



Tight Labor Market Continues

► No Surge in Job-Seekers at WorkSource Rogue Valley as pandemic UI Benefits expire

The federal pandemic-related unemployment benefits expired over the Labor Day weekend in Oregon. Statewide, about 81,000 people saw their benefits end. About 29,000 people were PEUC claims and 32,000 had PUA (mostly self-employed) claims.

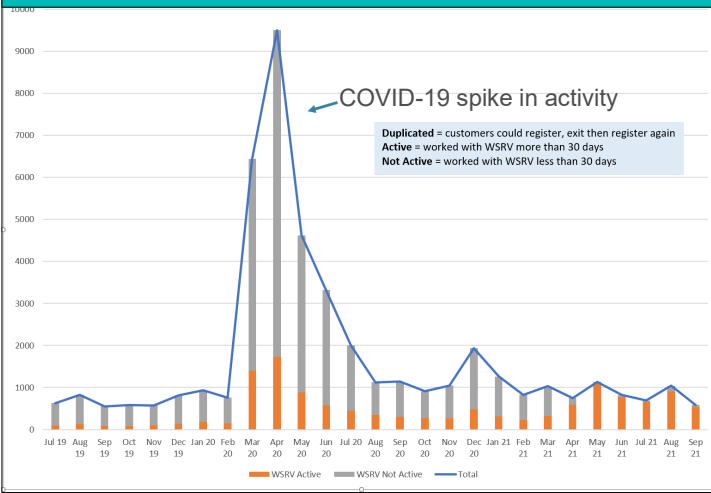
While incoming inquiries to WorkSource Rogue Valley have increased modestly, the number of job-seekers seeking to re-engage in training or work has not surged as in all past recessions. Outreach efforts are continuing to catalyze interest and engagement.

Rogue Valley Job/Career-Seeking Customers

(WorkSource Rogue Valley, STEP and Project Youth+)

	July 2019 - June 2020	July 2020 - June 2021	July 2021 - Sept 2021
Total Customers	29,476 <small>Increase due to spike in UI claimants registering</small>	13,977	2,366
Trainings Started	386	269	169
Training Investments	\$448,668	\$429,955	\$143,844
Support Services	\$161,822 <small>Spike in STEP Program</small>	\$ 62,889	\$41,003

WSRV Participants Served: June 2019 - Sept 2021

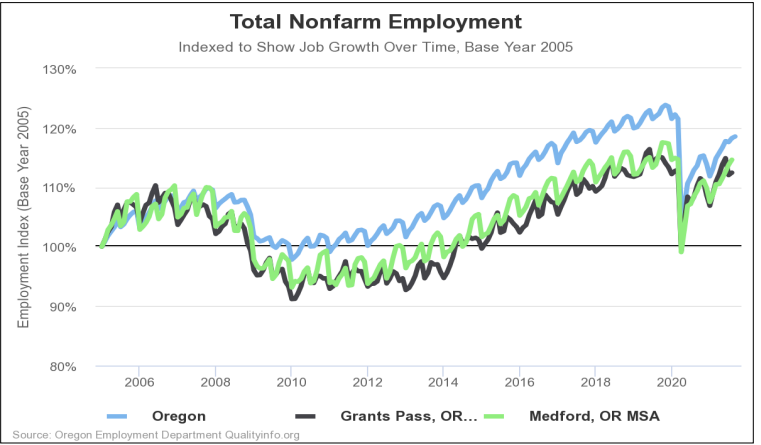
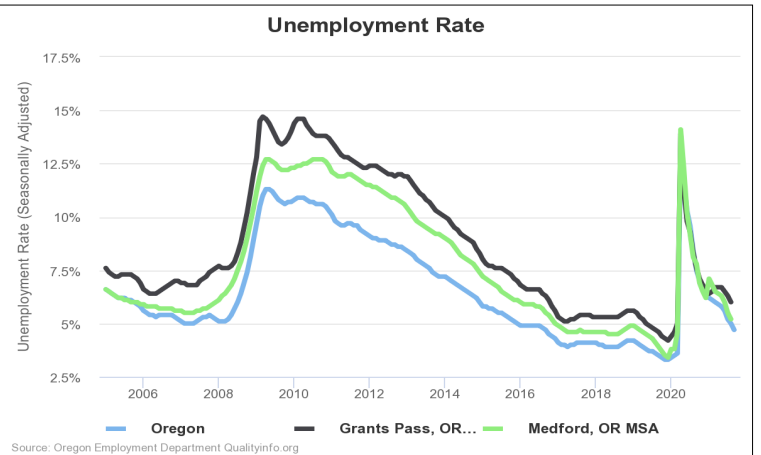


Rogue Valley Economic Indicators ¹

	Jackson Co.	Josephine Co.
Unemployment Rate September 2021	5.2% ↓ 0.3%	6.0% ↓ 0.3%
Total Unemployed September 2021	5,802 ↓ -361	2,251 ↓ -103
Nonfarm Employment September 2021	89,930 ↑ 660	27,280 ↑ 100

Rogue Valley PEUC & PUA Unemployment Claims²

County	Labor Force (Ages 16+)	PEUC Claims	Share of Labor Force	PUA Claims	Share of Labor Force
Jackson	101,463	2,355	2%	2,091	2%
Josephine	35,044	908	3%	1,099	3%



Disaster Dislocated Worker Grant

The Rogue Workforce Partnership received \$8,073,654 in Disaster Dislocated Worker Grants from the US Department of Labor in 2020. These funds enhance resources to train workers during these 2 year grants. In addition to employment/training services, these funds can be used to hire temporary workers for organizations to provide disaster clean-up, rebuild, recovery, and humanitarian aid.

To date, over **\$3.7 million** of funds have been allocated to **20 non-profit or government organizations** to fund 178 interns or temporary workers. There are currently **131 workers enrolled and placed** into internships and temporary jobs. RWP will seek an extension from USDOL to continue using these funds past their current deadlines.

¹ Source: [Quality Info - Rogue Valley](#)

² Source: [Workforce Impacts as Federal Pandemic UI Benefits End](#)



Regional Solutions Update

from Alex Campbell, Governor's Regional Solutions Coordinator

COVID Recovery

- ✦ It appears that we may have weathered the storm of implementing the State vaccine mandate without too much disruption; but, if health care employers are experiencing severe impacts, please contact Alex. The Governor's Office is monitoring closely, but it was very difficult to separate bluster from reality prior to implementation.
- ✦ Federal OSHA rules for medium+ employers (100+ employees) are expected any day. The State will have to adopt them and will likely have some flexibility to adjust. One possible key question is whether to allow a testing-only option (testing supply remains limited).

Wildfire Recovery

Sheltering Mission Continues

- ✦ Still ~600 folks in hotels or RVs
- ✦ Families are starting to transition to efficiencies in Fortify-owned hotel conversions and other alternatives (e.g., new JHA development opening in Ashland later this year)

Lots of State Investment in Affordable Housing

- ✦ \$25M to Jackson Housing Authority
- ✦ Ordered 150 modular units for deployment by JHA
 - Still struggling with site acquisition
- ✦ Investment in Gateway (Talent) site
 - State providing RVs and funding majority of infrastructure
 - Ribbon cutting is October 30th
 - 53 units for interim housing of survivors, particularly those connected to Phoenix-Talent School District
- ✦ Federal government has passed a Community Development Block Grant – Disaster Relief (CDBG-DR) package that should make \$100M+ more funding available in the medium-term

Attainable / Workforce Housing (i.e., affordable to folks who don't qualify for subsidized/affordable housing)

- ✦ State has committed \$10M to a project in Medford (aka Project Mosaic) that would provide almost 150 rental units affordable for households up to 110% of median income.
- ✦ Mosaic subsidy was funded with wildfire recovery flexible funds. The struggle to find a regular/on-going subsidy/funding model that works for this segment remains.
- ✦ Continued regional talks about possible innovative model under which employers help underwrite Multi-Family housing by guaranteeing rent/block leasing.
- ✦ More visually appealing version of much of this info is pp. 83-91 here: <https://www.oregon.gov/ohcs/hsc/>

Communications & Engagement with Job/Career-Seekers

Rogue Careers 2021 Advertising Metrics

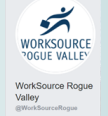
Social Media Analytics to Date

- ☑ **Facebook**
 - 62,250 people reached
 - 9,895 people reached via paid ads
 - 231 Likes
 - Demographics:
 - Women 67%; primary ages 35-54
 - Men = 33%; primary ages 35-44
- ☑ **Instagram**
 - 4,869 people reached
 - 326 Followers
 - Demographics:
 - Women 66%; primary ages 35-54
 - Men = 34%; primary ages 25-44
- ☑ **YouTube**
 - 2,098 Total views
 - 109 Subscribers
- ☑ **Campaigns**
 - On-Call Caregiver - 37,500 reached
 - SOJATC (Apprenticeship) - reached 3,519
 - Back-To-Work Job Fair – reached 1000

facebook



facebook



Instagram

YouTube

Television + Social Media

- ☑ **KOBI-TV**
 - Summer Olympics Ads
- ☑ **KTVL-TV**
 - TV & Banner/Social Ads (average 3250 impressions/day)



Rogue Careers Website Analytics

Website Launched: Jan 15, 2021 | Data Feb 1—Sep 30, 2021

- ☑ **83.6 thousand views**
- ☑ **11 thousand visitors** - of which 2000 are returning (roughly 18% return; many find what they need 1st time)
- ☑ **59% on mobile, 36% on computer, 5% on tablets**
- ☑ **Average Engagement Time = 1 min 28 seconds** (Industry Standard: over 2 minutes considered good)
- ☑ **Top Pages** - Home Page #1, Transportation #2, Healthcare #3, Natural Resources #5, Construction #6, Manufacturing #7, Child Care #8, Technology #11
- ☑ **Rogue Careers Followers:**
 - [Facebook](#) = 231
 - [Instagram](#) = 326
 - [YouTube](#) = 109



Where are the Workers?

Even with schools reopening and the end of pandemic unemployment benefits, there has been no rush of workers seeking to return to work. Here is a summary of possible root causes distilled from media and local sources:

Some or All of the Reasons Below

- [Indeed Job Search Survey September 2021: Job Search Stays Stagnant](#) - Oct 12, 2021
- [Where are the Workers?](#) - NY Times; Oct 20, 2021
- [Why Is There A Worker Shortage? You Tell Me](#) - News Herald; Oct 11, 2021
- [3 reasons there's a labor shortage, according to Biden's labor secretary](#) - Business Insider; Oct 10, 2021

Savings - deposits in Oregon-based banks jumped 38% since June 2019. Across the nation, people took the many forms of stimulus payments and held some as savings.

- [Where are the Workers?](#) - NY Times; Oct 20, 2021
- [Oregon Insight: Bank Savings Spiked During the Pandemic](#) - The Oregonian; Oct 11, 2021

Child Care - Shortage of child care workers creates capacity limits. Also, for single women with children younger than 6, it's very challenging to manage a family when support systems are uncertain and unmanageable.

- [Child Care Workers Quitting Rapidly](#) - Pittsburgh Post-Gazette; Sep 20, 2021
- [Childcare centers say staff are leaving them in droves for better wages](#) - Business Insider; Sep 20, 2021

Skills Mismatch & Gaps

- [The Twin Jobs Economy: Some Can't Find Work Amid National Labor Shortage](#) - Saporta Report; Oct 21, 2021
- [The Labor Shortage is Actually 3 Mismatches Between Workers and Employers](#) - Business Insider; Sep 22, 2021
- [The Chamber of Commerce just sounded the alarm on America's labor crisis](#) - Business Insider; Jun 2, 2021
- [The America Works Report: Quantifying the Nation's Workforce Crisis](#) - US Chamber of Commerce, Jun 1, 2021
- [The America Works Agenda: Policy Solutions to Address the Nation's Workers Shortage](#) - US Chamber of Commerce

COVID-19 Health Concerns

Housing - the Alameda wildfire exacerbated the housing shortage that was already severe in our region.

Demographic Shifts - Boomers are retiring and low-birth rates in younger generations fuel long-term shift

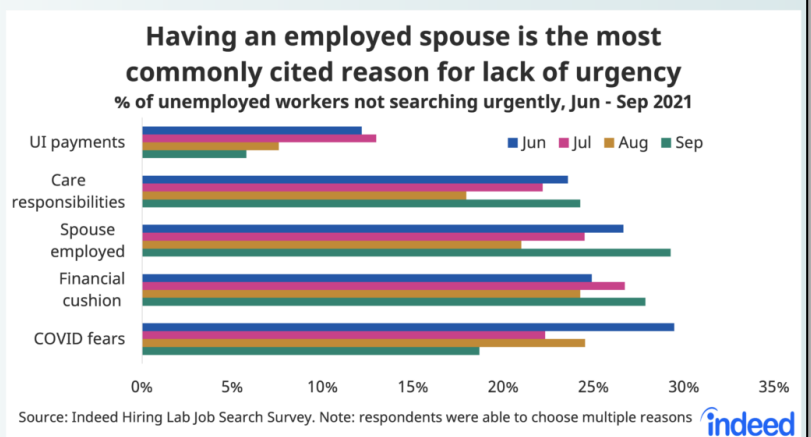
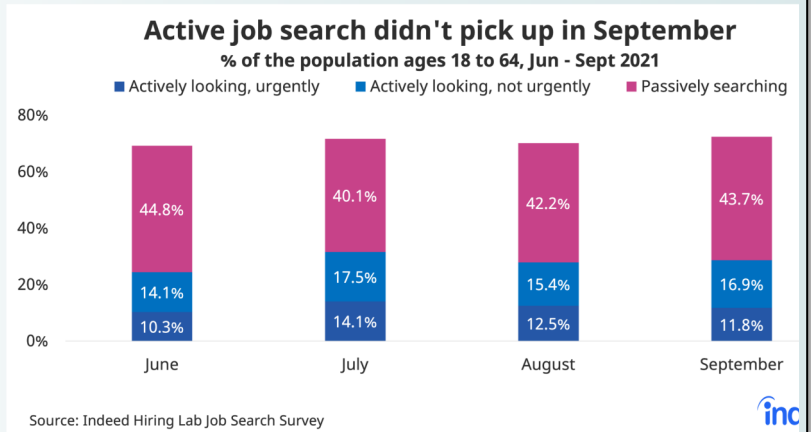
- [Economic & Demographic Outlook](#) - view OED Labor Market Economist Christian Kaylor's presentation to Oregon's Workforce & Talent Development Board in June on the demographic shifts impacting the workforce (starts at the 20 minute mark).

Burnout - emotional and physical exhaustion related to chronic stress

- [National Worker Shortage Could Be Blamed on Burnout](#) - WIBW Topeka, KS; Oct 21, 2021

Rethinking Work & Life Priorities / Higher Expectations - people are re-evaluating the role of work in their lives and exploring options that more personally rewarding and aligned with their values and life priorities.

- [The Economic Rebound Is Still Waiting for Workers](#) - NY Times; Oct 19, 2021
- [Where Are All the Missing Workers?](#) - Wall Street Journal, Oct 17, 2021
- [4.3 Million Workers Are Missing in America: Where Did They Go?](#) - Wall Street Journal, Oct 15, 2021
- [Record number of workers are quitting their jobs, empowered by new leverage](#) - Washington Post: Oct 12, 2021
- [It's not a 'labor shortage.' It's a great reassessment of work in America](#) - Washington Post, May 7, 2021



Big Data / Data Analytics Pilot ~ Gearing-Up to Go to the Next Level

✦ Data Sharing Progress

State-level data sharing efforts have been slowly moving forward and are now reaching a mild mid-course crescendo. We hope to have a combined workforce and education longitudinal database in-hand within the next month or two (*fingers crossed*). Our data analytic team partners from the Oregon Department of Human Services are also working to combine this database with other relevant data sets from human services, healthcare, behavioral health, corrections, etc.

✦ Next Level Analysis, Customer Typologies & Interventions/Supports

As a database is assembled, partners will begin the following work:

- **Create Typologies** - of students, families, and adults based on the predictive analytic algorithm (e.g., *predicting high school graduation starting in the 3rd grade*).
- **Create Data Tools** - to provide actionable insights to teachers, counselors, coaches, case managers, etc. to aid in their work. The goal is to profoundly refine and

augment the work underway that's creating different kinds of wrap-around interventions and supports to different typologies of students, adults, and families, particularly for those who have or are currently experiencing intense life challenges.

✦ Improve Outcomes

These data analytic efforts will then be combined with the RWP's Holistic & Equity Focus work. Partners will work together to generate improved outcomes in early childhood learning, K-12 education, post-secondary education/training, and job and career success.

✦ Grant Request

RWP staff will be submitting a grant request in the near future to the state. This would help fund rollout efforts in scaling-up our pilot project in our region and to other regions in the state.



Holistic & Equity Focus

Creating a Latino/a/x Workforce Plan

RWP and WorkSource Rogue Valley/Oregon Employment Department staff are close to completing an initial analysis of the Latino/a/x workforce in the region. This work, along with a proposed framework and preliminary strategies for enhancing job, career, and related training / education outcomes, will be presented to the Workforce Board at an upcoming meeting. RWP members will be asked for their review, input, suggested modifications, affirmation, and inclusion of this strategy as part of our Strategic Roadmap, Objectives & Key Results.

Personal Effectiveness & Essential Employability Skills

- ✦ **Pathways to Resiliency Workshop** - This 2-hour virtual workshop was held on October 19th with 66 professional staff representing workforce, education, healthcare, social services, and other partners from throughout the region and state. Tiffany Grimes of Empower and Sherrie Frank of Wings co-facilitated the session. This well-received workshop was a next step in rolling out these services to a broader array of partners.
- ✦ **Early Childhood Social/Emotional Learning** - A 4-hour regional meeting, co-convened by Jefferson Regional Health Alliance and Southern Oregon Success, was held on October 12th, with over 300 invitees from a broad array of cross-sector regional partners. Former Governor John Kitzhaber presented two potentially game-changing ideas--the development of an equitable Child Success Delivery System, and a proposal for a child/family/community-centered Public Option on the Oregon Health Exchange. The meeting also focused on new metrics from the Oregon Health Authority on early childhood social / emotional learning and Kindergarten readiness, as well as the current work happening with the Southern Oregon Success Innovation Network and the JRHA-led Community Health Improvement Plan.
The topics covered in this session dovetail perfectly with RWP's strategy of integrating Personal Effectiveness & Essential Employability Skills with traditional workforce development skills training, and expanding the access to these innovative services to more partners.
- ✦ **Early Learning & Coordinated Care Organizations Partners** - These partners, Tiffany Grimes, and RWP staff met recently, brainstorming together to generate next-step implementation ideas and assignments to make the Empower Workshops and Life Coaching services available to the staff and families of the Early Learning system.
- ✦ **Statewide Essential Employability Skills Rubric** - The Oregon Department of Education has asked Karla Clark, [CC4A/STEAM](#) Project Manager at Southern Oregon Education Service District, to participate in a project to align regional efforts and create a standardized statewide Essential Employability Skills Rubric. The goal is to complete this project by the end of this calendar year. Dana Shumate, who played a key catalytic role in the development of our region's Essential Employability Skills Rubric, has volunteered to help Karla in these efforts. Karla's goal in participating is to have this statewide effort wrap-around and build-upon our successful, demand/employer-driven regional efforts.



State & Federal Advocacy & Policy Alignment

State of Oregon

⊕ Legislative Briefings / Site Tours

Two legislative briefings/site tours are being planned for the first week in November - one in Medford and one in Grants Pass. Our six core Rogue Valley-based state legislators have been invited. Successful job/career-seekers and partners will highlight their stories and key investment and policy alignment priorities will be discussed.

⊕ \$50 Million Investment Sought for Workforce

Local Workforce Boards throughout the state are working with community partners to advocate for this much-needed funding infusion into Oregon's public workforce system. For the Rogue Valley, these additional resources will be needed as other federal disaster workforce grants are scheduled to end in October 2022 (*unless an extension is granted*). These state-allocated ARPA funds (*American Rescue Plan Act of 2021*) would apply proven workforce strategies to transition 10,000 Oregonians to good jobs. They could also be used in our region to help support and augment the Next Generation Youth/Adult Apprenticeship model and other similar creative approaches to filling our talent pipeline.

Rogue Valley partners will be asked to add their logos to the support letter with the over 100 other organizations statewide who are joining in this call to action. These include businesses, chambers of commerce, economic development, labor, community colleges, non-profit organizations, social services, healthcare, local government, and many other partners. For more information see: <https://oregonworkforcepartnership.org/advocacyletter/>.

⊕ Senate Bill 623 Implementation

With tremendous grass roots support from community partners throughout the state, this bill was passed unanimously last legislative session. Implementation is underway with a statewide Continuous Improvement Committee (*Jessica Gomez is a member*). The CIC is expected to release findings soon from the survey work done by their consultants, the Coraggio Group.

⊕ Child Care / Early Learning Advocacy

Intensive partnership work is underway with our regional [Southern Oregon Early Learning Services](#) hub (SOELS), [Child Care Resource Network](#), and [Southern Oregon Success](#) partners to coordinate a long-term comprehensive statewide effort to address the significant gaps in the Child Care / Early Learning system. A legislative advocacy agenda is being formulated as part of this work. This will incorporate the initiatives presented recently by former Governor Kitzhaber to regional partners (*see page 4*).

Federal

⊕ Reconciliation Bill

Federal legislators are attempting to finalize a Reconciliation Bill. Efforts are continuing with Oregon's Congressional delegation to ensure sufficient workforce funding is included to skill-up the needed workers to build the infrastructure, become truck drivers and diesel mechanics, work in child care centers, staff our hospitals and senior care centers, etc.

⊕ FEMA, Disaster Recovery & US Department of Labor Alignment

Advocacy is needed to better align the resources needed by those communities impacted by disaster with the reality FEMA describes as a minimum 10-year disaster recovery time period. Currently, USDOL limits Disaster Dislocated Workers Grants to a maximum of 2 years, with an extension possible (*but not guaranteed*) upon request. They also limit workforce funding for temporary disaster recovery workers to humanitarian aid and clean-up efforts.

In the reality of disasters, much more employment and training help is actually needed. Extensive, executive leadership, project management, and on-the-ground coordination is needed at many levels over the time arc of recovery. Regional partners are preparing to bring this issue to the attention of our Congressional delegation, and begin an advocacy effort to get realignment from USDOL so that these valuable disaster workforce funds can be better used to help impacted communities such as ours over a longer period of time.

⊕ Child Care / Early Learning Advocacy

The advocacy efforts described under the State of Oregon will be required at the federal level as well.