

AGENDA
Oregon Workforce Investment Board
Friday, June 25, 2010
11:30 am – 4:00 pm
Eola Viticulture Center – 215 Doaks Ferry Road NW
Salem, OR 97304

Winning in the Global Market
OWIB Strategic Plan Goals

1. Ensure ALL Oregon employers have a competitive workforce advantage in the global market.
2. Prepare an agile, innovative workforce with the skills needed to succeed in the knowledge-based economy.
3. Build a flexible, unified workforce education and training system that consistently exceeds customer expectations.

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|--|--|-----------------|------------------|
| I. Working Lunch | | 11:30 am | |
| II. Open Public Comment | Chair | 12:00 pm | |
| III. Self Introductions & Announcements | Chair | 12:05 pm | Pg. 5 |
| • New Member Biographies | | | |
| IV. Consent Agenda | Chair | 12:20 pm | Pgs. 6-15 |
| 1. March 2010 meeting minutes | | | |
| <i>The Board will approve the consent agenda without discussion unless prior notice is received to remove any item from the consent agenda.</i> | | | |
| V. Agenda Items | | | |
| 1. Local Board Activities and Priorities | Agnes Balassa & OWP | 12:30 pm | Pg. 16 |
| <i>Through the Oregon Workforce Partnership, the Local Workforce Investment Boards (LWIBs) are working on several initiatives related to OWIB activities and priorities. At this session the LWIBs will present possible opportunities for collaboration between the OWIB and the LWIBs. (45 min.)</i> | | | |
| 2. New Diploma Requirements and Essential Skills: Leveraging OWIB & State Board of Education | Duncan Wyse, State Board of Education Colleen Mileham, Dept. of Education | 1:15 pm | Pg. 16 |
| <i>At the last OWIB meeting, members asked staff to see if the Department of Education would come to this meeting to present their work on the new diploma and the essential skills. Duncan Wyse, Chair of the State Board of Education and Colleen Mileham of the Oregon Department of Education will talk about these topics and other areas where the Board of Education and the Department are involved in activities that intersect with workforce development. (45 min.)</i> | | | |
| Break (10 min.) | | 2:00 pm | |

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|--|---|---------|------------|
| 3. Health Information Technology (HIT) Workforce Development Strategic Plan | Jo Isgrigg Oregon Healthcare Workforce Institute | 2:10 pm | Pg. 16 |
| <i>Working with multiple stakeholders, the Oregon Healthcare Workforce Institute (OHWI) has completed a plan for the development of health care information technology. Jo Isgrigg, Director of OHWI, will present the report.(20 min.)</i> | | | |
| 4. 2010 Statewide Opportunity Investments | Dave Williams Executive Committee | 2:30 pm | Pgs. 17-20 |
| <i>After three months of deliberation, the Executive Committee has approved the projects for the coming fiscal year's Statewide Opportunity investments. The projects are aligned with the OWIB's strategic plan and the Governor's priorities. The approved projects will be presented to the full Board. (15 min.)</i> | | | |
| 5. WIA Budget Program Year 2010 | Cam Preus | 2:45 pm | Pg. 21 |
| <i>Cam Preus, Commissioner of the Department of Community Colleges and Workforce Development, will present the Department's Workforce Investment Act budget for the coming program year. (15 min.)</i> | | | |
| 6. Manufacturing Committee Strategic Plan Update | Mark Lewis | 3:00 pm | Pgs. 22-29 |
| <i>(10 min.)</i> | | | |
| 7. Youth and Education Committee Policy Recommendations | Dale Dickenson Megan Helzerman | 3:10 pm | Pg. 31 |
| <i>(10 min.)</i> | | | |
| V. Committee Reports – Written Reports | | | |
| 1. Communications Committee | | | Pgs. 32-34 |
| 2. Green Jobs Council | | | Pgs. 35-36 |
| VI. Informational Attachments | | | |
| 1. CRC Report | | | Pg. 37 |

Oregon Workforce Investment Board meetings are held in accordance with open meeting laws and with accessibility requirements. If there is a person with a disability who may need assistance in order to attend or participate in a meeting or if a person wishes to offer comments on any item on the agenda, please notify **Kristi Bowman at (503) 947-2426**. TTY is also available: 1-800-735-2900. A sign-up sheet for those who wish to offer comments or testimony on any item will be available at the meeting.

Directions to Eola Viticulture Center

From I-5 Northbound (**From Eugene**)

1. Take the Market Street exit 256
2. Turn left on Market heading west
3. Follow Market to Commercial Street for approximately 3 miles
4. Turn left on Commercial
5. Turn right on Marion Street and continue over the bridge
6. Marion will turn into Highway 22, follow the signs to Ocean Beaches, continue 4 miles
7. Turn right on Doaks Ferry Road (across from Eola Inn)
8. Continue up the hill for .25 miles
9. Turn left at the Chemeketa at Eola sign

From I-5 Southbound (**From Portland**)

1. Take the Market Street exit 256
2. Turn right on Market heading west
3. Follow Market to Commercial Street for approximately 3 miles
4. Turn left on Commercial
5. Turn right on Marion Street and continue over the bridge
6. Marion will turn into Highway 22, follow the signs to Ocean Beaches, continue 4 miles
7. Turn right on Doaks Ferry Road (across from Eola Inn)
8. Continue up the hill for .25 miles
9. Turn left at the Chemeketa at Eola sign

From Highway 22 Westbound

10. Follow as Highway 22 becomes Mission Street
11. Turn right on Liberty Street
12. Turn left on Marion Street and continue over the bridge
13. Marion will turn into Highway 22, follow the signs to Ocean Beaches, continue 4 miles
14. Turn right on Doaks Ferry Road (across from Eola Inn)
15. Continue up the hill for .25 miles
16. Turn left at the Chemeketa at Eola sign

To ensure the safety of our guests, we recommend an alternate route of exit:

1. Turn left on Doaks Ferry Road
2. Turn right on Eola Drive and continue for approximately 2 miles
3. Turn left on Edgewater Street
4. Turn right on Rosemont Avenue
5. Follow on Highway 22 into downtown Salem or follow signs to I-5

Oregon Workforce Investment Board
2010 Meeting Schedule

Meeting Times:
***11:30am – 4:00pm**

Eola Viticulture Center
215 Doaks Ferry Road NW
Salem OR 97304

| Date | Location | Room |
|--------------|-------------------------|---------------------|
| June 25 | Eola Viticulture Center | Merlot & Pinot Noir |
| September 24 | Eola Viticulture Center | Merlot & Pinot Noir |
| December 10 | Eola Viticulture Center | Merlot & Pinot Noir |

2011 Meeting Schedule

Meeting Times:
***11:30am – 4:00pm**

| Date | Location | Room |
|--------------|-----------------|-------------|
| March 11 | TBD | |
| June 24 | TBD | |
| September 23 | TBD | |
| December 9 | TBD | |

For more information, please contact:

Kristi Bowman
OWIB Executive Workforce Assistant
503.947-2426
kristi.bowman@state.or.us

***Times subject to change**

New Member Biography

Rosemary Pryor, Oregon Community Credit Union

Rosemary Pryor is Vice President for Marketing and Strategic Planning at Oregon Community Credit Union. She has over 35 years of experience in marketing, communications and strategic business planning. Prior to joining the credit union, Rosie was Director of Marketing and Strategic Planning at McKenzie-Willamette Medical Center in Springfield. From 1985 to 2000, she worked in municipal government; first at the City of Eugene as a Senior Analyst in the Planning and Development Dept. and then for the City of Springfield, where she was Director of Communications and Public Affairs. Rosie worked at the City of Springfield at the time of the Thurston shooting and led a team of Public Information Officers who responded to news media from around the world in the wake of what was then the worst school shooting on record.

Rosie has a B.S. Degree in Journalism and a M.S. in Education Administration from the University of Oregon. She has lived in Eugene for 35 years where she and her husband Chris have raised two sons.

Debbie Glass, Providence Newberg Medical Center

Debbie Glass is a health care executive with nearly 25 years of experience. She is the Assistant Administrator for Patient Care/Chief Nursing Officer at Providence Newberg Medical Center. Debbie is part of the hospital's executive leadership team and also serves on regional and system nurse executive teams for Providence Health & Services. Debbie recently concluded work as interim chief executive at Providence Newberg.

Prior to joining Providence, Debbie was vice-president of patient care at Salem Hospital. She has a bachelor's degree in nursing and a master's degree in community healthcare systems from Oregon Health Sciences University. Debbie's workforce volunteer experience includes Board member and immediate Past President, Oregon Healthcare Workforce Institute; mentor at Roberts High School (Salem) and membership on the Keizer Chamber of Commerce Business and Education subcommittee. Debbie is interested in OWIB membership because she understands the importance of building a strong workforce to meet business needs. This requires the partnership of education, business and government representatives. She is also interested in getting kids excited about different career paths and helping them to see the opportunities available to them.

Debbie lives in Newberg with her 2 cats and her son, Matt Fisher. Her son has just been accepted to the Oregon Institute of Technology and her daughter, Kim Fisher, attends Chemeketa Community College.

CONSENT AGENDA ITEMS

Please see policy on use of consent agenda

Consent Agenda

- March 2010 Meeting Minutes

The Consent Agenda items are taken as one vote, with no amendments stated at the meeting. If you have concerns or amendments, please let staff know prior to the meeting in time for proper disposition of the concern.

CONSENT AGENDA POLICY

It is the intent of the OWIB to concentrate its efforts on overall policy direction and on its Advisory role to the Governor on workforce matters.

While developing the agenda, the Chair, Executive Committee and staff shall identify routine or non-controversial items to be placed on the consent agenda, which shall become part of the regular agenda. Examples of such items include approval of minutes, routine program reports required by law to come before the OWIB, program-level approvals or endorsements, routine committee reports and certain staff reports.

The printed agenda shall note individual items included on the consent agenda, and back-up material concerning consent agenda items, if any, shall be included in the agenda packet.

If any OWIB member wants to discuss any item on the consent agenda, or objects to include an item on the consent agenda, that item shall be removed from the consent agenda. The Chair may decide that that item shall be moved to the regular agenda as an action item for later consideration, either as a first or second reading item, or that it be reconsidered by the Executive Committee. If a member wishes to remove an item on the consent agenda, he/she should notify the Chair concerning that intent in advance, in sufficient time prior to the meeting for the Chair to make proper disposition of the item.

A motion to adopt or approve the remaining consent agenda is then taken and adopted in a single vote without discussion.

Minutes

Oregon Workforce Investment Board

Date: March 11, 2010
Time: 11:30 am – 4:00 pm
Location: Eola Viticulture Center, Salem

| | |
|---|---|
| Type of meeting: | Oregon Workforce Investment Board (OWIB) |
| OWIB Staff: | Greg White |
| Note taker: | Kristi Bowman |
| Attended: | Dale Dickenson, Mark Lewis, Dave Baker, Al Dorgan, Dave Williams, Lori Luchak, Rep. John Huffman, David Officer, Bob Beisner, Megan Helzerman, Drew Park, Nancy Hamilton, James Paulson, Chris O’Neill, Rep. Terry Beyer, Barbara Briggs, Cam Preus |
| Others Attending: | Graham Slater, Agnes Balassa, OWP Representatives, Pyramid Communications staff, Todd Nell, Rene Leger |
| Represented WPC Members Attending: | Ted Swigart, Bruce Schafer, Laurie Warner |
| Unable to Attend: | Debbie Glass, Wes Melo, Lisa Neef, Kevin Peterson, Sen. Larry George, Nan Poppe |

The Chair, Dave Williams, called the meeting to order at noon.

Public Comment

No public comment.

Self Introductions & Announcements

Introductions made, including three new OWIB members.

Consent Agenda

A motion was made, seconded and unanimously carried to approve the consent agenda. Consent agenda included the minutes from the December 11, 2009, OWIB meeting.

The Job Market of Today; The Skilled Worker Needs of Tomorrow

Graham Slater from the Oregon Employment Dept. (OED) made a presentation on the following topics:

- Revised unemployment and employment data; new data on the recession
- Business Employment Dynamics
- The Conference Board's *Help Wanted On-Line* data series that is now part of the www.qualityinfo.org website
- Performance Reporting Information System
- Examples of merging projections data with skills data
- Steps for occupational prioritization for training

Discussion on Skills Needed:

- CRC testing requirements are fairly well aligned with skill areas cited in slides.
- Companies can use this information in conjunction with OBDD information.

Discussion on Occupational Prioritization:

- Has there been an attempt to match the supply/demand (pipeline) with each of the top 20 occupations?

Slater: not yet—it is difficult to get specific numbers on certain occupations, e.g., salespeople

- Regarding registered nurses (need 13,000 over next 10 years); how does that match up with our educational system?

Slater: in occupations like RNs we have good numbers. Over the last 10 years there has been a closer match between openings and educational output because the training openings have increased significantly.

- Greg White added that OWIB has just contracted with the Oregon Healthcare Workforce Institute (OHWI); they are going to take the top 20 healthcare occupations and compare the pipeline with the demand. The study will be regional around the state.
- Is there any forecast of how well we're training people who are unemployed or are relocating to Oregon for future jobs in 2013?

Slater: our hope is that the training being developed now is for jobs we'll have in the future.

Colleges use this data for their program development.

Regarding job vacancies, there is a need to add 2000 to 2500 jobs per month to catch up; 3000-8000 jobs per month to make a dent in the UI (Unemployment Insurance) rate.

Slater added that the Research Dept. at Employment values OWIB input and invited comment on research priorities for 2010. If someone needs a special survey, contact Graham at graham.j.slater@state.or.us.

Presentation from the Local Workforce Investment Boards on their Programs for the State Energy Sector Partnership (SESP) Grant

Agnes Balassa, Staff to the Oregon Workforce Partnership (OWP), introduced the Local Workforce Investment Board (LWIB) presenters: Andrew McGough (Region 2), Steve Bekofsky (Region 4), Kim Parker (Region 15), Chuck Forster (Region 5), Kris Latimer (TOC/OWA), and Pat Grose (Region 3).

Balassa gave an overview of OWP and an overview of the SESP/LWIB project proposal.

- Oregon is one of 34 states to receive the SESP grant.
- The SESP projects will serve 1,247 people statewide in a variety of programs.
- Ultimate goal is job placement.
- OWP has the belief that certifications help people move forward; certifications/degrees are also a grant requirement.
- Since the grant has been approved, the regions look at the SESP as an opportunity to gain more specific knowledge in their areas about green jobs.

Discussion:

- Is there a mechanism in place to help people who are accepted in a program to make a living if UI benefits have expired?

Balassa: that is always a challenge. Once their UI benefits expire there are social services programs, but there are not enough resources in the workforce system to take care of people in a high unemployment environment.

Chuck Forster: regions always try to help with financial aid; they try to connect people with resources. Regions try to get people into training early in the UI process

Andrew McGough: Regions will look at flexibility in the grant. Are there other strategies that can be used, such as work/learn programs?

Steve Bekofsky: shorter certifications are available for those who may lose UI benefits in the near future.

Laurie Warner: The Employment Dept. (OED) is looking at the training process differently than in the past. OED's goal is to get people in the worksorce centers early and start training early.

- What are the criteria for prioritizing people being placed in programs?

Balassa: everyone will come through WorkSource Oregon (WSO). Program criteria will be different depending on the region. What's consistent is that training will result in a degree [or certificate] and people will be entered into the WorkSource system, using the I-Match system and OED placement services.

Chair Williams added that the programs will be regionally applied, so the needs of each region will be addressed in the individual plans.

- What are we doing to balance the demand side with the training pipeline?

Balassa: unfortunately there are many more people coming into WorkSource centers than there are jobs. Thanks to the work of Cam Preus (CCWD) and Laurie Warner (OED), the integration

of training and employment programs has helped, but federal funding has been severely cut back. We try to provide some level of services to everyone. The goal with this grant is to get people trained for future green jobs.

Kris Latimer is looking at her certification program as a tool; when industries “green-up,” rural areas will have people ready. The certification will help grow jobs for future green employers. McGough: SESP is one part of ongoing strategies to have a mechanism to draw employees from. Region 2 is also applying for other state and federal grants to train people for future green jobs. In the SESP grant, Oregon Institute of Technology (OIT) will articulate their degree program with community colleges; someone who earns an AAS degree will be able to transfer immediately to OIT for further education.

- The SESP grant will provide infrastructure to build the pathways.

Bekofsky: that is generally true. We have private contractors now who want to pay for their incumbent workers to take weatherization classes. Weatherization will be a portable certification around the state.

Kim Parker: The SESP grant is the driving force to create a collaborative team that will have oversight of all of Clackamas County’s green initiatives. An interesting employment statistic: 2.6% of unemployment is due to a skills gap.

- How can we make sure the SESP \$5M is a good investment? Is there a way to identify those who have a skills gap and track retention?

Balassa: There are processes in place to make sure that people are ready for the training through the screening process in WSO.

- On a long-term basis, it sounds like as a society we are putting more focus on spending more money on retraining people that have been through our education system, and that education system failed them, versus putting money into the education system and try to break this cycle.

Forster: Also need to consider that skills demands are continually changing.

Bekofsky: while weatherization jobs are at the lowest echelon of family wage jobs, additional training will put them into higher family wage jobs.

McGough: we need to create some opportunity for people to get back in the labor market.

- Weatherization and retrofit is a good entry level position that will grow into a higher paying skill.

Latimer: TOC/OWA is using their grant allotment not only to train several hundred people in a Green Tech certificate but to create a legacy for Oregon to have a statewide certificate and offer a career pathway.

Balassa: each region has a variety of approaches, and there is a large crossover of skills.

- What about interim reporting requirements?

Balassa: OWIB will be getting the SESP quarterly reports.

- There is a need to recognize that LWIBs are pretty nimble to put together the SESP programs in five weeks. If they are targeting jobs that the federal government are supporting, that’s the way to go.

Nancy Hamilton: [there is] a bigger picture perspective. SESP is an investment in a bigger strategy and the state needs to be strategic.

- A partnership is developing on energy efficiency and solar.

McGough: as a result of an EWTF investment in composite work two years ago, Miles Fiberglass was able to change their business model to now repair wind turbine parts and hire more people.

Balassa: OWP hopes to continue the dialog and the regions want to come back and discuss the progress.

Chair Williams: The interactive conversations between OWIB and LWIBs have proven that it's paying dividends. There is a better understanding between both entities.

MyPath Career Website Demonstration

David Officer, chair of the OWIB Communications Committee, gave an overview of the MyPath Career project. Tom Fuller & Todd Brown from Oregon Employment Dept. were also present. From Pyramid Communications: Sarah Steffen, Ann Ozuls, John Fulton.

Ann Ozuls gave a recap of the progress so far and discussed the goals and core strategies of the youth outreach website. Long-term goals are to interest young people in high-wage, high – demand careers and to increase attendance at postsecondary institutions.

Marketing and Outreach Timeline 2010

Interactive design and development

- Soft launch at the end of March 2010
- Facebook quiz
- Social media planning in partnership with OED
- Website goes public in June 2010

Collateral Information

- Marketing campaigns

Outreach

- Online strategies and street teams

Paid Media Plan

- Social media and music streaming websites

Reporting Updates

- To OWIB and key stakeholders

Partner toolkit to be sent to OWIB members in May

- Messaging piece for presentations or press releases
- Website content information
- Marketing outreach information
- Guidelines for businesses to post their information on the website

John Fulton demonstrated the test website home page

- Career data from Career Information Services
- Video of interviews with employees in various careers
- Photo diaries of job shadowing

Discussion:

- The website is a much more effective way to reach youth than the traditional Occupational Handbook in the library.
- It would be interesting to hear how the local WIBS can see this integrated with youth.

Forster: at a recent meeting there was a comment from local business people about the lack of career awareness for middle skills jobs; this site will help.

- Will the website connect to a local WorkSource center; registration?

Fulton: not right now; registration is definitely a capability that could be added if list building would be important.

David Officer: the website is designed with flexibility to grow, based on resources available. The website was originally designed to get people interested in career exploration, and it has been designed with flexibility in mind.

Tom Fuller: research showed that the targeted demographics (ages 17-24) like to interact with information.

- This website is a benefit to rural communities; provides career guidance to students who don't have that in their schools.

Sarah Steffen: website has a linear connection to k-12 graduation requirements.

- Schools will be excited with this; "TeacherTube" is accessible by all districts statewide and perhaps this website could be part of that.

Fulton: it is fairly simple to swap from YouTube to TeacherTube. Regarding metrics, Pyramid uses Google analytics, and it can be used for geographical pinpointing.

- Why is the project taking so long? Site needs to go viral right now. Concern expressed that demographics targeted are not being reached.
- This is far better than anything seen so far; once launched, the feedback will happen and the site can be modified.

Ozuls: focus groups were used and there was lots of interaction with the target audience.

Fulton: wants Facebook quiz to go viral to point to the website, not necessarily the careers.

Drew Park invited Pyramid to attend the NW Career Conference in May at the Portland Convention Center. It's a one-day event with 6000 students.

Officer: the concept is flexibility; website can be redesigned easily. David explained the delays in the roll-out. There is concern about running this with no jobs available right now—it is a timing issue.

Dave Baker is working on a website to reach out to veterans. He suggests MyPath be directed to veterans.

Ozuls: Pyramid is looking at adding more interactivity with the website, e.g., GoArmy.com.

- As a state sponsored project, have the videos reviewed by OSHA.

- Does music come up on the site? Also, older people are pictured on the home page; suggests using younger faces or icons that appeal to youth.

Fulton: music might be an option and has been discussed; it's a little more difficult because music is a very individual preference. Likes the suggestion about adding more youthful faces and icons.

- Regarding the soft launch timing; will the site be functional after March 31?

Fulton: yes, the site will have careers, diaries, and interviews up and running on March 31.

Officer asked for OWIB feedback; the more ideas the better. Pyramid will start tracking where people are logging on. Pyramid will be constantly tweaking the website. The Communication Committee will be meeting monthly. There will be updates to OWIB at future meetings.

Youth and Education Committee Policy Recommendations

Co-Chairs Dale Dickenson and Megan Helzerman presented the policy recommendations.

Issue Areas:

- Many students leaving the public secondary school system are not adequately college and career ready.
- Many students lack technical skills in order to compete for high-skill jobs.

If OWIB approves the two issue items, the YEC will come back in June for policy recommendations.

- How do these issues fit with the Manufacturing Committee's issues?
- What is the process for moving these issue statements to actionable items?

Dickenson: YEC has been in communication with Mark Lewis on the Manufacturing Committee. Regarding the process: the YEC reviewed OWIB by-law committee purpose to provide policy recommendations to the full board, and YEC re-focused its efforts.

Helzerman: YEC is looking at best practices statewide and championing those.

Dickenson: YEC will also be exploring internships.

- This seems like a good opportunity to talk with the Dept of Education regarding the work they are doing—their strategies.
- The linkage between workforce and education would be a way to approach the challenges.
- OWIB should take opportunities to connect with education.
- As a board we should come to a conclusion about what we should do; have gubernatorial candidates speak to what they would do regarding education and workforce issues?
- Lori Luchak is chairing a new manufacturing charter high school in Oregon City.
- Officer stated that perhaps the Communications Committee could come up with strategies to communicate with legislators.

Helzerman: summer youth employment is a priority of YEC. Representatives from OWP have attended recent YEC meetings.

Cam Preus thinks it would be good idea to hear from the Dept of Education regarding the new diploma requirements and the essential skills that go along with it. It would be useful to have a discussion about summer youth programs, work overlaps, and figure out affinities.

Vice-Chair Paulson: for YEC, hone these items into actionable items and continue to work with the Manufacturing Committee. Invite representatives from the Dept. of Education to future OWIB meetings.

Career Readiness Certificate (CRC) Report

Todd Nell, Program Administrator for the CRC, gave an overview of the CRC and its benefits.

Rene Leger, Loaned Executive for CRC: CRC is a nationally recognized certification that is portable. In Oregon, awareness is relatively low; he wants to build on early successes and grow the program. There is a diversified supply system where CRC is available in multiple places. Next steps: look at the demand side. An emerging sector is the utility sector that formed a consortium that will adopt the CRC. It will have a lot of weight to bring on other businesses. The CRC team is working on developing a communication strategy and leverage with business channels and those that work the Oregon Business Plan. Team wants to ensure they have the right performance measures.

Discussion:

- Are you planning on going to LWIBs? That seems like a logical place to contact employers.

Leger: Yes. What we have learned is that all the workforce boards have tremendous relationships with a variety of employers.

- Could an employer require an applicant have the CRC before hiring?

Leger: not necessarily, but there could also be the “3 R’s”—recognize, request, or require the CRC. “Require” would be the highest level of commitment, but most employers will use the “recognize” or “request” path.

- How much time is needed to take the test?

Todd Nell: if someone takes the full assessment test, it takes about 4 hours; a person doesn’t have to take all components at the same time.

Officer suggested a recommendation for getting the message out statewide is the Society for Human Resources Management (SHRM). Lisa Neef, an OWIB member, is a member of SHRM. Private industries are spending between \$35-\$100 per applicant for testing; CRC is great from the HR perspective.

- Has government been contacted?

Preus: there have been some conversations, but there has not yet been much progress.

Manufacturing Committee Update

Mark Lewis, chair of the OWIB Manufacturing Committee, gave an overview of the committee's planning process: planning principles, process, major cross-cutting themes, and specific recommendations.

Vice-Chair Paulson recognized the committee for putting on a very successful Manufacturing Summit last fall. Over 70 employers and interested parties participated in the day-long event.

White suggested that going forward OWIB should use the Executive Committee meetings to move the process forward. The Executive Committee will work with committee chairs and get materials to OWIB members for recommendation.

Staff will notify interested OWIB members about Executive Committee meetings.

Report on Recent National Meetings

White and Paulson gave a summary of the recent National Governors Association and National Association of Workforce Boards conferences. Major issues discussed: WIA reauthorization and the federal Jobs Bill.

Meeting adjourned at 3:55 p.m.

Local Board Activities and Priorities

Agenda Item

Materials will be distributed at the meeting.

**New Diploma Requirements and Essential Skills:
Leveraging OWIB and the State Board of Education**

Agenda Item

Materials will be distributed at the meeting.

Health Information Technology Workforce Development Strategic Plan

Agenda Item

Materials will be distributed at the meeting.

2010 Statewide Opportunity Investments

Agenda Item

The OWIB Executive Committee took action at their meeting on June 2nd to approve the Statewide Opportunity investments for the funding year beginning July 1, 2010. At the OWIB meeting, the Executive Committee will report out to the full board on their action.

Background

The Governor established the Employer Workforce Training Fund (EWTF) by Executive Order in 2003. The EWTF has three parts. The majority of the funds go to the local level to provide incumbent worker training directly to businesses through Workforce Response Teams connected to Local Workforce Investment Boards. The remainder is committed to state-level programs and is divided into two parts – the Governor’s Strategic Training Fund (GSTF) and the Statewide Opportunity (SO) funds. The SO funds are for the purpose of building the capacity of the workforce system to further the state’s strategic workforce directions, and/or to respond to a need that is statewide or is larger than a single local area. The Executive Order setting up the EWTF gives the OWIB the responsibility of approving the SO projects.

The funding for the EWTF comes from the Governor’s reserve, funds held back by the state from the annual allocation of federal Workforce Investment Act funds. There is an amount determined by the Department of Community Colleges and Workforce Development (CCWD) for the SO allocation. This allocation amount is annual, beginning July 1 and extending through June 30 of the following year. Projects, however, can start later than the beginning of the fiscal year and at times carry over to the following year.

2010 Allocation and Projects

The committees of the OWIB have a major role in developing projects for funding. The Manufacturing Committee, the Youth and Education Committee, the Green Jobs Council and the Executive Committee itself all contributed to this coming year’s project development.

The Executive Committee has been fully involved in the development of the projects. Staff worked to put the projects together, and the Executive Committee has had discussions at each of their last three monthly meetings as the development took place. The Committee heard in-depth briefings, asked probing questions, gave advice to staff, and guided the process. At their June meeting, the Executive Committee took action to approve the SO budget and projects.

Strategic Opportunity Projects

The list of projects for the 2010 SO funds is attached. All projects are consistent with priorities set by the Executive Committee and the full OWIB, and are aligned with the OWIB’s strategic plan. As was the case last year, all projects are also aligned with the Governor’s four focus areas for workforce development: health care, manufacturing, green jobs, and regional high-wage high-skill jobs.

A short summary description of each project is attached, along with a spreadsheet showing the current year's projects and the projects for the next fiscal year. You will note that some projects are not fully developed. This is because, while approximate amounts are known for the identified projects, some are still in negotiation and flexibility is required. When this is the case, an explanation is included. When contracts are final, staff will present a complete list to the board. You will also note that not all of the funding for the 2010 fiscal year is committed. This gives us the flexibility to add funding to developing projects when the amount is not fully determined, and also to add additional projects if there is a late breaking need.

Action Required

No action by the full board is required. Because of the time pressure to get the SO projects approved and rolling, these projects have already been approved by the Executive Committee. This agenda item is bringing the full board's attention to the action so they are fully informed.

PY 09-10 Statewide Opportunity Investments

| Project Name | Contractor | Contract Amt. | End Date |
|---|---------------|---------------|----------|
| Green Jobs Growth Initiative Plan Dev. - Continuation | 3E Strategies | \$ 132,000 | 6/30/10 |
| Supply and Demand for Healthcare Occupations | OHWI | 65,000 | 9/30/10 |
| Youth Outreach Campaign/ MyPath Careers | OED | 92,000 | 5/27/11 |
| Youth Apprenticeship Initiative | BOLI | 57,267 | 6/30/10 |
| OWIB Manufacturing Workforce Committee | KeyLinks | 100,000 | 6/30/11 |
| Workforce System Messaging Development | Pyramid Comm. | 4,000 | 6/30/10 |
| Total | | \$ 450,267 | |
| Budget | | \$ 450,000 | |
| Difference | | \$ (267) | |

Preliminary PY 10-11 Statewide Opportunity Investments

| Project Name | Contractor | Contract Amt. | End Date | Notes |
|---|---------------|---------------|----------|------------------------|
| Green Jobs Growth Initiative Plan Dev. – Continuation | 3E Strategies | 30,000 | 10/31/10 | Contract Modification |
| OWIB Manufacturing Workforce Committee – Addl. Funds | KeyLinks | 15,000 | 6/30/11 | Contract Modification |
| BOLI Youth Apprenticeship | BOLI | 57,257 | 6/30/11 | Ongoing |
| EWTF Evaluation | Placeholder | 150,000 | 6/30/11 | (100-150) |
| EWTF – A Story of Systems Change | OWP | 40,000 | 12/31/10 | |
| OWIB 2016 Strategic Plan – Phase 1 | Placeholder | 70,000 | 6/30/11 | |
| Youth and Education | Placeholder | 35,000 | 6/30/11 | (25-35) |
| Green Sectors Economic Impact Study | EcoNW | 53,680 | 7/31/10 | In contracting process |
| Total | | 450,937 | | |
| Budget | | 520,000 | | |
| Difference | | 69,063 | | |

2010 Statewide Opportunity Projects

Green Jobs Growth Initiative Plan Development – Continuation. The Green Jobs Council extended the length of time to complete the Green Jobs Growth Plan by four months. An additional amount is needed by the contractor, 3E Strategies, to complete the work.

OWIB Manufacturing Workforce Committee – Additional. Funds. Similarly to the Green Jobs Growth Plan contract above, the contract to implement the action plan of the Manufacturing Committee is being extended by a quarter. The contractor, KeyLinks, needs the additional funds to complete the work.

BOLI Youth Apprenticeship. The OWIB Youth and Education Committee initiated this project three years ago. The OWIB began this project with funding for the Bureau of Labor and Industries for staffing to carry out a youth apprenticeship program. BOLI has been adding sites around the state for the last two years. This is funding for the coming year.

EWTF Evaluation. The Employer Workforce Training Fund (EWTF) has been in place since 2003, and except for an early look at the Statewide Opportunity portion of the program, it has never been formally evaluated. This project will carry out an independent evaluation of the program, and will inform the OWIB, the legislature and other stakeholders about how the funds were used, the successes (or not) of the program, and will make recommendations for future development.

EWTF – A Story of Systems Change. The EWTF has changed the way the workforce system in Oregon does business, in a very positive way. The Oregon Workforce Partnership would like to tell the story of its success, to demonstrate to the legislature and the federal government that the program is worthy of continued and expanded funding.

OWIB 2016 Strategic Plan – Phase 1. The OWIB's strategic plan, *Winning in the Global Market*, is getting dated. It is a five-year plan that was published in 2006. The Executive Committee wants to begin a new planning process proactively, evaluating the success of the plan and making preliminary recommendations with a view to updating the plan as a new Governor takes the reins.

Youth and Education Committee Placeholder. The Youth and Education Committee is working on a concept to carry out a public awareness campaign showing all the “pockets of excellence” in youth and education programs around the state with the goal of expanding best practices and taking them to scale.

Green Sectors Economic Impact Study. The Green Jobs Council requested that an economic analysis be done of the selected green jobs sectors of the state to enable the Council to make recommendations for investment and focus that will have the greatest economic impact.

WIA Budget Program Year 2010

Agenda Item

Materials will be distributed at the meeting.

Manufacturing Committee Strategic Plan Update (6/11/10)

Agenda Item

Background

Why Manufacturing Matters: Manufacturing continues to be a critical driver of the Oregon economy. In March 2010, 162,400 workers were employed in manufacturing jobs, representing a .7 percent growth from February and a positive change across both durable and non-durable goods –despite the recession. Manufacturing continues to comprise over 10 percent of jobs and approximately 14 percent of payroll, and most of those jobs are at higher average wages and offer higher benefits when compared to all other industries. Manufacturing has good jobs!

Oregon's manufacturing base represents a broad cross-section of industries, including metals, machinery, electrical equipment, transportation equipment, food, beverage and tobacco products, paper and others, with computer/electronic products and wood products continuing to dominate. While more than half of all manufacturing jobs are at employers with 100+ workers, the vast majority of establishments are very small, with fewer than 20 workers in over 6,000 establishments.

At the same time, skill requirements in those establishments are changing rapidly. Both new and current workers lack critical foundation skills, and despite the fact that many dislocated workers are in search of work, some firms in Oregon can't find workers with the level of technical skills they need. The baseline skills for production workers continue to rise with increased automation, advancing technology and the commitment of more firms to adopt lean manufacturing process improvements. Moreover, tens of thousands of production workers are expected to retire in the next decade while the pipeline of those interested in manufacturing careers is relatively empty.

OWIB Manufacturing Workforce Committee: In recognition of manufacturing as one of the state's critical economic development priorities and the myriad of workforce challenges companies are facing, the Oregon Workforce Investment Board (OWIB) established a Manufacturing Workforce Committee (MWC) in the fall of 2009. This critical decision is intended to leverage strategic state and federal investments in manufacturing workforce development over the past three years and to "plug into the power grid" a focused agenda for continuing the critical work of building the skilled workforce needed by Oregon manufacturers. In support of those efforts, the focus and activities of the MWC will:

- identify and implement several key action strategies that will be translated into "strategic doing" at both the state and regional levels;
- facilitate manufacturers across the state to be more engaged in innovative partnership with regional educational providers;
- work to ensure educational programs are more aligned with the workplace requirements of regional manufacturers;
- facilitate the identification, sharing and replication of effective models of manufacturing workforce development (including outreach, career awareness, training, etc); and
- encourage both public and private investments in manufacturing workforce development to increase and be more effectively leveraged for the common/shared good.

Mark Lewis, President of Woodfold Mfg., Inc. and a member of the OWIB, has been appointed Chair of the Manufacturing Committee. Mark's intention is to build a business dominated committee representing a cross-section of sizes, industries and geographic locations, populated with members who are willing to look at statewide and crosscutting manufacturing issues and who have connections beneficial to Committee work and a large network of contacts through which ideas can be generated and tested. Members recruited to date include:

- Jill Eiland, Corporate Affairs, INTEL CORPORATION
- Steve Emery, President, EARTH2O
- Al Gosiak, formerly President of DIAMOND FRUIT GROWERS INC.
- Charlie Lake, President, WARNE SCOPE MOUNTS
- Mark Lewis, President, WOODFOLD MFG., INC.
- Patrick Murphy, Executive Director, OMEP
- Artha Nafie, Quality Leader, CARESTREAM HEALTH INC.
- Drew Park, President, COLUMBIA WIRE AND IRON, INC.

Additional private sector members and appropriate public sector members will be recruited based on the focus of the Strategic Action Plan.

Planning Process

Statewide Planning Event: On December 3, 2009, over seventy participants attended the OWIB Manufacturing Workforce Committee’s first strategic planning session. Attendees included a very broad spectrum of representatives, including manufacturers, trade associations, labor, workforce investment board staff, education providers, apprenticeship, economic development, elected officials, community leaders and others. The purpose of the event was to provide a forum for collecting input from this statewide group regarding their priorities and recommendations of key workforce strategies to be included in the Committee’s Action Plan.

A power point presentation outlined some critical facts about the Oregon manufacturing economy and a summary of what we already know about manufacturing-related workforce issues in Oregon. (www.oregonmanufacturing.org/node/718). Workgroups discussed priority issues, and each committee member facilitated two round table discussions on specific challenges, the strategies currently being employed to overcome the challenges, and possible new strategies that could be implemented.

The group then considered the principal barriers keeping Oregon manufacturing from achieving the results. The report-outs and synthesis of input reflected the depth to which each topic was explored and the common threads that seemed to run through so many of the issues (www.oregonmanufacturing.org/node/789). Those in attendance were asked to commit to being willing to work in support of the final Strategic Actions Plan at the local and regional levels.

Committee Planning Process: Over the past few months, Committee members have been engaged in a series of structured discussions, both as a group and one-on-one interaction with the contractor, Audrey Theis of Key Links, to discuss the synthesized input and progressively winnow down options by focusing on the most effective, cross-cutting strategies that will address prioritized issues. As a result of that process, conducted virtually with Committee members across the state, a framework for the Action Plan was developed and adopted by Committee members, as reflected in the following pages.

Communication and Engagement

The OWIB Manufacturing Committee is committed to doing its work based on partnership with regional manufacturers, workforce boards, education and training providers, economic development entities, elected officials and government agencies. The intent is NOT to create a “top-down” agenda, but rather to work closely with various stakeholders at the regional levels to fashion a shared agenda that will support effective work that is already underway, but may need some additional “horsepower” to get to scale.

The primary communication tool will be the previously established website: www.oregonmanufacturing.org. All Committee products will be posted regularly and an update on progress against measurable objectives will be posted quarterly. All stakeholder groups will be asked to use this portal to post and share information related to their effort to support implementation of the Action Plan.

Oregon Workforce Investment Board (OWIB) Manufacturing Workforce Committee Strategic Action Plan

Vision: A talent pool with the foundation, technical, critical thinking and innovation skills needed to give Oregon manufacturers a competitive advantage in the global marketplace.

Four Priority Challenge Areas: Based on input from a broad cross-section of stakeholders, the following four challenge areas have been identified as areas of critical focus:

- **#1 Lack of Foundation Skills:** Both new entrants and current workers lack the basic foundation skills necessary to add value to operations without additional training.
- **#2 Negative Public Image and Lack of Career Awareness:** These factors have resulted in **too few workers in the pipeline** to fill expected vacancies due to impending retirements.
- **#3 Inadequate STEM Knowledge and Skills:** Workers lack the critical science, technology and math skills needed to foster innovation and promote critical thinking/problem solving.
- **#4 Rapidly Changing Workplace Requirements:** Continuous process improvements, productivity enhancements and technology advances are outpacing the skills of current workers.

Planning Principles: The following principles were adopted by the Committee to guide its work:

- Criteria: doable/achievable, focused, realistic, practical, requires limited resources, measurable outcomes.
- Reflect 3-4 “hot buttons” issues that other manufacturing groups and various stakeholder groups can support. Where can we leverage needed change?
- Implement in partnership with and through regional manufacturers, workforce boards, education and training providers, and economic development entities.
- When possible, join/lend support to existing efforts where there is already momentum around an issue (as opposed to launching new, parallel initiatives)

Major Cross-Cutting Themes: The following themes were consistently identified by all stakeholder groups:

- Increase innovative and sustained industry involvement at a variety of levels.
- Get the word out about existing programs/models that are producing results. Stop funding/doing more pilots and scale up what we already know is working.
- Improve the image of manufacturing and increase information about career opportunities within the sector to students, teachers, guidance counselors, parents and elected officials.

Categories of Activity: The Plan reflects two categories of activity:

- Strategic Initiatives with measurable metrics (What the Committee will do) and
- Areas of Concern (What Committee members will advocate for in various relevant public forums)

Timeframe for Implementation: June 2010 – June 2011

| Challenge Area #1 | Strategic Action | Tactics | Lead/ Timeline |
|---|---|--|---|
| <p>Lack of Foundation Skills</p> | <p>Support statewide implementation of the Career Readiness Certificate (CRC) among Oregon manufacturers. <i>(Metric: Increase # of manufacturers adopting CRC from 20 to 60, which represents 1% of all establishments.)</i></p> | <p>-Profile manufacturers currently using the CRC and highlight the business case for using the CRC in their hiring, retention and promotion practices. <i>(Deliverable: 6 profiles)</i></p> <p>- Gain commitment from Committee members to use CRC. Levels of engagement to include: request, recommend, or require. <i>(Deliverable: Commitments from Committee members)</i></p> <p>-Arrange regional informational briefings for manufacturers to learn about the CRC, possibly on agenda of existing consortia or business group. <i>(Deliverable: 4-6 regional meetings held)</i></p> <p>-Identify/recruit 8-12 manufacturers by industry area to serve as “champions” for the adoption of the CRC to their respective trade association or affiliate group <i>(Deliverable: At least 8 champions identified/recruited)</i></p> | <p>-Contractor by 10/2010</p> <p>-Committee by 12/2010</p> <p>-Contractor & Committee by 3/2011</p> <p>-Contractor /Committee by 6/2011</p> |

Advocacy Platform to Encourage Systemic Change for Building Foundation Skills

- Advocate with the State Board of Education and other key decision making bodies for significant revisions to the Essential Skills component of the high school diploma in terms of skills required, methods of assessments and timeframes for implementation.
- Advocate with the legislature and other relevant funding authorities for statewide roll out and full implementation of the Oregon Pathways for Adult Basic Skills Transition to Education and Work (OPABS model), particularly as relates to contextual math in a manufacturing workplace.
- Advocate with individuals and with education and training providers for increased student completions of manufacturing-based career pathway (short-term) certificates that build critical foundation skills and stackable credentials, and for the development of visual roadmaps that show individuals the career paths to good, living-wage jobs in manufacturing.

| Challenge Area # 2 | Strategic Action | Tactics | Lead/ Timeline |
|--|--|---|--|
| <p>Negative Public Image ----- Lack of Career Awareness ----- Too Few Workers in the Pipeline</p> | <p>Identify, promote and encourage adoption of manufacturing-related programs built on <u>innovative engagement between manufacturers and education/training providers across Oregon.</u> <i>(Metric: At least 75% of attendees at Statewide event report that sharing effective models led to “scaling up” of effective practices in their region and decreased need to reinvent the wheel.)</i></p> <p>Support the efforts of the Oregon Workforce Partnership, Community Colleges, and Office of Apprenticeship to “tell the stories” of their effective partnerships with manufacturers. <i>(Metric: At least fourteen – two per region- good news stories are run on effective models.)</i></p> | <p>- Develop an online template to capture critical categories of information regarding successful program models: who, what, how, what not to do/lessons learned, etc. <i>(Deliverable: Online template)</i></p> <p>-Establish categories for profiles (e.g., small manufacturer working with high school) and collect targeted information on effective models based on those categories and using online template. <i>(Deliverable: At least twenty effective models profiled)</i></p> <p>-Develop communication plan to promote and encourage adoption of effective models <i>(Deliverable: Completed Communications Plan)</i></p> <p>-Solicit regional media to run “success stories” about the effective programs, with a focus on the business-education partnerships, modern technology-based workplaces, and high-skill/high-wage career opportunities. <i>(Deliverable: At least one media partner in each region is recruited to run human interest stories about manufacturing partnerships and career opportunities.)</i></p> <p>-Hold Statewide Manufacturing Event to showcase effective models and secure media coverage. <i>(Deliverable: Event held and attended by at least 100 stakeholders from around the state.)</i></p> | <p>-Contractor by 10/2010</p> <p>-Contractor & Providers 12/2010</p> <p>-Contractor & Providers by 12/2010</p> <p>-Contractor, Committee & Providers by 3/2011</p> <p>-Contractor, Committee & Providers by 6/2011</p> |

**Advocacy Platform to Encourage Systemic Change for Negative Public Image/
Lack of Career Awareness/Too Few Workers in the Pipeline**

- Advocate with state, regional and local governmental leaders and elected officials regarding the importance of manufacturing to the economy and the urgency of continued investments in building a skilled manufacturing workforce.
- Advocate with high school leadership for expanded dual enrollment into community college Career Technical Education manufacturing-related programs.
- Advocate with employers for expansion of industrial apprenticeships in high-demand occupations.

| Challenge Area # 3 | Strategic Action | Tactics | Lead/ Timeline |
|--|---|---|---|
| <p>Inadequate STEM Knowledge and Skills (Science, Technology, Engineering and Math)</p> | <p>Support the Project Lead the Way (PLTW) State Partnership Team to achieve its established goals: -Increase infrastructure necessary to teach the PLTW curriculum -Increase access of Oregon students to the PLTW curriculum -Increase the capacity to implement, sustain and extend the PLTW program into public schools <i>(Metrics: Support achievement of metrics already established by the PLTW Partnership Team)</i></p> <p>Support school systems in adoption/expansion of various public/private models in middle and high schools that build science and math skills through extra-curricular activities, such as Lego robotics and science competitions. <i>(Metric: Increase in STEM-related extra-curricular activities as reported by regional education districts.)</i></p> | <p>Work with the three identified pilot regions:</p> <ul style="list-style-type: none"> ▪ Salem (will begin Fall 2010) ▪ Metro: East/Clackamas and West/Beaverton-Hillsboro ▪ Redmond/Bend/Sister <p>to do the following:</p> <p>-Help build a business case for manufacturer support of PLTW and other STEM related extra-curricular activities. <i>(Deliverable: Statement of business case)</i></p> <p>- Develop a menu of activities that outlines various ways manufacturers can engage with local schools in support of PLTW and other STEM supportive initiatives. <i>(Deliverable: Menu of activities)</i></p> <p>-Help convene regional informational meetings to brief manufacturers and other businesses about PLTW and other STEM related activities. <i>(Deliverable: At least three regional meetings convened.)</i></p> <p>- Identify specific manufacturers in targeted regions that might be “champions” and/or potential supporters and help recruit them as project partners for various STEM-related activities. <i>(Deliverable: Identification of at least three high profile manufacturers)</i></p> | <p>In cooperation with PLTW Partnership Team:</p> <p>-Contractor by 10/2010</p> <p>-Contractor by 12/2010</p> <p>-Contractor & Committee by 3/2011</p> <p>-Contractor & Committee by 6/2011</p> |

| Advocacy Platform to Encourage Systemic Change for Broader Adoption of STEM |
|--|
| <ul style="list-style-type: none"> ▪ Advocate with the Department of Education for a state STEM strategy. ▪ Advocate for private sector investment to assist schools with start-up costs of equipment and supplies and teacher training. |

| Challenge Area # 4 | Strategic Action | Tactics | Lead/ Timeline |
|--|---|--|---|
| <p>Workplace Requirements Outpacing Skills of Current Workers</p> | <p>Promote the “lean/clean/green” business case to Oregon manufacturers and the need for reduction of:</p> <ul style="list-style-type: none"> ▪ Natural resource waste ▪ Process waste and ▪ Energy waste <p>Articulate the implications to new skill requirements for incumbent workers and promote the importance of incumbent worker training in these critical areas.</p> <p><i>(Metric: At least one consortia-based incumbent worker training project in each region funded through the Employer Workforce Training Fund and targeted to an energy-efficiency agenda.)</i></p> | <ul style="list-style-type: none"> ▪ Ensure coordination of efforts with the OWIB Green Jobs Council as relates to manufacturing and green manufacturing initiatives. <i>(Deliverable: Regular communication between Committee Chairs and staff)</i> ▪ Identify and publicize ways manufacturers can tap into new sources of funds and technical assistance available for workforce training related to energy conservation, sustainability, lean-to-green, etc. <i>(Deliverable: Announcement of opportunities through website and manufacturing networks)</i> ▪ Identify and share best practices for how employers and training providers can deploy alternative workplace- and technology-based solutions to enhance incumbent worker skills relative to energy efficiency. <i>(Deliverable: Incorporate this focus as part of the effective models work)</i> | <p>Contractor & Committee Chair by 6/2011</p> <p>Contractor & Committee by 6/2011</p> <p>Contractor & Providers by 3/2011</p> |

Advocacy Platform to Encourage Systemic Change for Increased Incumbent Worker Training

- Advocate with the legislature for increased funding to expand incumbent worker training for Advanced Manufacturing, with a focus on energy efficiency and the skills needed by workers to help companies to become “greener.”
- Advocate with economic development officials at all levels for this as a business retention agenda and investment strategy.

| Multiple Challenge Areas | Longer-Term Multi-Year Strategic Action | Tactics | Lead/Timeline |
|---|--|---|---|
| <p>Lack of Foundation Skills ----- Negative Public Image ----- Lack of Career Awareness ----- Too Few Workers in the Pipeline ----- Inadequate STEM knowledge and skills</p> | <p>Conduct a summer in-service institute for middle and high school teachers and guidance counselors.</p> <p>This initiative will be multi-year effort, with planning in 2010 and implementation the summer of 2011(after this grant period)</p> | <p>-Explore existing models, both in Oregon and nationally, that have similar goals and objectives, such as: <i>Credit Model: The Summer Agriculture Institute sponsored by the Oregon Farm Bureau, which offers a 3-credit, week-long graduate level course for K-12 educators through OSU on how to teach academics using an agriculture context. (www.oregonfb.org/programs/sai.shtml)</i></p> <p><i>Continuing Education Model: The Oregon Building Congress offers week-long in-service training to Portland area teachers with PSU. Topics have included applied math, applied science, design & sustainability. Teachers develop and share lesson plans.</i></p> <p><i>Hands-on Model. The Semi Foundation (SEMI High Tech U) has taken its successful student program and now sponsors workshops to teach educators about high tech/nanotechnology. (www.nysut.org/newyorkteacher_10825.htm)</i></p> <p>-Explore affiliate partnerships with related organizations, such as the Chalkboard Project and Business Education Compact, which focus on teacher effectiveness and business-education partnerships, respectively.</p> <p>-Determine the pros and cons of various models; select one for replication.</p> <p>-Develop/adapt model based on Oregon requirements with input from project partners</p> <p>-Promote opportunity to teachers and guidance counselors</p> <p>-Launch pilot and/or full-blown project (TBD)</p> | <p>-Contractor by 12/2010</p> <p>-Contractor by 12/2010</p> <p>-Contractor & Committee by 12/2010</p> <p>-Contractor & Committee by 12/2010</p> <p>-Project Team by 3/2011</p> <p>-Project Team by 6/2011</p> |

Youth and Education Committee Policy Recommendations

Agenda Item

Vision – Oregon’s students experience a comprehensive career development system that provides them the tools necessary to be college and career ready. Students move through a continuum of supports and activities that begin with exploration in the early grades and end with internships or work experiences prior to graduation. It takes participation of schools, businesses, the community, parents, workforce development partners and students to create a successful system.

Challenge Area 1: Many students leaving the public secondary school system are not adequately career and college ready.

Recommendation A - Encourage a comprehensive K-12 career development system that promotes school, community and business collaborations.

Strategic Actions:

- Identify and communicate promising practices from pockets of excellence in career development and community collaborations
- Advocate for strong business connections to provide career related learning experiences (CRLEs):
 - Encourage more business involvement in job shadows, mentoring, mock interviews, classroom guest speakers, company tours, and informational interviews
 - Increase business awareness of the need for their involvement in the K-12 career development system
- Support Career Pathways and MyPathcareers.com efforts
- Promote professional development models using teacher leaders to develop communities of practice in the area of career development in education
- Tax Credit – Pursue possible legislation that establishes a tax credit for businesses who contribute funding to support career development systems in K-12

Recommendation B – Expand the number of internships, work experiences and jobs for youth

Strategic Actions:

- Advocate for funding for both Summer and Year-Round Youth Employment programs in the next legislative session
- Support innovative strategies that connect business and schools for work experiences, particularly in-depth real-world experiences, such as internships
- Advocate for inclusion of both a summer and year-round youth employment program and funding in Workforce Investment Act (WIA) reauthorization

Challenge Area 2: Many students lack technical skills in order to compete for high-skill jobs

Recommendation - Raise overall awareness of the importance of Career Technical Education (CTE)

Strategic Actions:

- Develop OWIB recommendations and action plan to promote Career and Technical Education in preparation for new Governor and 11-13 Legislative Session:
 - Consider recommendations in the Oregon Career and Technical Education Study and other relevant studies and issue briefs
 - Determine priority areas for OWIB advocacy
 - Recommend actions to OWIB
- Recommend change in teacher licensure – requiring all teachers to obtain three credits in CTE, Workforce Development, Service Learning or Community-Based Learning from a local college or university
- Advocate for the inclusion of course content about the importance of and strategies for supporting CTE in university programs that lead to administrative licensure
- OWIB will develop and maintain a strategic partnership with State Board of Education (SBE) around issues such as CTE, the Oregon Diploma and other workforce related issues

Committee Reports

Communications Committee

Youth outreach campaign launches site and events

Communications Committee Announces Launch of MyPathCareers.org

The Oregon Workforce Investment Board's Communications Committee has been working with Pyramid Communications to help younger Oregonians get the training and education they need to have the life they want. They are now announcing that the campaign – MyPath Careers – has officially launched in June 2010!

What is MyPath Careers?

It's a first of its kind Oregon website – <http://www.mypathcareers.org> – where teen and 20-something Oregonians can explore careers, connect to education and training, and learn about job opportunities. The site is robust, edgy, and loaded with information about how to get started. It's also a comprehensive and integrated portal that connects directly with WorkSource staff, education, and workforce development partners.



Example of Web site

directly with WorkSource staff, education, and workforce development partners.

- 250+ career profiles based on data from Oregon Career Information System and OLMIS
- 450+ videos and photo diaries of real people talking about their work and giving advice
- Career-specific schools and education opportunities
- Links to Career Pathways Roadmaps
- Additional resources for financial aid, mentoring, internships and more

The MyPath Careers Campaign



Street team at Expo

Armed with a Facebook quiz, texting contest, and flashy banner displays, a young street team promoting the new career exploration Web site may be visiting a fun event near you this summer. While it is true that they'll be bringing fun and games, they'll also be helping young Oregonians with some serious business - their future.

Oregon Career Information System and the Employment Department's Workforce & Economic Research Division were instrumental in the project's data.

This marketing portal is a powerful step forward to a shared vision: improve Oregon's homegrown talent pool by helping more young people get the training and education they need and the careers they want.

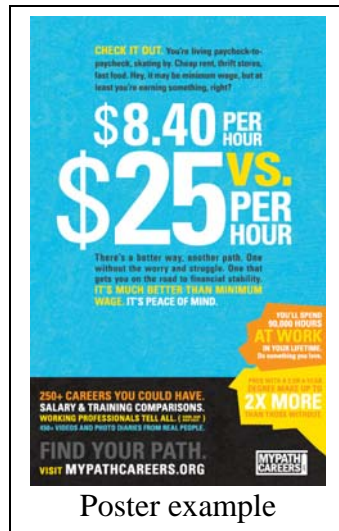
See the full schedule of events below:

| Event | Date | Location |
|---------------------------------|-----------------------------|-------------------------------------|
| Northwest Youth Careers Expo | May 11, 2010 | Portland - Oregon Convention Center |
| Rose Festival | Jun 5, 2010 | Portland - Waterfront Village |
| Rose Festival | Jun 12, 2010 | Portland - Waterfront Village |
| Oregon High School Rodeo Finals | Jun 20, 2010 - Jun 17, 2010 | Prineville |
| St. Paul Rodeo | Jul 2, 2010 | St. Paul |
| Ashland 4th of July Celebration | Jul 4, 2010 | Ashland |
| Jackson County Fair | Jul 20 2010 - Jul 22 2010 | Central Point |
| Willamette Celebration | Jul 23, 2010 - Jul 24, 2010 | Albany - Timber Linn Park |
| Washington County Fair | Jul 29, 2010 - Jul 30, 2010 | Hillsboro |
| Trail Blazers Street Jam | Jul 31, 2010 - Aug 1, 2010 | Rose Garden - Portland |
| Dune Fest | Aug 4, 2010 - Aug 8, 2010 | Reedsport/Winchester Bay |
| DEW Tour | Aug 12, 2010 - Aug 15, 2010 | Rose Quarter - Portland |
| Pendleton Round Up/Main Street | Sep 14, 2010 - Sep 18, 2010 | Pendleton |

Visit <http://mypathcareers.org/mypath-action> to access templates you can use for press releases, newsletters, opinion articles, and key messages. You can also download posters for your use within your organization.

See examples on the next page.

Examples of promotional materials used in the campaign



Other business

Future committee business includes building messages around the OWIB story, and creating a tagline to accompany the WorkSource Oregon brand.

Regions needing WorkSource branding assistance are able to get support for signage, printed promotional materials, WorkSource business cards and name tags through the committee.

Committee Reports

Green Jobs Council

The Green Jobs Council (GJC) continues to work on the Green Jobs Growth Plan required of the OWIB in HB 3300 from the last legislative session. There have been several recent developments, detailed below.

Recommendations Section of the Plan

The GJC is focused on the recommendations section of the Plan. This is the heart of the plan, and it is likely that this section will have to stand alone. The most recent set of recommendations includes strategies in six areas:

- Coordination, Leveraging and Integration
- Labor Market Intelligence Information
- Job Creation and Retention
- Job Training
- Outcomes Measurement
- Communication and Outreach

At the last meeting of the GJC, it was recommended that the section be reformatted to focus on the creation of green jobs, with the other areas supporting that activity, and by sector.

Incentives and Job Creation

A small group called together by 3E Strategies discussed the job creation aspect of the Green Jobs Growth Plan and considered various incentive options to expand current businesses and attract new ones to create green jobs. Several creative financing methodologies were also talked about, including some which will probably be introduced in the next legislative session. There was a general recognition among the group that because of the state's current fiscal situation that it is imperative to explore creative financing options other than direct state investment. Financing and incentive recommendations will be in the recommendation section of the Plan.

Green Job Sectors

OWIB, 3E Strategies and Employment Department staff met to finalize the green jobs sectors that will be the basis of the Green Jobs Growth Plan. These sectors were approved by the GJC at their last meeting. The sectors are:

Green Building and Development:

Green design, Development, Engineering, Contracting & Planning

Renewable Energy Production/ Generation:

Solar, Wind, Biomass, Geothermal, Wave, Bio-energy, Small Hydro, Biofuels

Energy Efficiency:

Weatherization and conservation retrofitting and remodeling, Strategic energy management for industrial, commercial and residential structures and dwellings

Green Manufacturing:

Solar, Wind, Wave, Metals, Composites, Recycling technologies, Supply chain components, Food products & processing, Lean/High performance practices

Transportation:

Batteries, Fuel cells, Electric vehicles, Emissions controls and testing

Agriculture/ Sustainable Forestry:

Farming, Food, Aquaculture, Forestry, Forest products, Nurseries

Energy Transmission and Storage:

Linemen, Smart grid, Utilities

Environmental Technologies and Services:

Recycling, Operation, service & maintenance of renewable energy technologies, Consulting, Hazardous waste mitigation, Wastewater treatment, Water storage and conservation

We have selected a contractor, ECONorthwest, to carry out an economic analysis of the sectors to assist the GJC with prioritizing the recommendations in the Plan to result in the greatest economic impact for the state.

State Energy Sector Partnership (SESP) Grant

The Green Jobs Council is the State Energy Sector Partnership required in the grant. We continue to make progress on the SESP activities. All contracts with the Local Boards are either final or nearly so. We will continue to make contract adjustments as they are needed. USDOL has called a meeting of all SESP and similar grantees for June 15th and 16th in San Francisco. The subject matter of the meeting is fiscal and program reporting and other grants management details. We are in the process of convening an Oregon statewide meeting for much the same purposes. We have hired the SESP Coordinator, Tom Cope, whose first day is June 14th. Tom comes to us from the Community Services Consortium (Linn, Benton and Lincoln Counties) where he was Development Director.

Informational Attachment

CRC Report (6/15/10)

NCRCs earned in Oregon: 2159 (Bronze – 350, Silver – 1007, Gold –777, Platinum – 25)

Implementation Committee: Last meeting was May 18, 2010. Next meeting is July 9, 2010. The committee plans to meet every 6 weeks, schedules permitting.

E3 Partnership: E3 (Employers for Education Excellence), a statewide non-profit launched by the Oregon Business Council in 1996, continues in its partnership with CCWD on the NCRC Implementation. Through this partnership Rene Leger, E3's Executive Director, is serving as a loaned executive to the NCRC initiative over the next year, and continues to focus on building employer demand for NCRC services. A formal launch is scheduled for the Oregon Business Summit this December.

Strategic Marketing and Communications Plan: The NCRC Strategic Communications Plan is complete and the Communications Team should be in place over the next few months. Kira Higgs has been hired as the NCRC Communications Coordinator on contract with CCWD. The rest of the team will be comprised of contractors who will be individually responsible for print collateral/marketing materials, web site development, advocacy and media relations, and local employer outreach. The statewide marketing launch is targeted for November of 2010.

Planning Packets, Local Plans, and Funding

Planning Packets and a Resource Manual are being distributed to the LWIBs as the conveners of local partners who will be completing local delivery plans for the NCRC. Local Plans are due back to CCWD in mid July, with funding targeted to flow out to the field in the first part of August. Statewide NCRC assessment and certification services are targeted to be available statewide by December, 2010.

Pilot Projects

Mount Hood Community College (MHCC) has included NCRC assessments as part of the completion process for certain Career Pathways Trainings, assessed JOBS program/Temporary Assistance to Needy Families (TANF) short-term training clients at the Maywood Center, and made NCRC assessments a mandatory part of Project Enterprise (JOBS work experience).

Portland Community College (PCC)

PCC focused on integrating the NCRC into the Welding Technology program and Medical Assisting program. PCC is now in the process of completing an Occupational Profile and Curriculum Assessment within a PCC Career & Technical Education program to identify how program academic expectations align with NCRC scores.

Blue Mountain Community College (BMCC)

The intent of BMCC was to increase awareness among businesses, workers, potential employees and partner agencies that provide and support workplace readiness training for the community. This approach led BMCC to partner with businesses, agencies and organizations in NE Oregon. This included local WIA providers and the local WorkSource Oregon, encouraging their involvement in promoting the National Career Readiness Certificate (NCRC) and referring prospective employees to the NCRC coordinator for assessments.

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