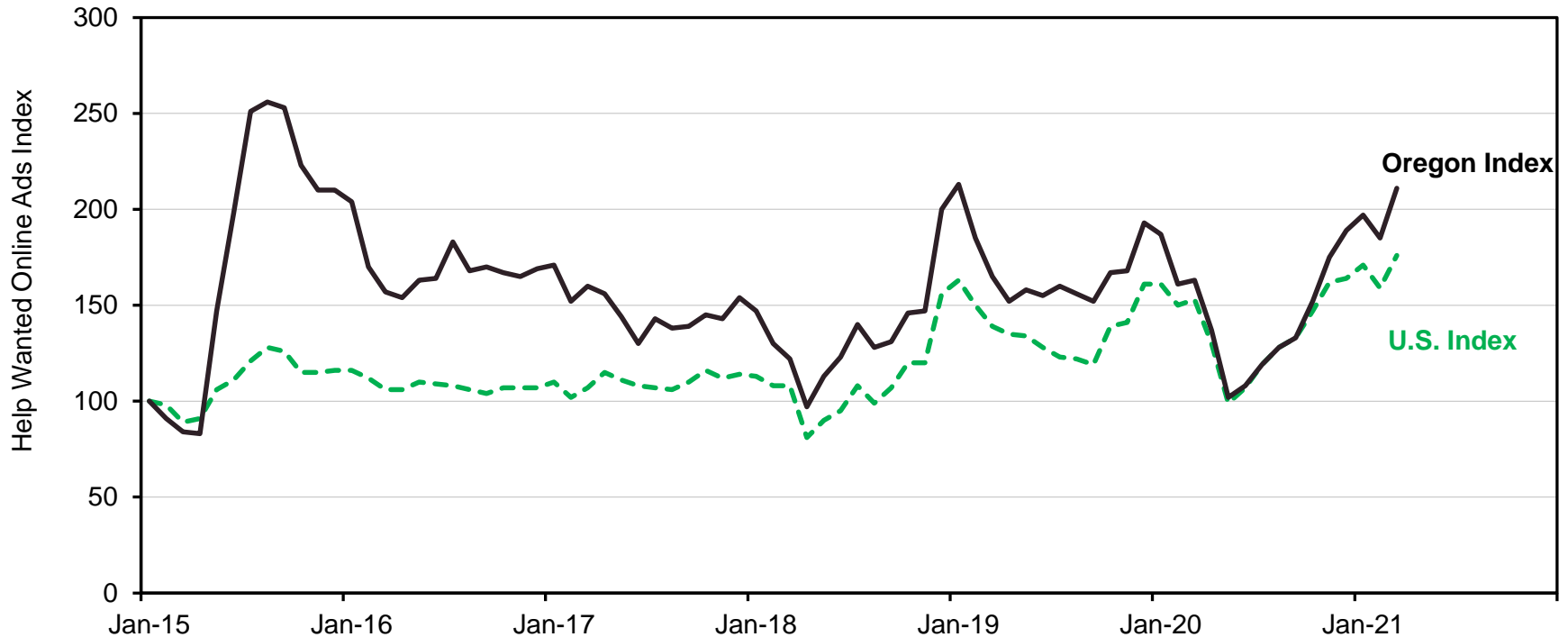
Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine™ (HWOL)

Total online ad volume increased by 589,300 nationally in March.

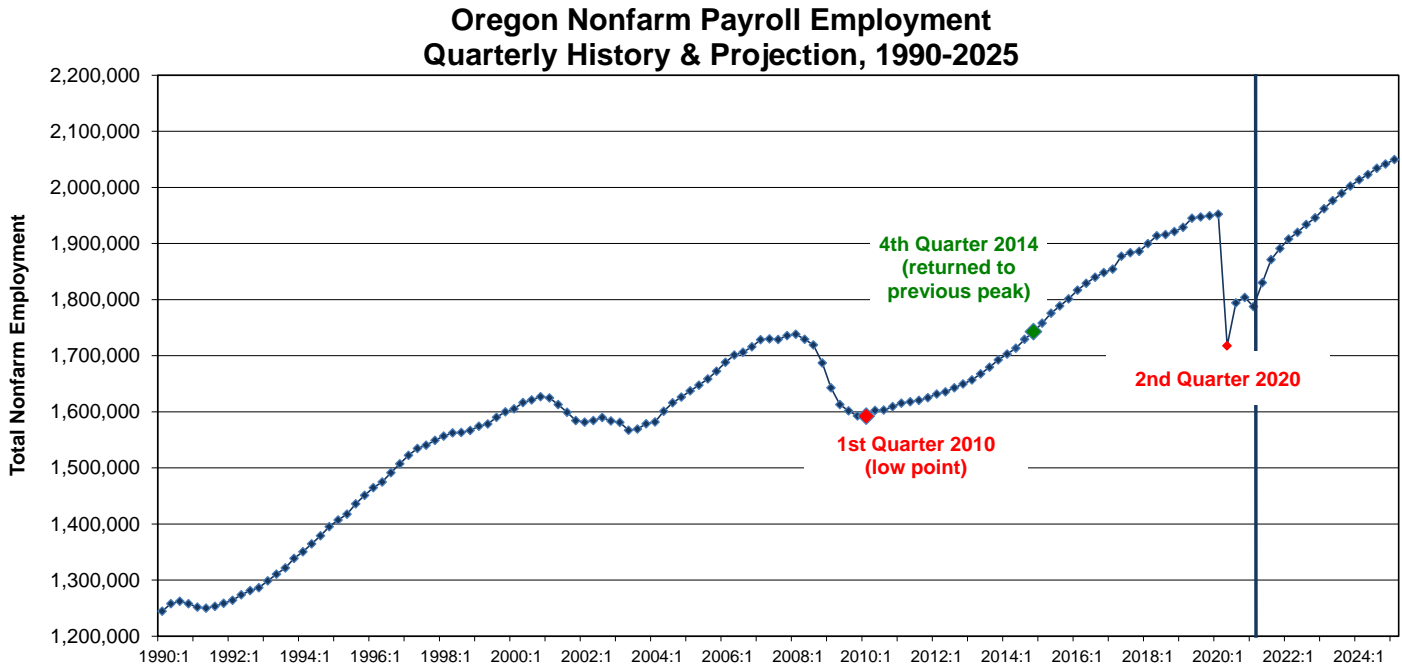
Total Ads Index (January 2015 = 100)



Source: The Conference Board Help Wanted OnLine™ (HWOL)



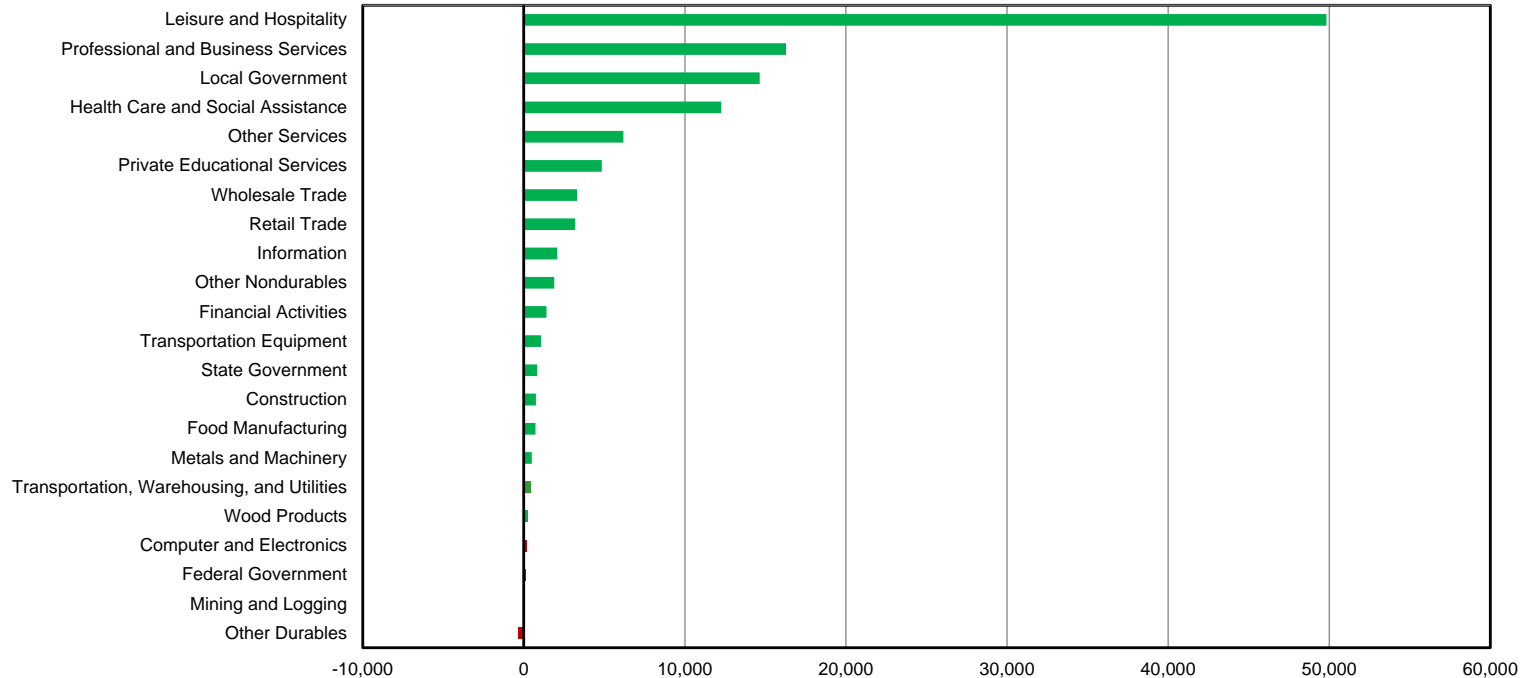
OEA expects that while the labor market remains in a deep hole today, a bit more than half of these lost jobs will be regained this year. The rest will be regained next year. Oregon's economy will return to full employment by early 2023.



Source: Office of Economic Analysis, Department of Administrative Services, March 2021

OEA expects Oregon to add about 120,500 jobs in the next 12 months.

Expected Job Changes by Industry Sector Over The Year (1Q 2021 - 1Q 2022)



Source: Oregon Employment Department analysis using Oregon Office Economic Analysis Forecast, March 2021





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ROGUE WORKFORCE
PARTNERSHIP

Workforce Board Meeting Presentation

April 30, 2021

Industry Sectors Updates



- **Advanced Manufacturing**
 - ▶ Running new RCC & Talent Maker City “Hands-on Career Exploration “appetizers” & on-ramp activities
- **Construction**
 - ▶ Identifying workforce demand needs/#s
 - ▶ Running new RCC & Talent Maker City “Hands-on Career Exploration “appetizers” & on-ramp activities
 - ▶ Coordinating sector leaders with wildfire disaster recovery efforts
- **Healthcare**
 - ▶ Caregivers - innovating to fill critical workforce shortage, in partnership with new OHA grant for on-call positions
 - ▶ Working with SOU, SOESD & Behavioral Health providers to create para-professional career pathways
- **Child Care / Early Learning**
 - ▶ Mapping out Skills Progression & Career Pathways
 - ▶ Identifying short & long-term solutions to address critical workforce shortages so we can reopen the economy
- **Natural Resources**
 - ▶ Identifying workforce demand needs/#s
 - ▶ Continuing to work on filling talent pipeline through communications campaign & new career “appetizers” & hands-on career exploration activities
 - ▶ Developing business plan/model with industry partners & SOREDI for scaling-up the new “Eco-Restoration Economy”
- **Technology**
 - ▶ Working with Technology Association of Oregon (TAO) to engage industry leaders
- **Transportation & Logistics**
 - ▶ Rolling out new Ford Family Foundation grant
 - ▶ Launching new recruitment video
 - ▶ Continuing to work on filling talent pipeline through communications campaign

Rogue Workforce Partnership

Vision

A strong regional economy and prosperous community fueled by skilled workers, quality jobs and thriving businesses

Mission

Create a demand-driven system that aligns the skills of workers to the needs of employers while improving career pathway accessibility

Strategic Road Map

2 overarching objectives & 5 strategies focus & guide us in our work together



Objectives & Key Results

- A draft set of RWP - OKRs is under development & will be further refined in the coming weeks
- These OKRs align to the RWP Strategic Road Map, with specific OKR's being developed for the 2 objectives & each of the 5 strategies & their teams
- A final draft version will be brought to the Workforce Board for review & adoption
- Click on this image → or link on the agenda to review the full document

ROGUE WORKFORCE PARTNERSHIP		Objectives & Key Results (Draft)	
Overarching OKRs			
Objective #1: Sector businesses grow through a workforce aligned to meet their needs			Objective Fulfillment: 0%
Key Results	# workers employed in targeted industry sectors increases by X% or # by 2025????	Progress: 0%	
	Total wages paid by targeted industry sectors increases by X% or # by 2025????	Progress: 0%	
	GDP of targeted industry sectors increases by X% and/or \$ amount by 2025 ????? (not sure if we can get this data)	Progress: 0%	
Objective #2: The Rogue Valley will be a leader in the reduction of poverty in the state and nation			
Key Results	Increase the average income of Rogue Valley to \$33,000 by 2025 ?????? (Should we delete or change to median wage?)	Progress: 0%	Objective fulfillment: 0%
	Increase the employment rate and wages gained relative to the cost of living of Rogue Valley		
	✦ For all of Rogue Valley		
	✦ For those on public assistance programs (e.g. Medicaid, TANF, SNAP, child care or housing assistance)		
Total Fulfillment Across Objectives			0%
Team Specific Objectives & Key Results			
A. Industry Sector Teams			
<i>(Advanced Manufacturing, Construction, Healthcare, Natural Resources, Technology, Transportation & Logistics)</i>			
Objective: # of workers employed in targeted industry sectors increases annually by X% or #			Objective fulfillment: 0%
Key Results	Increase total number of new job applicants into targeted industry sectors by 15-20% by January 2022	Progress:	
	Expand career exploration & training capacity by 15-20% by January 2022		
	Fill all current & new career exploration and training capacity by January 2022		
B. Reimagine Higher Education - Southern Oregon Education Leadership Council			
Objective: # of high school students transitioning into post-secondary education increased by X% or #			Objective fulfillment: 0%
Key Results	Create a "college and career access network" that will guide all learners in this region as they achieve their education and career goals - by _____ (insert date) .	Progress:	
	Create career "pathways" and "meta-majors" that will enable learners to move seamlessly and efficiently from high school to post-secondary education and employment – and ensure that they have the skills needed to succeed all along the way - by _____ (insert date) .		
	Create a system that guarantees admission to RCC and SOU for all students graduating from regional, accredited high schools with a GPA of 2.75 or higher - by _____ (insert date) .		

Rogue Workforce Partnership

Let's now focus on:

Equity & Holistic Focus

Strategic Road Map



Equity & Holistic Focus

A more in-depth presentation & dialogue

- What are the lessons from RCC's Southern Oregon Health Occupations & Poverty Elimination program in working with individuals coming from intergenerational poverty?
- What innovations & success are we experiencing in helping job/career-seekers to grow Personal Effectiveness & Essential Employability Skills?
- How do we best understand and address the impacts from Adverse Childhood Experiences & the need for Trauma Informed Care
- How do we address the disincentives for job retention & career advancement due to the public assistance "Benefits Cliff"?

SOHOPE



Southern Oregon Health Occupations & Poverty Elimination

- 6year, \$23,317,204* grant from US Department of Health & Human Services
- For those on Temporary Assistance for Needy Families (*TANF*) & other low-income individuals (*185% of poverty*)
- Provides career pathway education & training in healthcare occupations
- Provides local healthcare industry with well-trained workers to meet labor shortages in high demand occupations
- <https://go.roguecc.edu/departments/southern-oregon-hope/southern-oregon-hope>

* *RCC has not spent their full annual allotment in any year due to challenges in grant constraint limits imposed by USHHS*

SOHOPE Program Model

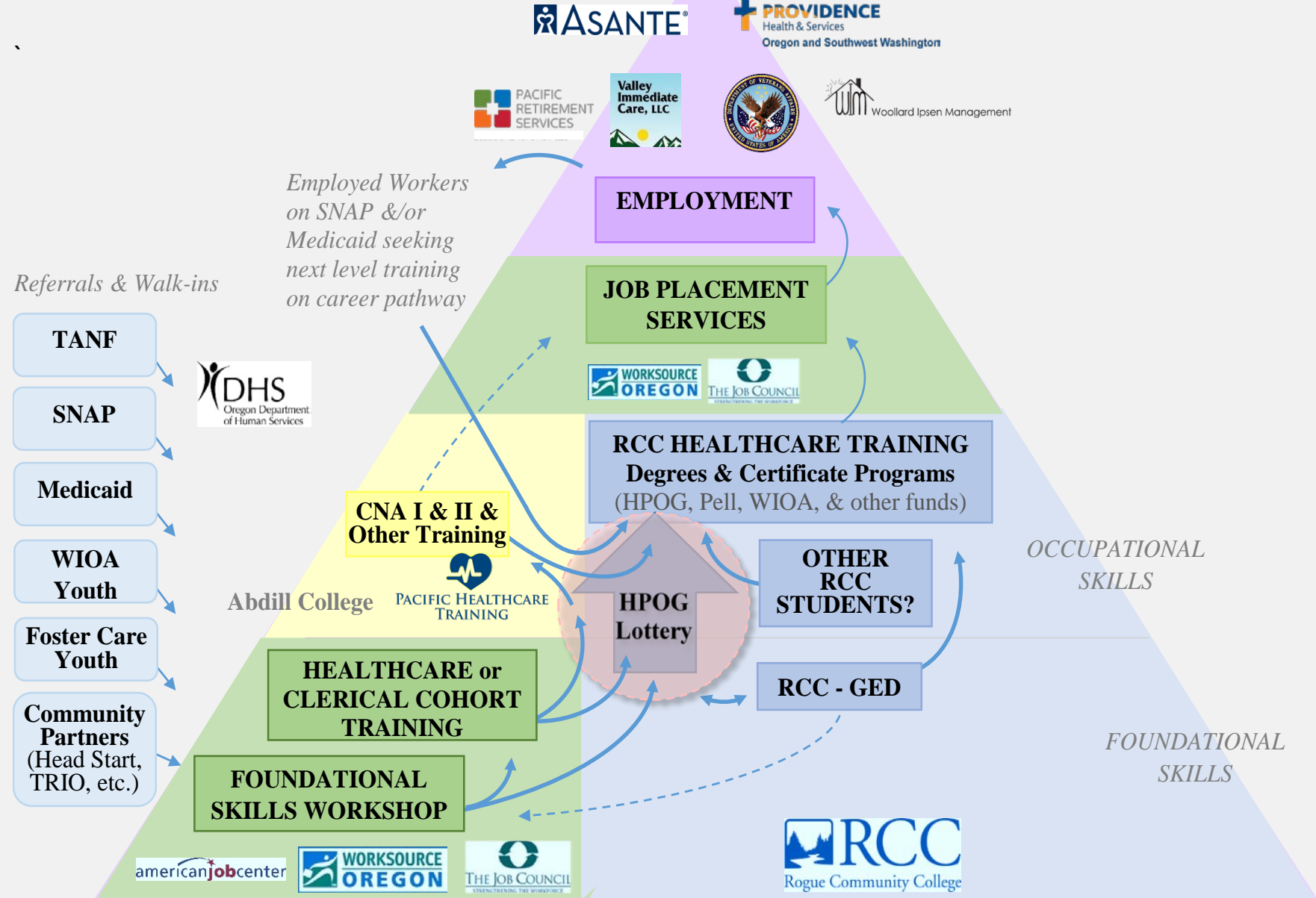
- Address barriers of poverty that keep individuals from accessing quality healthcare training
- Training in:
 - Emergency Medical Technician (EMT)
 - Traditional Health Worker
 - 1) Peer Support Specialist
 - 2) Community Health Worker
 - Pharmacy Technician
 - Phlebotomy
 - Medical Administrative Assistant
 - Medical Assistant
 - Nursing Assistant (CNA1)
 - Certified Nursing Assistant II (CNA2)
- Provides:
 - Wrap-around case management support utilizing regional, community-based organizations
 - Support intensive case management to address problems keeping students from completing training
 - Offset for transportation & childcare costs, when participants are eligible

SOHOPE

Skills Pyramid & Customer Flow

- Integrating foundational skill-building in with occupation specific training
- Building-in next level training opportunities on a career pathway, creating steps to self-sufficiency
- Linking job placement & employment

Rogue Valley - Skills Pyramid & Customer / Student Flow Chart Healthcare Sector



SOHOPE- Demographics

Subsidies at Intake

Homeless	4%
WIC	25%
TANF	23%
SNAP	73%

54% Single Parents

45% Have been employed

Gender

Female	85%
Male	15%

Age

Average 29yrs

Ethnicity

African American	2%
Pacific Island	1%
Asian	3%
White	67%
Native American	7%
Latinx	19%

SOHOPE Outcomes

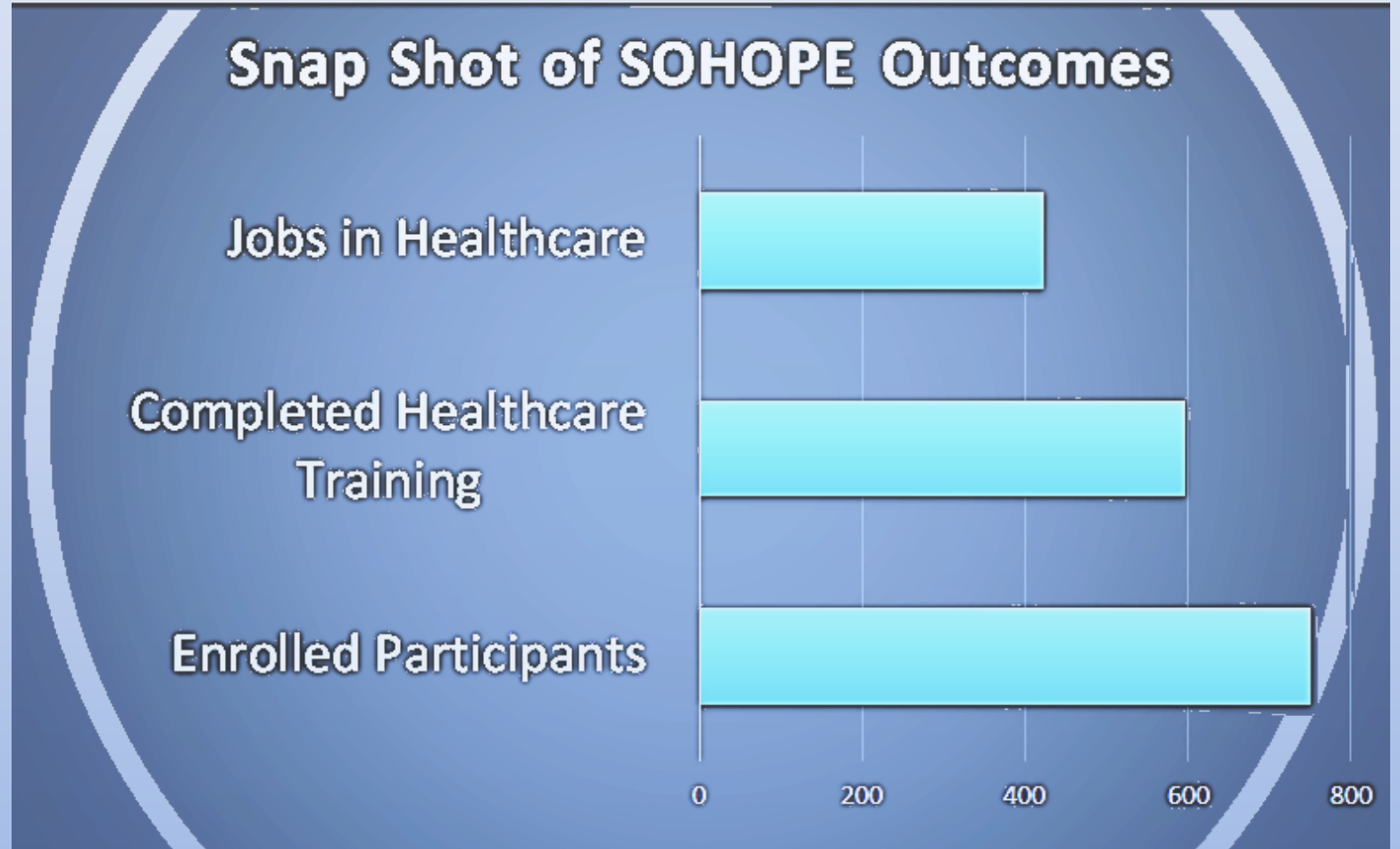
Total #s Served: 763

\$3.51/hr. Wage Increase

96 Medical Assistants

74 Nursing Assistants

65 Nursing Assistant 2's



Big Picture Take-Aways

➤ Recruitment Strategies Matter

➤ Reaching Goals Takes Time



➤ National Data and Regional Impact Differ

➤ Building Teams Is Energy Well Spent

Our Next Innovations to Grow Personal Effectiveness & Essential Employability Skills

The following 11 slides were presented to Oregon's Workforce & Talent Development Board in June 2020

They're presented here to provide an overview of the innovations we're pursuing in this arena

(clickable weblinks are embedded on the images to provide access more detailed background information)

See the WTDB final report: [WTDB Report: Essential Employability Skills, Needed Now More Than Ever](#)

ROGUE VALLEY

ESSENTIAL EMPLOYABILITY SKILLS

PRESENTATION TO THE OREGON WORKFORCE & TALENT DEVELOPMENT BOARD

ESSENTIAL EMPLOYABILITY SKILLS TASKFORCE

JUNE 30, 2020





	Beginning (1)	Developing (2)	Progressing (3)	Advanced (4)
Reliability	Regularly misses class and/or deadlines. Individual cannot be relied upon to follow-through on commitments.	Individual is inconsistently reliable. Attendance can be sporadic. At times, individual shows potential and initiative.	Attendance and follow-through is consistent. Individual is self-motivated and can be relied upon regularly.	Contributes substantially to learning process both by "showing up" and by encouraging and challenging others to fully participate.
Collaboration	Rarely exhibits a cooperative interested attitude towards teamwork.	Is a cooperative team member but requires motivation to collaborate and function at a higher level.	Actively participates well in a team environment. Individual shows initiative and develops win-win solutions.	Functions at a very high level as a team player. Is very skilled as team leader in collaboration and handling team conflict/ disagreement.
Communication	Does not listen and or unable to summarize key elements of verbal and nonverbal communication. Does not clearly express thoughts verbally and nonverbally.	Offers "safe" answers to simple questions and occasionally volunteers a response. Individual is beginning to develop organized and appropriate verbal and nonverbal responses.	Communicates effectively (both verbally and nonverbally). Actively listens to others without interruption. Individual contributes to class discussion by offering thoughts, opinions and asking appropriate questions.	Skilled at creating an open environment that encourages the flow of information. Verbal and nonverbal communication conveys both substance and intent with high accuracy.
Respect	Does not respect other's rights, ideas, opinions and diversity of others.	Developing respect of other's rights, ideas, opinions and diversity of others.	Demonstrates respect of other's rights, ideas, opinions and diversity of others.	Respects the rights, ideas, opinions and diversity of others. Encourages others to express viewpoint without judgement.

	Beginning (1)	Developing (2)	Progressing (3)	Advanced (4)
Professionalism	Individual does not take personal responsibility for appearance, behavior, actions, or verbal communication.	Shows inconsistent evidence ability to manage their behavior or actions, appearance, or verbal communication.	Individual takes personal responsibility for their appearance, verbal communication, behavior or actions.	Accepts full responsibility for own appearance, behavior and actions. Individual is a leader and role model in opportunities in helping classmates monitor and progress in their behavior, communication, and behavior skills.
Attitude	Regularly displays a negative attitude. Is often perceived as pessimistic, self-centered and/or discouraging.	Attitude occasionally fluctuates between positive/encouraging to negative/pessimistic.	Makes a positive impression to those around them. Creates and sustains an attitude that encourages others to do their best.	Demonstrates a positive and encouraging attitude even in the face of adversity. Leads as a role model in shows empathy and compassion towards others.
Problem Solving	Does not attempt to identify, describe, or solve the problem	Individual primarily depends on others to solve problems and identify possible solutions.	Find multiple ways to solve a problem and share the strengths and weaknesses of a solution with a variety of audiences.	Individual is a leader that can plan and organize work, reason and make objective judgments, and keep their mind on several parts of their job.



CREATING A “DEMAND / PULL” SYSTEM FOR ESSENTIAL EMPLOYABILITY SKILLS

Students & Job/Career-Seekers

- High-School Students
- College Students
- Post Secondary Trainees
- Job/Career Seekers

Education & Workforce Partners

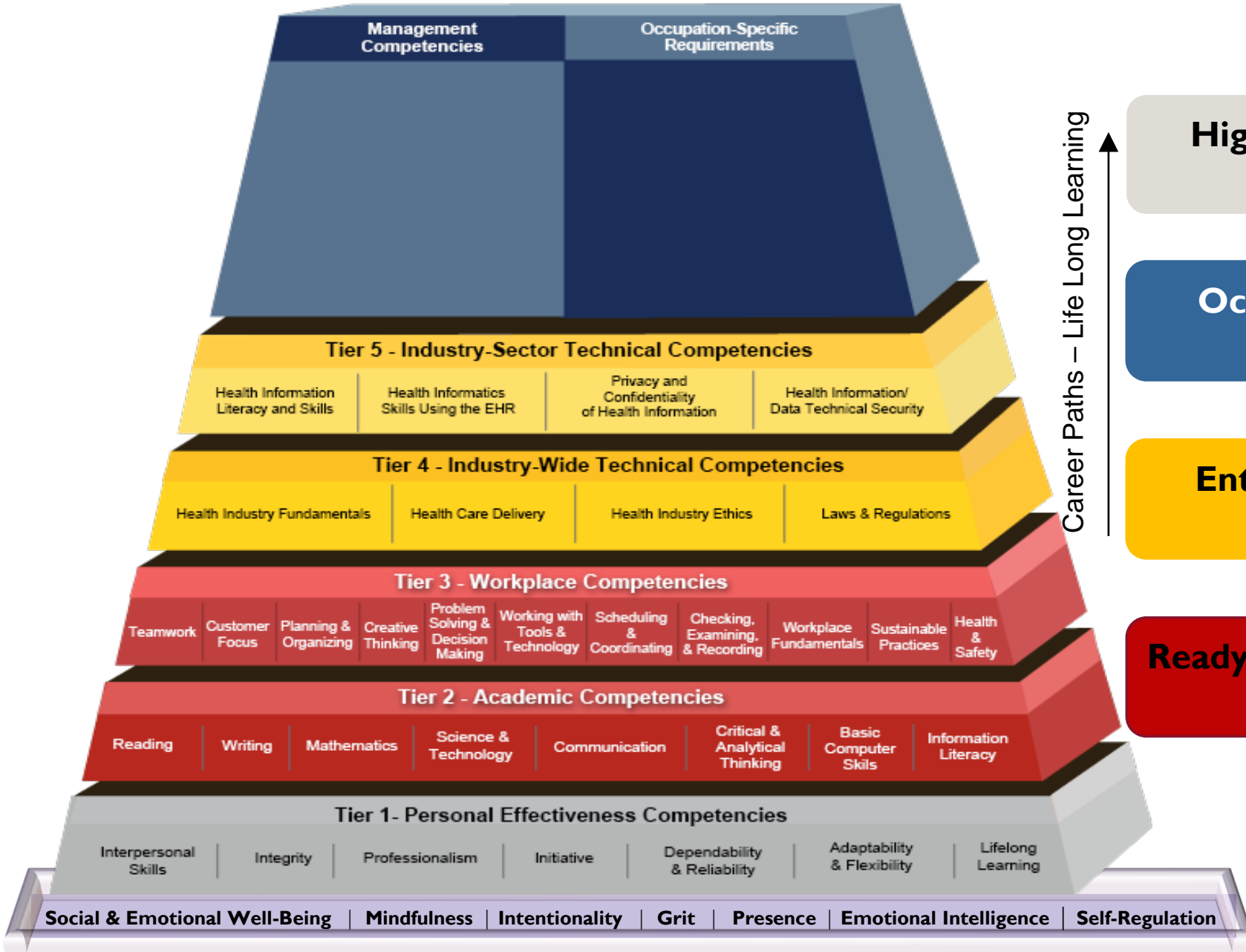
- All K-12 School Districts
- Rogue Community College
- Southern Oregon University
- Private Post-Secondary Trainers
- WorkSource Rogue Valley

Targeted Industry Sector Companies

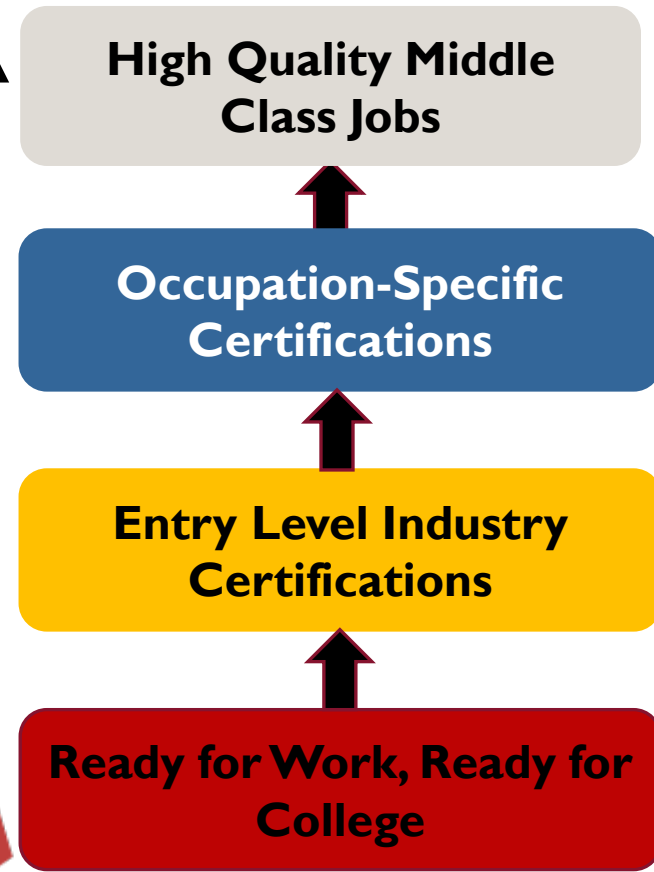
- Advanced Manufacturing
- Healthcare
- Construction
- Information Technology
- Transportation & Logistic
- Forestry / Woodland Firefighting

Business - Education Partnership

HEALTHCARE SKILLS PYRAMID



Career Paths – Life Long Learning



Modified from USDOL Career One Stop
<https://www.careeronestop.org/CompetencyModel/competency-models/electronic-health-records.aspx>

← Our region added this foundational layer

DEVELOPMENTAL ASSETS & RESILIENCE TOOLS HAVE BEEN WITH US SINCE THE 1990'S



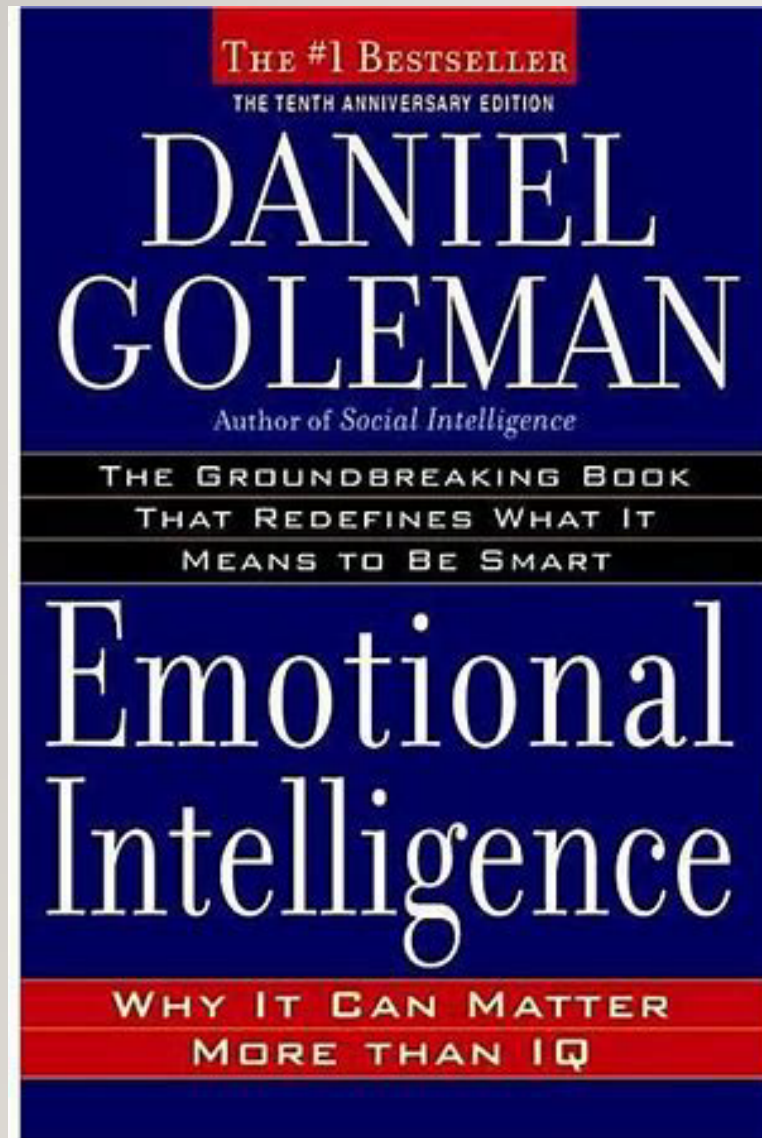
Developmental Assets

Since 1990, Search Institute's research-based Developmental Assets® framework has become one of the foundational frameworks in positive youth development and the most frequently cited and widely utilized in the world.

www.fosteringresilience.com

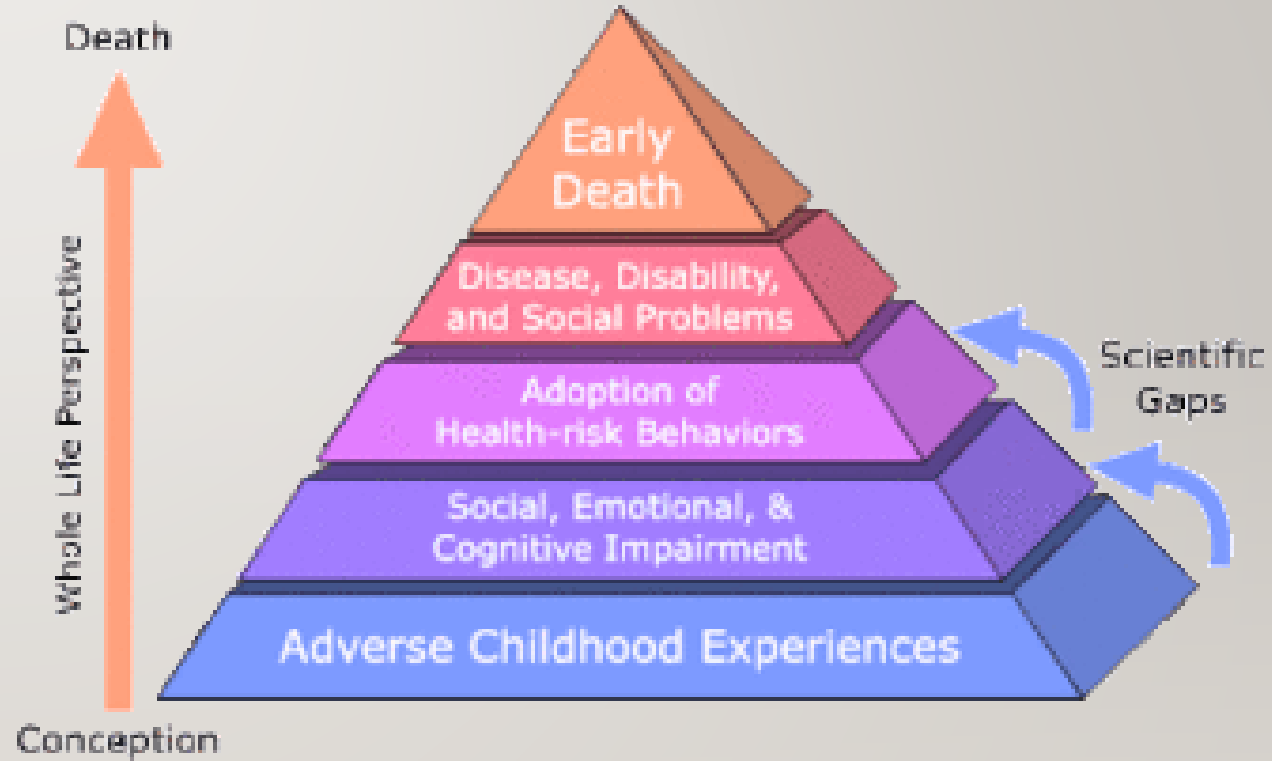
Fostering
Resilience, Building
Resilience in
Children and
Teens--Dr. Kenneth
Ginsburg





EMOTIONAL
INTELLIGENCE
WENT
MAINSTREAM IN 1995

Applying the understanding of
Adverse Childhood Experience &
Trauma Informed Communities
first started in 2011

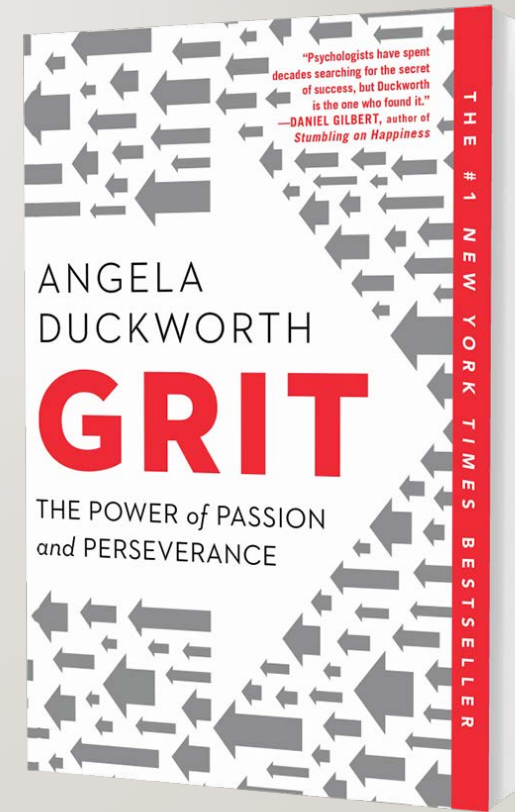


The ACE Pyramid represents the conceptual framework for the ACE Study, which has uncovered how adverse childhood experiences are strongly related to various risk factors for disease throughout the lifespan, according to the [Centers for Disease Control and Prevention](#).^{[5][6]}

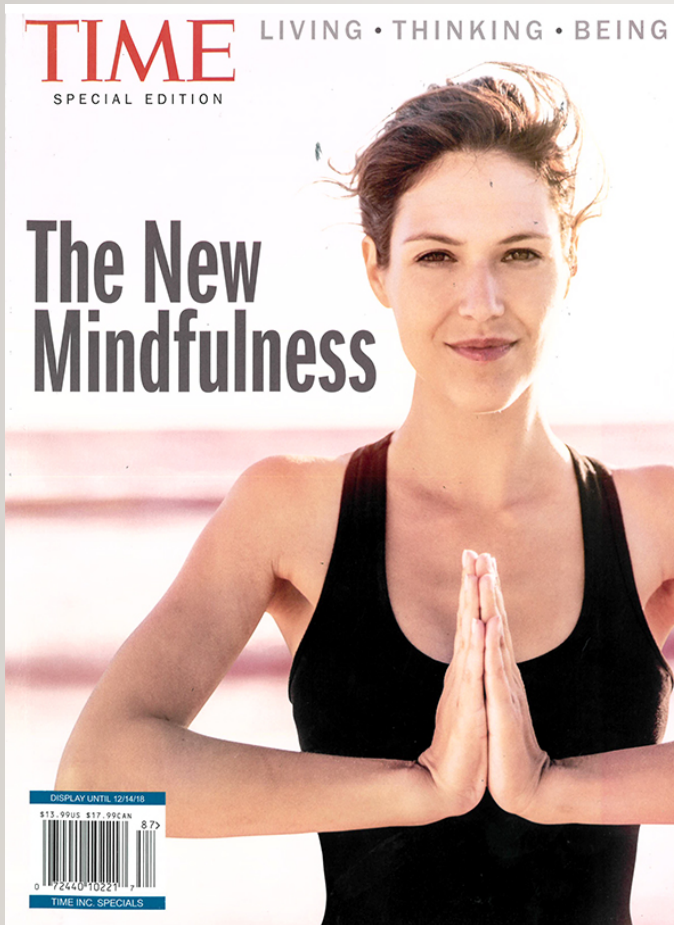


Grit: the power of passion and perseverance
Angela Lee Duckworth

6,625,167 views • May 9, 2013



GRIT WENT MAINSTREAM IN 2013-2016



MINDFULNESS WENT MAINSTREAM IN 2014 & 2018

NOW OFFERING INNOVATIVE OPPORTUNITIES TO GROW PERSONAL EFFECTIVENESS SKILLS

- Mindfulness Coaching & Seminars / Webinars - [Evolutionary Consulting](#)
- Personal Effectiveness Seminars - [Wings](#)
- Accessing Self-Awareness, EQ, Compassion, Curiosity & Confidence - [Inner Guide Expeditions](#)
- Using [Adverse Childhood Experiences](#) and [Resilience](#) tools with our Southern Oregon Success cradle-to-career initiative partners to foster personal growth & well-being

PRESENTATION TEAM

- [Dana Shumate](#) - *Business/Education Partnership Coordinator, Rogue Workforce Partnership - dana@rogueworkforce.org*
- [Jeannette Trumm](#) - *Director of Human Resources, Dutch Bros Coffee - jeannette.trumm@dutchbros.com*
- [Casey Alderson](#) - *Director of Human Resources, Secondary Teaching and Learning , and Athletics at Three Rivers School District - casey.alderson@threerivers.k12.or.us*
- [Jim Fong](#) - *Executive Director, Rogue Workforce Partnership - jim@rogueworkforce.org*

Growing Essential Employability & Personal Effectiveness Skills

Concept / Theory of Change

Provide innovative experiential experiences that catalyze & cultivate self-development, mindset, grit, etc. skills in individuals

Services

▶ Empower / Evolutionary Consulting

- 1-on-1 Coaching
- Short Webinars/Seminars on Essential Employability Skills, Mindfulness, Coping & Self-Care

▶ Wings Seminars

- Work/Life Success - 2 day
- Well-Being - 4 day

The screenshot shows the homepage for Empower, a company focused on transformational life coaching and workshops. The header includes the company logo and navigation links for 'Meet the Team', 'Workshops', 'Coaching', 'Empower My Organization', and 'View Event Cart'. The main visual is a graphic of two human profiles facing each other, with colorful dots and a rocket-like shape inside their heads, symbolizing thought and growth. Below this is a featured section for 'The LaunchPad Virtual Series', which offers a series of six workshops on highly-trainable soft skills. A video player shows a woman speaking, with a 'Watch on YouTube' button.

The screenshot shows the homepage for Wings Seminars, with the tagline 'Life Out of the Box'. The header features the logo and navigation links for 'Professional Seminars', 'Personal Seminars', 'Online Seminars', 'Resources', 'Donate', 'About Us', and 'Calendar'. The main banner image shows a person's arms outstretched in a field of flowers, with the text: 'Imagine getting out of your own way. Catching fire with inspiration and clarity. Becoming fiercely, authentically, and completely you.' A 'GET STARTED WITH US' button is overlaid on the image. Below the banner are three service cards: 'Online Seminars' (Live facilitation for experiential learning), 'Professional Development' (Make the most of your career), and 'Personal Growth & Well-being' (Make a commitment to yourself). Each card has a 'LEARN MORE' button. At the bottom, there is a video player titled 'Welcome to Wings Seminars' showing a woman speaking.

Our Approach

Healthcare Skills Pyramid



- Leaders & Staff experience the work & its benefits 1st
- Then offer coaching & webinars to customers
- Playing Simon's Sinek's "The Infinite Game"

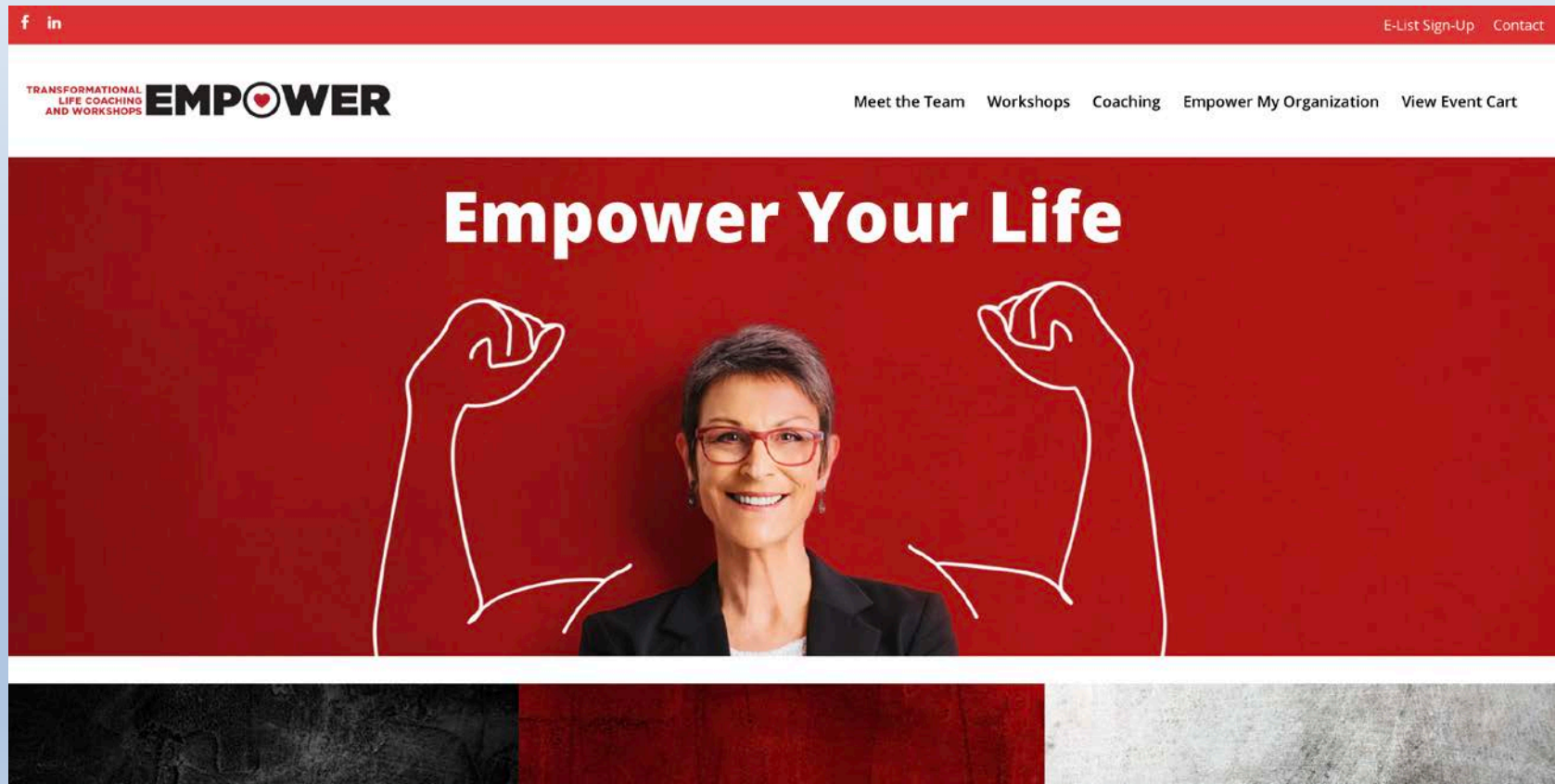


Healthcare Skills Pyramid



Empower Coaching & Training

www.OregonEmpower.com



Creating a Learning Community

Working with Oregonians who are unemployed or considering a career change, Evolutionary Consulting provides individual coaching and virtual workshops on:

- Essential Employability Skills
- Problem Solving
- Collaboration and Communications
- Mindfulness

Additionally, leadership workshops are offered for staff.

July - March



83

Coaching Packages - Participants
unduplicated number of participants receiving individualized coaching



350

Workshop - Participants
duplicated number of participants attending a virtual live workshop

115

Workshops - Staff
duplicated number of staff attending a virtual live workshop

554

Mindful Minutes
duplicated number of participants and staff attending a weekly 15 minute mindfulness broadcast

Testimonials

"The LaunchPad classes were a breath of fresh air for me. It was eye-opening to see so many different attitudes and opinions on these topics. Trisha is the perfect person to lead these sessions. She was great at being able get people to participate, but at their own pace with no pressure. The classes are stress free as well as educational. I wish I had known about the LaunchPad series while I was looking for work last year.

I was skeptical about taking the Life Coaching sessions offered to me. I'm one of those guys that always thought "I don't need that, I've got it all figured out". I am so blessed that I listened to my wife's advice and signed up for the Life Coaching. Tiffany was beyond understanding and supportive. Being able to talk with someone and map out a plan of action for myself moving forward was like a weight being lifted off my shoulders."

JB, WSRV Career Coach 2021

Testimonials

"Coaching with Tiffany has been a very powerful experience in my life. Tiffany has been very beneficial to me in our sessions by being there to respectfully listen to everything I was thinking and feeling. In addition to listening, Tiffany helped to equip me with the tools and resources that I needed to deal with challenges in my life and work out what I really want and need from these situations. Tiffany guided and supported me in creating action steps for positive progress in my life challenges. She provided post-session emails that were extremely helpful for reviewing my action steps from our meeting. I have also gained great benefit from participating in Tiffany's weekly Mindfulness Broadcast, resulting in a greater sense of peace in my life. I am confident that I will continue to use what I have learned from my coaching with Tiffany for years to come."

MS, WSRV participant 2020

Success Stories

What's Working for Who & Why



2020-12-19

Click to view PowerPoint → [Public Assistance Offset Program.pptx](#)

A stylized illustration of a person falling off a cliff. The person is depicted in a reddish-brown color, falling away from a dark red cliff edge. Several small, dark red diamond shapes are scattered around the person, suggesting motion or falling debris. The background is a light blue gradient.

Falling off the
benefits cliff
one step forward — two steps back

THE PUBLIC ASSISTANCE OFFSET PROGRAM

An innovative employment focused approach
toward eliminating the benefits cliff

January 2020

Equity & Holistic Focus

A more in-depth presentation & dialogue

- What are the lessons from RCC's Southern Oregon Health Occupations & Poverty Elimination program in working with individuals coming from intergenerational poverty?
- What innovations & success are we experiencing in helping job/career-seekers to grow Personal Effectiveness & Essential Employability Skills?
- How do we best understand and address the impacts from Adverse Childhood Experiences & the need for Trauma Informed Care
- How do we address the disincentives for job retention & career advancement due to the public assistance "Benefits Cliff"?

Rogue Workforce Partnership

Let's now focus on:

Reimagine WorkSource
Rogue Valley

Reimagine Higher
Education

Strategic Road Map

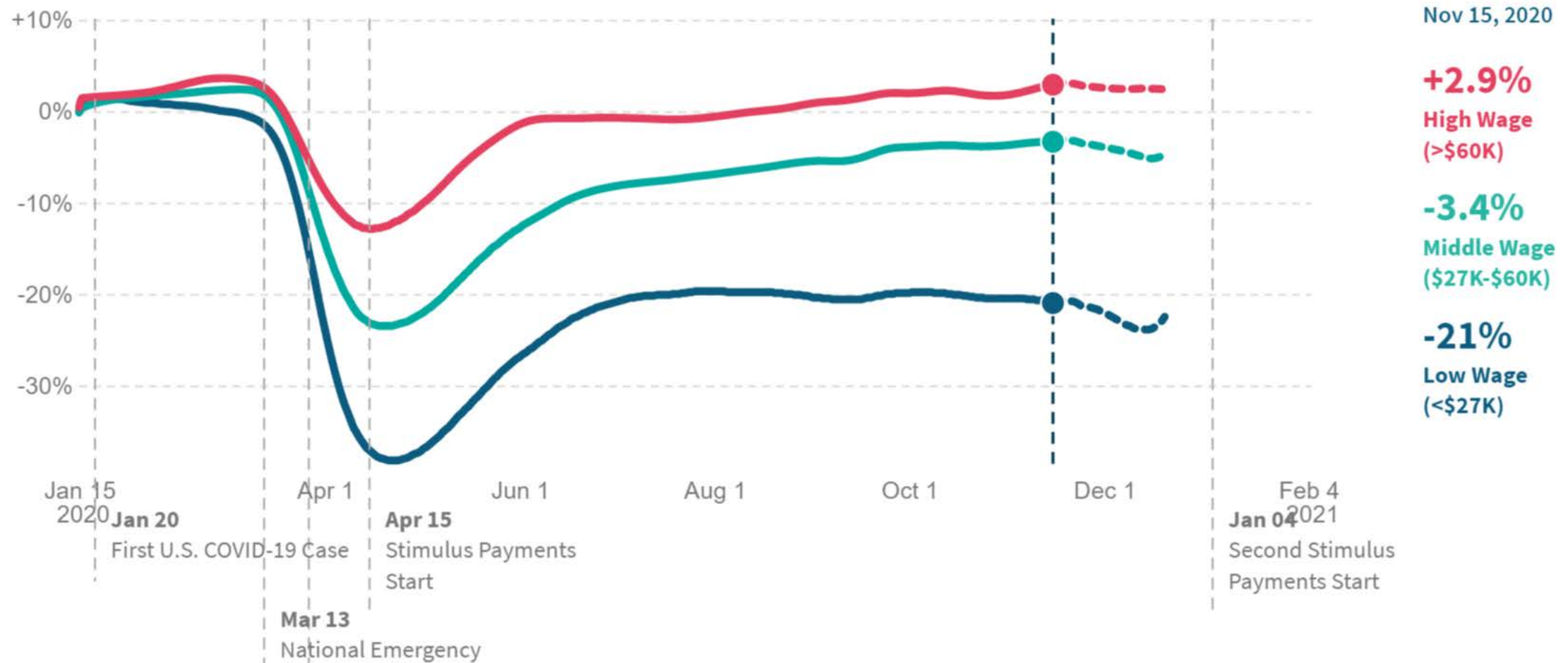


Responding to the Realities of the COVID-19, Wildfire Disaster & Long-Term Demographic / Labor Market Trends

- ✓ In the midst of COVID-19, industry partners can't fill their open positions
- ✓ We're partnering to innovate & meet the needs of all workers, especially low-wage/low-skill, & fill the talent pipeline needs of industry partners
 - ▶ Marketing & Outreach to Job/Career-Seekers of All Ages
 - ▶ Creating New Career "Appetizers" & On-Ramps
 - ▶ Building New Training Capacities
 - ▶ Creating "Earn & Learn" / "Next Generation" Apprenticeships ala' [Switzerland](#) & [Colorado](#)
 - ▶ Equity & Holistic Focus

Percent Change in Employment*

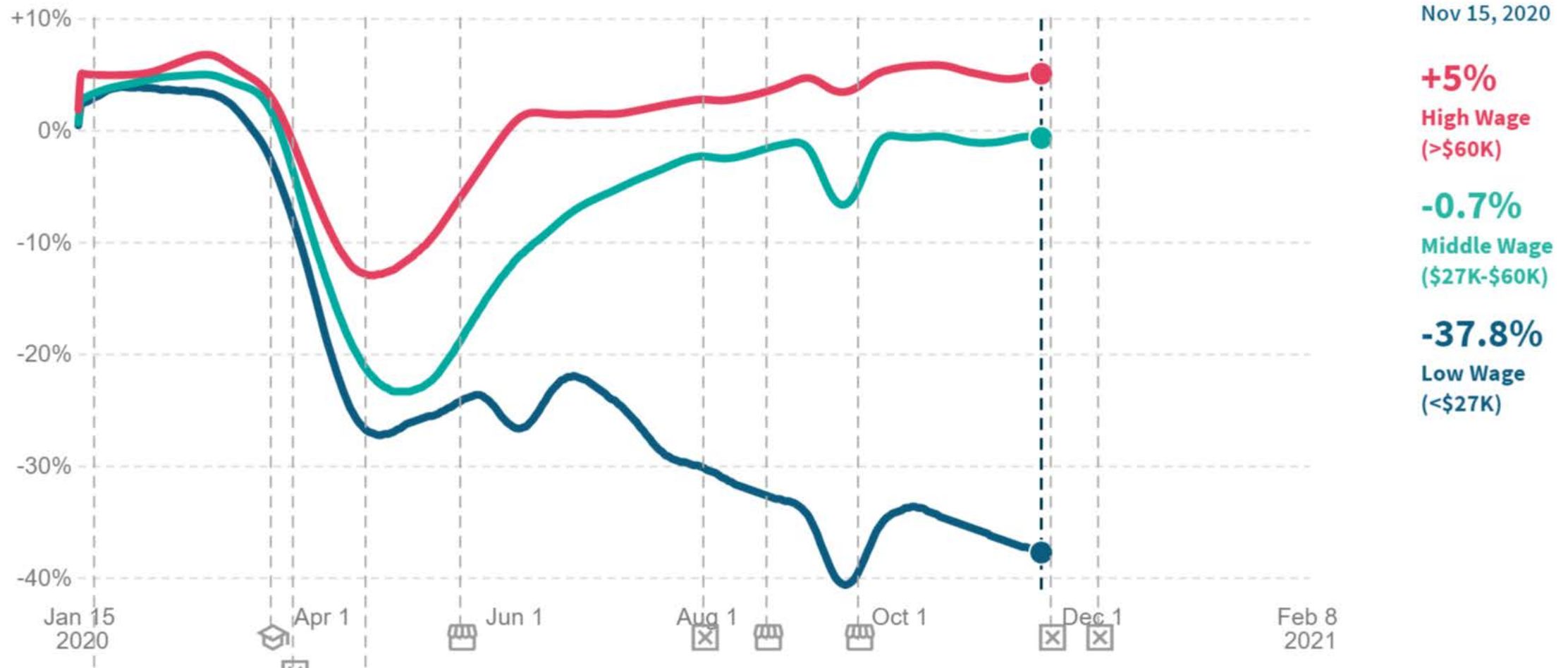
In **the United States**, as of **November 15 2020**, employment rates among workers in the bottom wage quartile **decreased** by **21%** compared to January 2020 (not seasonally adjusted).



COVID-19 has disproportionately impacted low-wage, low-skilled workers across the nation

Percent Change in Employment*

In **Oregon**, as of **November 15 2020**, employment rates among workers in the bottom wage quartile **decreased** by **37.8%** compared to January 2020 (not seasonally adjusted).



And Oregon's Low-Wage Workers Need Even More Help

Rogue Careers Website

- Stronger links / partnerships keep growing with K-12 school districts, post-secondary training & industry partners
- Website launch January 2021
<https://roguecareers.org/>
- Highlights our region's targeted industry sectors
- With links to:
 - Career Planning Tools
 - RCC, SOU & Other Training Providers
 - WorkSource Rogue Valley
 - Job Listings
 - Company Hiring Links

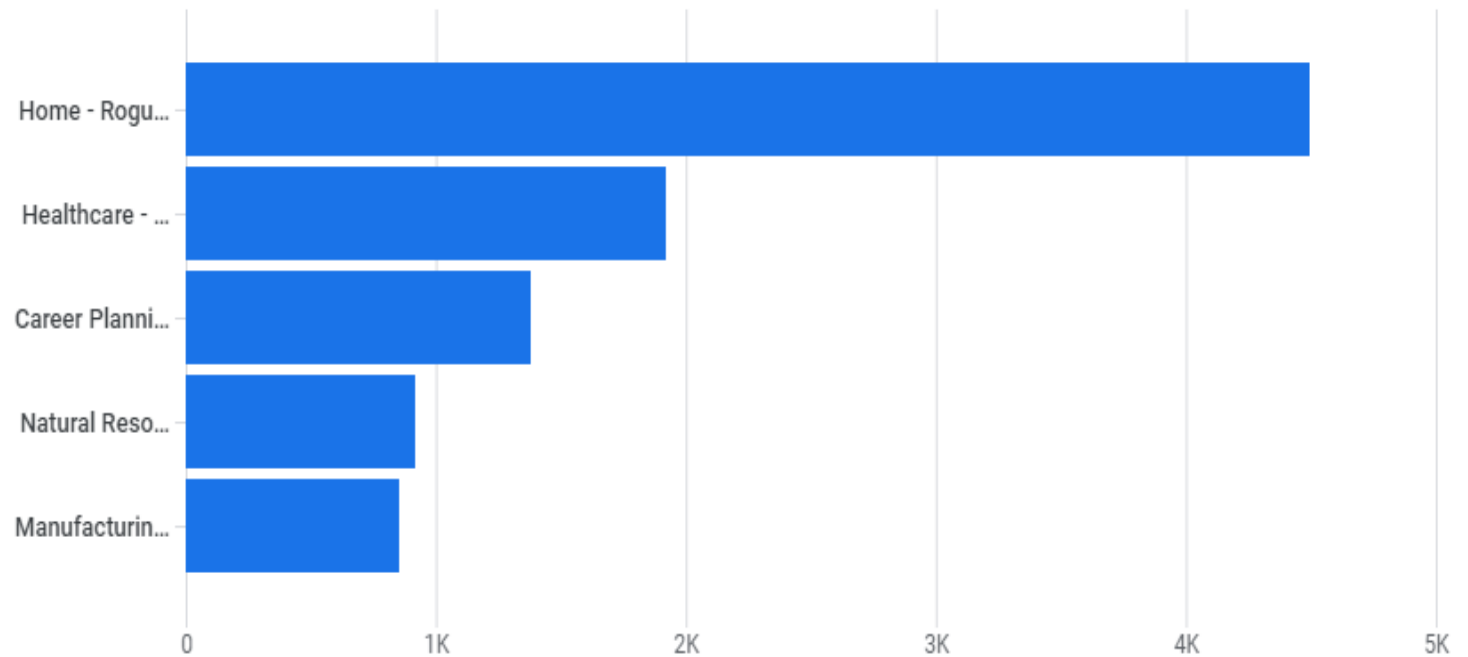
The screenshot displays the Rogue Careers website homepage. At the top left is the logo for Rogue Careers. The main header features a group of diverse healthcare professionals with the text "HEALTHCARE Beyond Stethoscopes and Blood Draws" and "Rogue Community Health, Medford". Below this, a section titled "Work in a High Demand Field" explains that healthcare workers are in high demand due to demographic shifts and increasing medical needs, noting that there are over 400 occupations in the field, many of which do not require a college degree. Two statistics are presented: an average annual low wage healthcare income of \$30,738 and an average annual high wage healthcare income of \$131,169. The lower portion of the page is a collage of six industry-specific career pages: Construction Careers (featuring a construction worker in a hard hat and mask), Manufacturing Careers (featuring a woman in a hard hat), Natural Resources (featuring a worker in a hard hat and safety gear), Technology Careers (featuring a man with a laptop), Transportation Careers (featuring a man in a hard hat next to a red vehicle), and Child Care and Early Learning Education Careers (featuring two young children).

Website Analytics

- Feb 1 through April 22
- Marketing Campaigns help to drive visitors
- Career Planning impacted by collaboration with schools

Top 5 Visited Pages

Views by Page title and screen class



Marketing & Outreach to Job/Career-Seekers of All Ages



KOBI & KTVL Partnerships

<https://www.youtube.com/channel/UCGGlg9wkOI5tLiXrpxCnTOG>

Social Media Posts, Google Ads, Facebook, Instagram, Youtube



<https://www.instagram.com/roguerecareers/>



<https://www.facebook.com/RogueCareers/>

Emails to 11,000 receiving Unemployment Insurance

Social Media Analytics



- This is brand new, just started in January / February - just a quarter's worth of data
- We're reaching people we haven't before & we're starting to collect/analyze data
- **Demographics:**
 - Women 75% + primary group is 35-44, with 25-34 and 45-54 slightly behind
 - Men 24% + evenly spread across age groups from 25-64, with 25-34 strongest
- **Campaigns to date:**
 - **Talent Maker City:** 1247 reached on social media, 11,323 via email (20% opened)
 - **RCC Construction Training:** 1350 reached on social media, 11,349 via email (25% opened)

Social Media Analytics

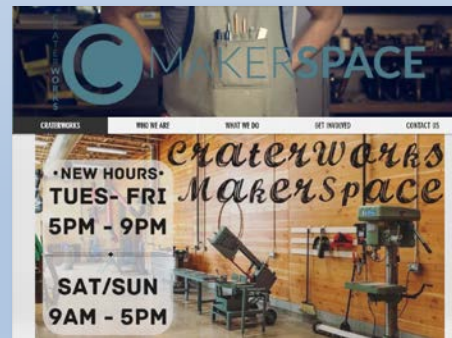


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Creating New Career “Appetizers” & On-Ramp Events

Hands-On Career Exploration Workshops

- Talent Maker City [Career Exploration Workshops](#)
 - Intro to Solar & Electric
 - Intro to Carpentry: Skill Builder
 - Intro to Carpentry: Skill Build(h)er
 - Intro to CNC & Basic Electrical
 - Woodshop Tool Orientation
- CraterWorks
 - Being Developed
- High Schools & Future MURA Regional Facility
 - Project Youth + and Medford School District – Paid Internships
- Rogue Community College 2-Day Sessions
 - Introduction to Welding Fundamentals
 - Introduction to Manufacturing & Design



Hands-On Career Exploration Workshops

Wondering if a career as a welder is right for you? Curious about advanced manufacturing? Now's your chance to try two of the most popular classes at RCC's High Tech Center - FREE!

If you have lost your job to COVID or the Wildfires, or are simply looking to start a new career in a high-demand field, we invite you to spend a few hours with us – it could change your life!

Rogue Community College, in partnership with Rogue Careers and WorkSource Rogue Valley, is offering a series of **FREE** workshops to qualified **job seekers** to provide practical, hands-on career exploration and exposure to viable careers pathways in the welding and manufacturing industries.

Funding for these workshops was made possible through the United States Department of Labor's Disaster Recovery Dislocated Worker Grants # DW-34815-20-60-A-41; DW-35801-21-60-A-41.



Photo by Rogue Community College

Introduction to Welding Fundamentals

Instructor: Anthony Knight

Location: RCC Table Rock Campus, White City

Course Description: Introduces basic steel welding for those in the industry and construction trades, or fabrication enthusiasts. Produce industry-quality welds using GTAW, GMAW and FCAW. Short study of welding code, destructive testing of welds, layout and fabrication practice, shop math and welding safety. Capstone: layout and fabrication of industry quality fabrication projects using shearing and forming. All materials and safety gear will be provided. **Choose one of two sessions.**

Session 1: Friday, April 30 from 5pm - 7pm & Saturday May 1 from 9am - 4pm.

Session 2: Friday, June 4 from 5pm - 7pm & Saturday June 5 from 9am - 4pm.

Limit: (12) participants per workshop

Introduction to Manufacturing & Design

Instructor: Charles Thomas

Location: RCC Table Rock Campus, White City

Course Description: This course serves as an introduction to manufacturing and hands-on skills training. The course is designed to develop an understanding of various manufacturing processes, materials and possible career opportunities in manufacturing related disciplines. The course will include an orientation to the use of personal computers in manufacturing and various industry standard software programs, recognize various processes and machinery and product design concepts. All materials and safety gear will be provided.

Session 1: Friday, May 14 from 5pm - 7pm & Saturday May 15 from 8am - 4pm.

Limit: (12) participants

***Students must register for sessions in advance.** Registration is done through WorkSource Rogue Valley here:

English: <https://bit.ly/3ndibCC> | **Español:** <https://bit.ly/3en8GN6>

For more information contact the RCC Continuing Education & Workforce Development department at 541-956-7303.

WorkSource Rogue Valley



-
- Closed to the public in March 2020
 - Almost all Oregon Employment Department staff trained/reassigned to process huge backlog of Unemployment Insurance claims; Other partner staff providing minimal career/training services
 - Just handfuls of customers per month calling to request training scholarships - mostly CNA & CDL
 - 1st region in the state to partially reopen – *for those customer unable to access services virtually*
 - Working now to be 1st region in state to fully reopen
 - Leading statewide effort to use new infrastructure for virtual service delivery - Podium
 - Launching “Reimagining WorkSource Rogue Valley” work
 - Applying Lean, Systems Thinking & Human-Centered Design tools do redesign the customer experience

WorkSource Rogue Valley Customer #s

- The number of Job/Career-Seekers seeking services is beginning to increase
- Includes participants served with funds from:
 - WIOA Title IB Adult, Dislocated Workers, Youth
 - Title III / Wagner-Peyser
 - DHS- SNAP Employment & Training funded through Oregon Employment Department
- Other program partner services #'s being compiled (Title II/ABS, DHS-JOBS, VRD, Commission for the Blind, etc.)
- Includes new participants served & carry-over from prior year



Title IB & Title III

Snapshot of # Customers Served



January 2020	June 2020	January 2021	March 2021
350	11	56	80

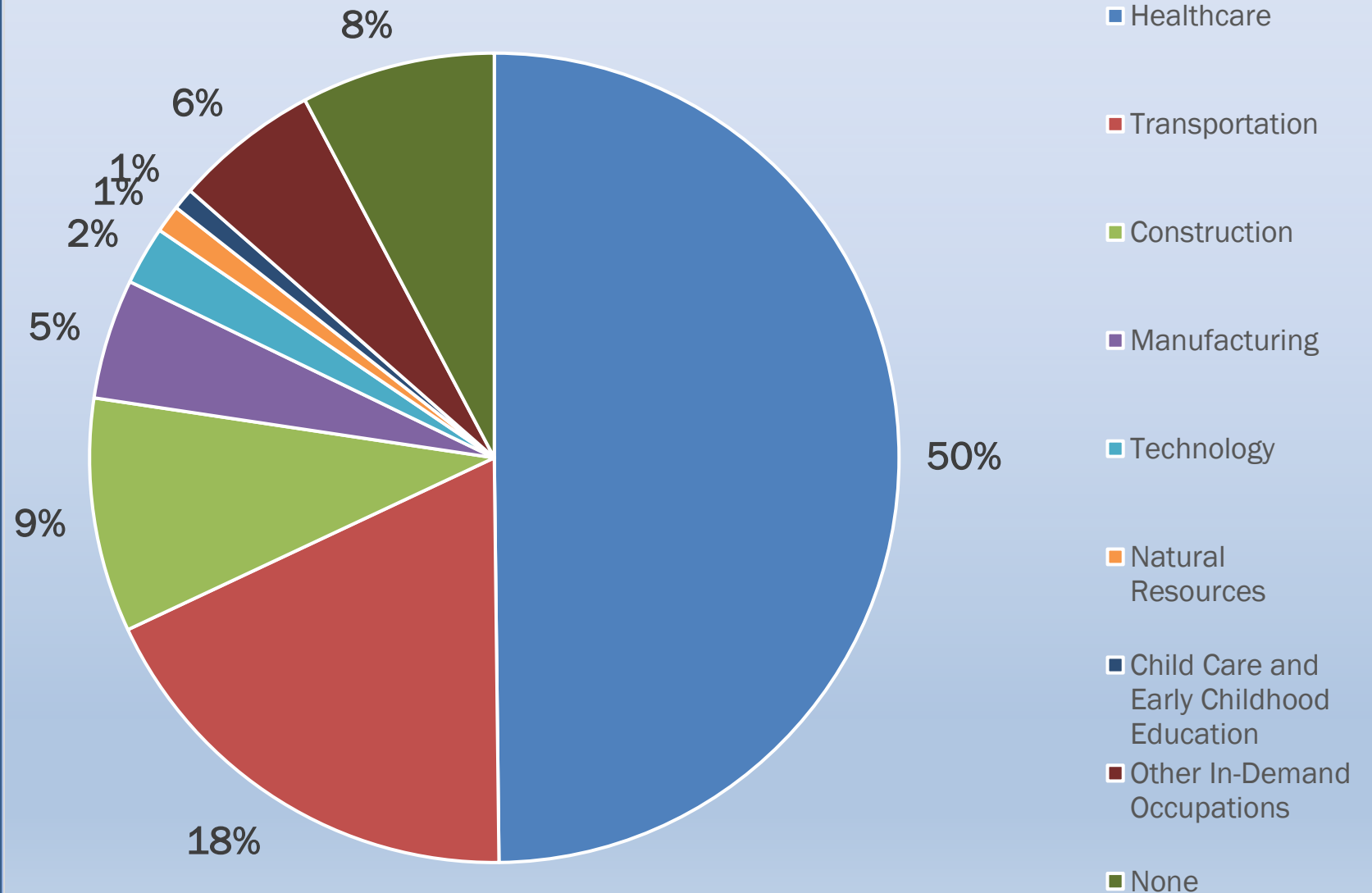
	July 2018 to June 2019	July 2019 to June 2020	July 2020 to March 2021 Q1 - Q3
Total Customers Served	11,095	4,436	1,018
Trainings Started	395	386	153
Training Investments	\$509,369	\$448,668	\$256,960
Support Services	\$ 59,621	\$161,822	\$ 44,168

Trainings by Sector Snapshot

- 813 Total Title IB Trainings
- Certified Nurse Assistant & Commercial Drivers License Trainings were predominant training investments
- Trainings include:
 - Occupations Skill Trainings (e.g., CNA, CDL,)
 - On-the-Job Training
 - Short-Term Workplace Preparation (e.g., Quickbooks credential)
 - Internships – paid & unpaid
 - Work Experience - paid

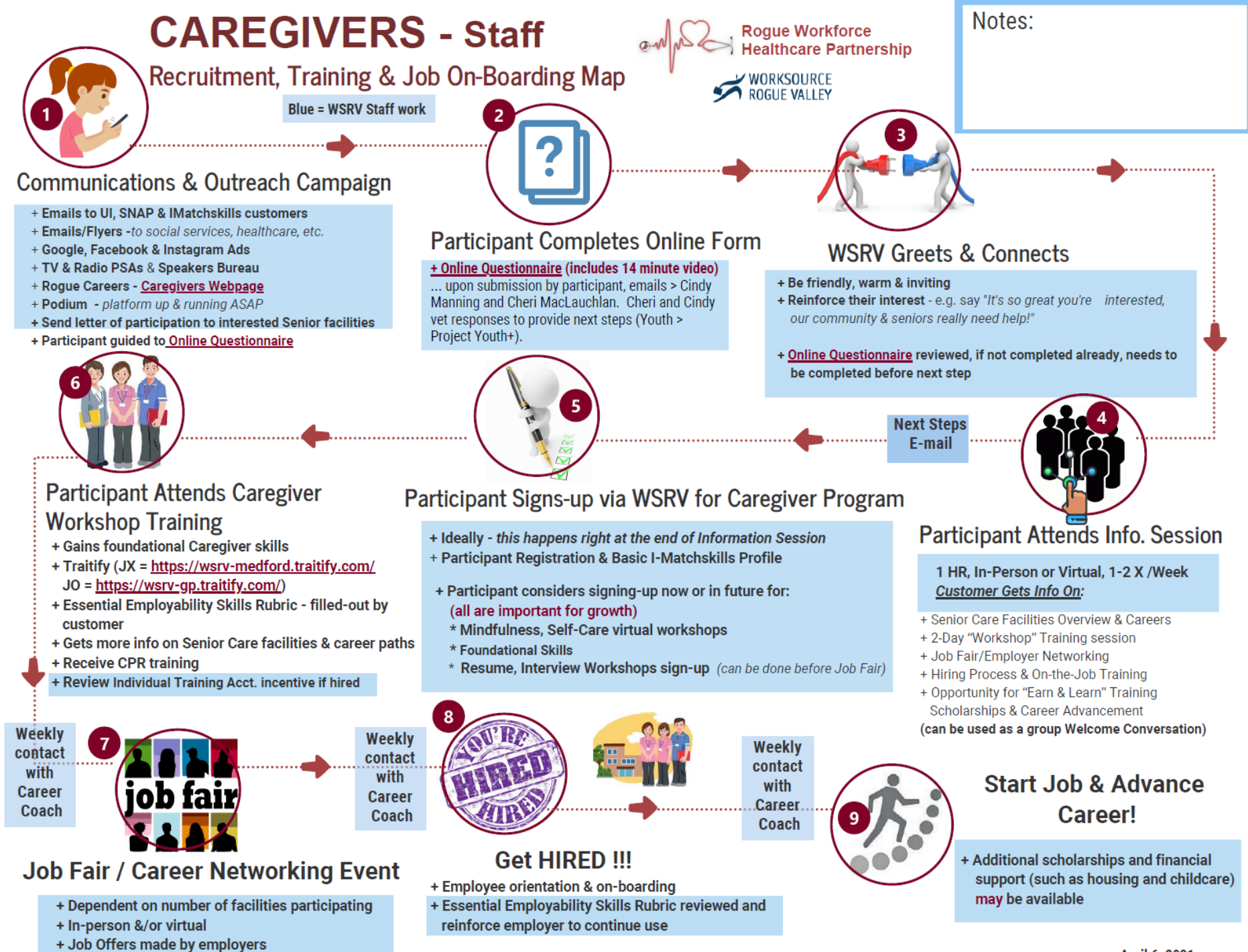


Title IB Trainings by Target Sector
July 2018 - March 2021



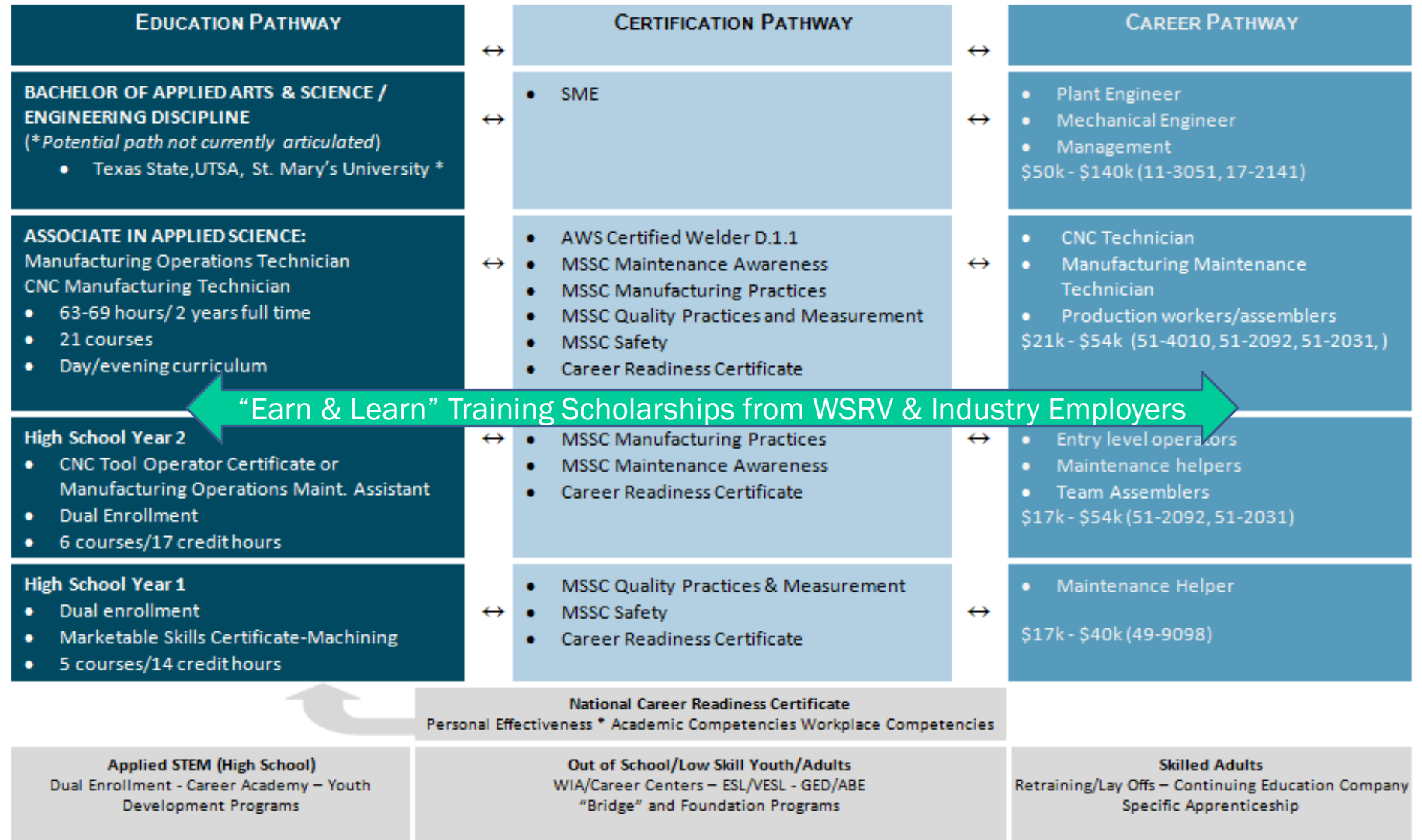
Recruitment, On-Ramp & Job On-Boarding Maps for Each Sector

- Incorporates Hands-on Career Exploration Workshops, Appetizers & On-Ramps
- Encouraging employer participation throughout process to start recruiting & screening early
- Build in a Job Fair with employers at the end of On-Ramp training
- “Earn & Learn” Training Scholarships given after being on the job



Creating an “Earn & Learn” System

- Inserting “Earn & Learn” into the career pathway model RAMP partners embraced from Texas →
- Training scholarships deposited into Individual Training Accounts, given after employment for entry-level workers
- On-going deposits into ITA to incentivize job retention
- Co-investments from industry & public workforce dollars
- Stackable Microcredentials that can be counted to degree credits
- Kick-starts a “Next Generation” Apprenticeship style program like [Colorado’s CareerWise](#) & [Swiss model](#)



Disaster Recovery Dislocated Worker Grants

- Rogue Workforce Partnership received Grants in 2020 from the US Dept. of Labor, via the Higher Education Coordinating Commission:
 - COVID Disaster Recovery Grants: \$284,715
 - Wildfire Disaster Recovery Grant: \$7,504,224
- These funds significantly enhance the resources available to train workers for the next 18 months
- A more detailed report will be shared at the April 30th RWP meeting

Grants to Help with Disaster Recovery

For communities, employers & workers impacted by Wildfires & COVID-19



Rogue Workforce Partnership has received federal grant funds to give employers access to a crew of temporary workers with **clean-up, recovery, and humanitarian** efforts related to the recent fire disaster in our region or the COVID-19 pandemic emergency. There's **no cost** to the employer. Other training scholarships or on-the-job training supports are also available for unemployed workers and currently employed workers.

Humanitarian Work

- Food, Clothing or related Distribution
- Navigator or Peer-Support
- Other Humanitarian aid

Workers

- Currently not employed
- Priority to those who have been temporarily or permanently laid off from the disaster
- Preference for veterans
- Training funds are also available for disaster or non-disaster-related work

Employers

- Short-term jobs less than 1 year, or can be extended to 2 years if justified
- Workers' wages paid by grant
- Wages based on comparable position
- Taxes and Workers Comp provided by the grant

Cleanup Work **

- Debris removal (including fallen trees)
- Demolition of structures

Rebuild / Recovery Work**

- Repair
- Renovation
- Reconstruction

Of damaged or destroyed structures, facilities or lands within disaster areas related to the emergency or disaster

**** Only** damage from the fires or straight-line winds from the Governor's declaration. Cleanup, Rebuilding and Recovery work will focus on **public land** or private property where health and safety hazards exist to the larger community.

