



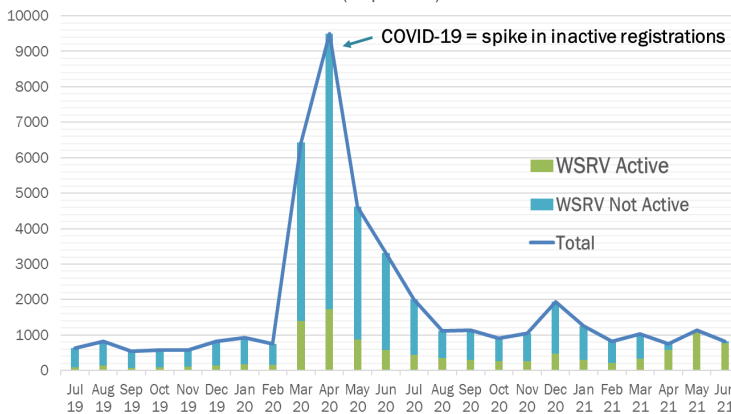
Job-Seekers Reengaging at WorkSource Rogue Valley

- ▶ Unemployment Insurance claimants required to restart job search
- ▶ Calls to WSRV increasing & centers to fully reopen in July

Unemployment Insurance claimants have received letters reinstating the job search requirements that were put on hold during the COVID-19 shutdown. Currently, claimants are just required to reactivate their registration in the state's labor exchange system - IMatch Skills. By July 25th, claimants will be required to actively engage in job search. And by September 2nd, extended and enhanced (\$300 / week) UI benefits will end.

Phone calls and other incoming messages to WorkSource Rogue Valley are increasing. The number of job-seekers re-engaging is expected to increase in the coming months and culminate in a peak surge in early September. New "Career Appetizer" sessions are planned for this time period to provide access points for job seekers to explore jobs, career paths and training in our region's sector industries.

WSRV Customers Registered
June 2019 to June 2020
(Duplicated)



Economic & Demographic Outlook

OED Labor Market Economist Christian Kaylor presented to Oregon's Workforce & Talent Development Board in June on the unprecedented demographic shifts underway that will be impacting our state's labor market realities for the foreseeable future.

This presentation can be viewed at [Economic & Demographic Outlook](#) and starts at the 20 minute mark. The key takeaway is that, in addition to baby boomers retiring, declining fertility rates equates to significantly less younger workers in the talent pipeline. In essence, the "talent pipeline is broken." Employers, workforce, education and labor partners will need to work together even harder to increase labor market participation and engage all available job/career-seekers to realize their maximum potential as workers.

WorkSource Rogue Valley Customer #s

	July 2018 to June 2019	July 2019 to June 2020	July 2020 to June 2021
Total Customers	11,126	29,476 <small>Increase due to spike in UI claimants registering</small>	13,977
Trainings Started	395	386	269
Training Investments	\$509,369	\$448,668	\$429,955
Support Services	\$59,621	\$161,822 <small>Spike in STEP Program</small>	\$62,889

Rogue Valley Labor Market Information

Unemployment Rate	6.5%
Total Unemployed	9,419
Nonfarm Employment	114,960

May 2021

More Info at: <https://www.qualityinfo.org/rogue-valley>

Disaster Dislocated Worker Grant: Workers Needed

The Rogue Workforce Partnership received \$8,073,654 in Disaster Dislocated Worker Grants from the US Dept. of Labor, via the Higher Education Coordinating Commission in 2020. These funds significantly enhance the resources available to train workers for the duration of these 2 year grants. In addition to augmenting the typical employment and training services provided through WorkSource Rogue Valley, these disaster recovery funds can be used for temporary workers for organizations to provide disaster clean-up, recovery and humanitarian aid efforts.

To date, over \$3.5 million of funds have been allocated to 20 government or non-profit organizations to fund 178 temporary workers. **However, due to the very low number of unemployed workers seeking work at this time, there are currently only 37 workers enrolled and placed into these temporary jobs.**

It's anticipated that the changes underway in Unemployment Insurance job search and extended/enhanced benefits will bring more workers in to fill these position in the coming months. With over \$4 million in funds still available until September 2022, RWP will be monitoring enrollment and expenditure rates closely. And underutilized funds will either be offered to other disaster-impacted regions in the state, or won't be drawn down from our federal grant allocation.

Why Oregon's Labor Market is Tighter Than You Think

Click here to view this joint article from the Oregon Employment Department and the Oregon Office of Economic Analysis: [Oregon Tight Labor Market April 2021](#)

Industry Sectors & Talent Recruitment Efforts

- ▶ Work is proceeding with all targeted industry sectors to find creative ways to fill the talent needs of employers, as we emerge from the COVID-19 shutdown and as enhanced Unemployment Insurance benefits end.
- ▶ Job Fairs at North and South Medford High Schools were convened in partnership with the Medford School District in June. 39 employers participated and an estimated 300 to 400 students engaged with employers. Numerous employers report successfully recruiting and hiring workers. WorkSource Rogue Valley staff also participated in the Medford Chamber of Commerce Job Fair in late June. Additional Job Fairs may be convened in the coming months as more workers start re-engaging in job search.
- ▶ **Career “Appetizer”** events in manufacturing and construction were conducted in May through Talent Maker City and Rogue Community College. Only a limited number of career-seekers participated, so these events have been put on hold until the August / September time period.

How Employers Can Report Job Refusal by Unemployment Insurance Claimants

Unemployed workers cannot refuse job offers or a recall to their previous job (if temporarily laid off) because of their unemployment benefit amount. Refusing work solely due to weekly unemployment benefit payments is considered fraud. The Employment Department provides ways to report job refusals. Use this [Employer Form](#) to report individuals who have:

- Refused an offer of work
- Failed to report to work after hire - or -
- Have chosen not to return to work when recalled

Meals for Fire-Impacted Community & Layoffs Averted

Rogue Food Unites received a \$48,941 Layoff Aversion grant from Rogue Workforce Partnership to help their community-driven meal preparation and delivery program. Meals were prepared with ingredients sourced from local farms and prepared by local restaurants. The grant supported the entire spectrum of businesses in our local food system – farmers, artisan product makers, bakers, butchers, grocery co-ops, grocery stores, caterers, food trucks and restaurants – thus helping businesses survive the pandemic and wildfire recovery.



This grant provided **480 individuals** with **21 days of nutritious food** (breakfast, lunch and dinner). With these Layoff Aversion funds, **Rogue Food Unites helped avert 643 layoffs, generated 8 new employment positions, kept 9,910 acres in food production, and invested \$48,941 into the local economy.** To learn more about Rogue Food Unites [click here](#).

Rogue Careers Analytics

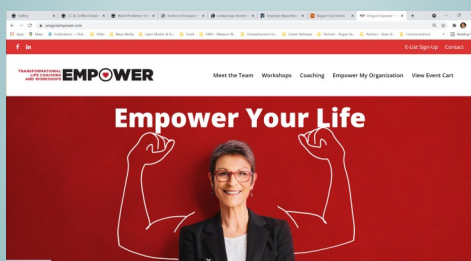
Website Launched: January 15, 2021
Data collection start: February 1st

- ☑ **46 thousand views**
- ☑ **4.4 thousand visitors** - of which 819 are returning (roughly 20% return; many find what they need 1st time)
- ☑ **55%** on computer, **41.3%** on smart phone, **3.7%** on tablets (compared to mostly computers in April)
- ☑ **Average Engagement Time = 2 min 19 seconds** (Industry Standard: over 2 minutes considered good)
- ☑ **Top 5 pages** - include sectors of: Healthcare, Natural Resources & Manufacturing (Construction #6, Transportation #7, Tech #8, Child Care #11)
- ☑ **Rogue Careers Followers:**
 - Facebook = 204
 - Instagram = 206
 - YouTube = 59

Personal Effectiveness & Essential Employability Skills Services Going Statewide

The innovative Personal Effectiveness and Essential Employability Skills services that our region is piloting as part of our Equity & Holistic Focus will soon be shared with other WorkSource Oregon centers throughout the state. The Oregon Employment Department will soon start offering these services for SNAP Employment & Training Program staff and participants.

This is a first step in making these Empower services available to other regions in the state. Other Local Workforce Boards and state agencies will be approached in the coming months so they can also offer the 1-on-1 Life Coaching services and web workshops.



Data Analytics & Customer Typologies

- ☐ Work continues with **Medford & Grants Pass School Districts** to use a predictive analytic algorithm that forecasts high school graduation success starting in 3rd grade.
- ☐ New data analytic work focused on **Workforce Development** is also progressing.
- ☐ We will next launch work with **Higher Education** partners.

State & Federal Advocacy

- ☐ **SB 623** passed & Jessica Gomez has been appointed as a Local Workforce Board representative to a Continuous Improvement Committee. Recommendations for systems improvements will soon be forthcoming
- ☐ Federal advocacy continues for more workforce funding & legislative/policy alignment

Augmenting Our Efforts to Address the Needs of Workers & Employers

The following areas of focus are emerging as needed enhancements to the current array of Rogue Workforce Partnership strategies, Objectives and Key Results. Strategic dialogues will take place at upcoming Rogue Workforce Partnership quarterly meetings to explore their dimensions, affirm or decline their inclusion in our work, and flesh-out appropriate policy and action plan priorities.

Business Partnerships

As we emerge from the economic shut-down, and begin assessing the business and labor market realities brought about by COVID-19, wildfires, long-term demographic trends, and the Cannabis industry - new sensibilities are being forged around how best to refine the relationship between our targeted industry sector partners and the public workforce system. This proposed refinement will be presented at the RWP July quarterly meeting will include:

- ▶ Honing our focus to work with those sector employers who will partner to create co-investments & career paths for workers
- ▶ Creating Bronze, Silver & Gold level partnership levels, so employers can opt into the right partnership level for them

Modern Apprenticeships for Youth & Adults

The Rogue Valley's business, K-20 education and workforce partners are making great strides to create a better aligned demand-driven system, and are now strongly poised to step-up to the next level of creating Modern Apprenticeships for Youth and Adults.

Since 2015, [CareerWise Colorado](#) has been leading the nation in implementing such a Modern Youth Apprenticeship model. They were inspired by the [Swiss Vocational Education & Training System](#) in which 45% of employers (*from manufacturing to banking to web design, etc.*) participate and fund the program, and 70% of students choose apprenticeships, and 30 percent of them stay with their training company or return after college.

If RWP leaders affirm adding this focus to our priorities, next steps may include:

- ▶ Connect to [Colorado](#) & other experts ([NCLS](#), [SPRA](#), [Urban Institute](#), etc.)
- ▶ Follow-up with Oregon legislators & other state leaders interested in supporting these efforts
- ▶ Create a roadmap and plan with partners for implementation

Workforce Housing

According to the Housing Authority of Jackson County, housing capacity in our region was already 10,000 units below needed levels prior to the Alameda wildfire. Now with the devastation of the fire, we're "even further in the hole." An overwhelming number of employers report that the lack of housing is deeply impairing their ability to recruit and retain workers.

Alex Campbell of the Governor's Office and Regional Solutions team, in partnership with leaders from the Long Term Recovery Group, Reimagine & Rebuild Rogue Valley, Housing Authority, DHCS, LCDC, SOREDI, RWP and others are convening regional and state leaders to:

- ▶ Take advantage of opportunities to more immediately increase housing capacity
- ▶ Develop a long-range regional plan (within the framework of the [Oregon Housing & Community Services Statewide Housing Plan](#) and its [Oregon Disaster Housing Task Force work](#))

The Future of Work in a Post-COVID World

Workers and employers are all grappling with what work will look like as we emerge from the COVID shutdown. Remote work, hybrid work from home/work in the office, smaller office footprints, etc. are all considerations being actively explored. In addition, with a labor shortage for the foreseeable future, a trend is of emerging worker choice, and employers providing more work-life balance to attract the workers they need. Recent articles documenting this trend include:

- ▶ [COVID Killed the Traditional Workplace: What Should Companies Do Now?](#)
- ▶ [Workers are Quitting Their Jobs in Record Numbers](#)
- ▶ [Latinas Left Workforce at Highest Rate, See Slow Recovery](#)
- ▶ [8-Hour Workday is Holdover of Old Ways; Research Suggests 5 hours is the Office Time Sweet Spot](#)
- ▶ [Iceland Says Shorter Workweek Trials an "Overwhelming Success," Finds Increased Productivity](#)

Child Care / Early Learning

Child Care is critically needed capacity essential to our short and long range economic well-being in the Post-COVID world. RWP staff are working intensively with the region's early Learning leaders to help address the needed systems transformation to ensure for a vibrant child care / early learning capacity and workforce. This comprehensive approach includes:

- ▶ Immediate help recruiting entry-level workers for open positions
 - Posting jobs/careers on Rogue Careers website, social media & TV ads
 - High School Job Fairs - to connect new workers to employers
- ▶ Providing business support services to providers through SBDC, SOREDI, Business Oregon, etc.
- ▶ Forging a coalition of regional, state & national partners to advocate for policy / funding investment changes
- ▶ Applying best practices in our region to scale-up a sustainable model for well-funded centers with well-skilled workers
- ▶ Creating a systems map so all partners can see the dynamics, leverage points & action areas that can result in the desired systems transformation

Senior Care

Without an adequate Senior Care workforce, other industry workers will need to leave or take time from work to care for aging parents. Senior Care is already a focus under RWP's Healthcare sector and is included here to highlight the priority.

Latinx / Migrant & Seasonal & Other Immigrant Workers

Accessing the talent of Latinx and immigrant workers will be a critical strategy to fill workforce needs. Work is already underway by RWP and WorkSource Rogue Valley staff to map out the different segments and understanding the workforce dynamics of these workers.

Recommendation: That the RWP affirm the inclusion of this focus area as part of its Strategic Roadmap, Objectives & Key Results