

Region 2 Workforce Investment Board

Minutes

January 14, 2011

7:30 - 9:00 a.m.

111 SW 5th Ave., Burnside Rom
Portland, OR

In attendance:

Board Members: Chair James Paulson, Vice-Chair Don Jensen, Warren Fish, Kali Ladd, Roy Rogers, Sharon Birge, Travis Stovall, Lila Leathers, Sheila Holden, Diana Kimbrough, Eileen Drake, Kevin Dull, Jonathan Schlueter, Vickie Burns, Zeke Smith, Patrick Quinton, Steve Rudman, Donna Patrick, Ron Hauge

Staff: Andrew McGough, Sharon McFarland, Patrick Gihring, Heather Ficht, John Gardner, Bob Durston

Handouts:

- October 2010 minutes
- 2010-2012 Strategic Plan
- Regional One-Stop Committee Executive Summary
- 2010-2012 Strategic Plan Presentation & Recommendations

Call To Order

The meeting was called to order by Chair James Paulson at 7:36 a.m. Quorum was announced at 7:52 a.m.

Paulson introduced our new WIB member Kevin Dull with Kaiser Permanente.

CONSENT AGENDA

Jonathan Schlueter moved to accept the October 2010 minutes once spelling of his name is corrected. Lila Leathers seconded the motion. Motion was unanimously approved.

STRATEGIC PLAN UPDATE - DELIVERABLES AND 2011 RECOMMENDATIONS

Andrew McGough reviewed the strategic plan goals that the board approved for 2010-2012 and introduced the Chairs of each of the committees.

Regional One-Stop Committee: Sheila Holden and Marc Levy, co-chairs of the Regional One-Stop Committee: Holden discussed and praised the survey instrument that the team has developed and implemented at the WorkSource Centers. The tool will help us identify how to better serve the clients coming through the centers. It is the responsibility of the WIB to certify WorkSource Centers and conduct oversight to ensure they are providing high quality services to regional jobseekers and businesses.

Patrick Gihring, WSI Adult and Dislocated Worker Investment Manager, provided background information on service integration which has required we do business differently. WSI and OED resources have to be operationally merging at the center level to provide seamless services. WSI and OED staff have worked together to develop and define roles, responsibilities and standards. The center review covers areas of agreement that have been defined.

Sean Kelly, WSI Sr. Project Manager, provided an overview of the center review process that was just completed. The purpose of the review is to assess quality of services, used for certification, ensure integrity to integration and provide continuous improvement. The review tool has 75 criteria and focuses on products and services. WSI Staff reviewed all centers then met with center staff to review results, strengths and areas for improvement.

The center review will be done on an annual basis and will be brought back to the One-Stop Committee.

Kelly reviewed the recommendations of the Committee:

1. Develop integrated framework for business services
2. Continue effort to standardize and systematize regional services
3. Ensure that the integration model functions effectively in changing environment
4. Provide professional development opportunities for Center staff
5. Move to formal certification process in 2012.

Sheila Holden moved to adopt the recommendations of the Regional One-Stop subcommittee. Diana Kimbrough seconded the motion. Motion was unanimously approved.

Youth Education & Training Committee: Eileen Drake, Chair, introduced Sharon McFarland. McFarland announced that Heather Ficht is the new Youth Manager. Worksystems, Inc. is in the process of doing a restructuring of our youth investments leading up to procurement for our youth resources. The restructuring process is very collaborative. We are working with other funders of disadvantaged youth services and will hopefully be able to align and leverage services to create a new investment model.

Eileen Drake reported that despite a very challenging year the committee made significant progress. Drake reviewed the goal of the committee. The primary purpose of education is to prepare people to work. It's important to interweave the education experience and work experience so people have the tools and skills they need to obtain a living wage job. Last year the committee decided to focus on making SummerWorks sustainable and to continue to support BizConnect to help achieve this goal. With SummerWorks we were able to continue on a smaller scale without the ARRA investment. BizConnect received a \$200,000 grant from the State to continue and support the program. We are developing a plan for sustainability and best practices.

Heather Ficht reviewed the SummerWorks program funding and support. SummerWorks provides about 180 hours of meaningful work experience for youth helping to prepare them for the soft skills they will need for future employment. It also helps show young people the possibilities that are open to them. Ficht thanked the public and private sector partners for their support over the summer. Through our outreach, we have about 40 businesses that have shown interests in supporting our youth. Drake explained to the employers in the room that there is a phenomenal return on investment for this experience. Out of the 5 interns PCC Structural had last year, 3 were offered continued employment. One of the previous interns is now a supervisor in one of their plants. Other board members discussed their positive experiences with the program.

Ficht explained that BizConnect is the systematic connection of students or youth with career learning opportunities. Learning opportunities include, but are not limited to, internships, job shadows, and guest speakers. Last year over 4,000 youth took part in these career learning opportunities and over 800 businesses have signed up to provide these connections. The grant from the State should allow us to expand the program.

Drake asked members to let her know if they were interested in working on the committee.

Drake reviewed the recommendations of the Committee:

1. Support and increase capacity of SummerWorks as an established program
2. Support and increase capacity of BizConnect as an established program
3. Establish a mutual investment model for youth workforce systems that supports work-based learning and post-secondary transitions and persistence.

Eileen Drake moved to accept the recommendations of the Youth & Education subcommittee. Sheila Holden seconded the motion. The motion was unanimously approved.

Regional Competitiveness Committee - Sharon Birge, Chair, introduced Sharon McFarland. McFarland announced that John Gardner is now the Manager of Regional Business Services. Birge reviewed the current goals of the committee. In 2010, they decided to move forward to try to collaborate and understand what kind of economic development alignment in support of regional job creation was being done in the region and identify the gaps in skills needed to support these efforts. They found that a lot of work was already being done and that Worksystems was integrated into those efforts.

The committee decided to refocus their efforts by looking more closely at the available talent pool to try and align that with the targeted development that was being done in those industries. The committee started with a survey of the regional talent pool to support our targeted industries. John Gardner reviewed the results of the survey. They surveyed regional employers, economic development staff and WIB members. The focus is to identify educational levels and certificates/licenses that are held by unemployed, under-employed and those looking to change careers.

The committee also worked to identify the 2010/11 target industries where the bulk of our incumbent and new worker training funds will be invested. The industries were chosen to align with the work of our economic development partners. In support of the targeted sectors, the industry skill panels will be reformed and recalibrated with a greater focus on workforce hiring and training needs. From that they will develop, implement and evaluate workforce solutions to meet those needs.

Birge reviewed the recommendations of the Committee:

1. Comprehensively inventory the regional talent pool
2. Clarify Business Workforce Needs within the WIBs target industries
3. Continue to progress toward a long-term goal of serving as the oversight body for workforce development activities for the region to ensure business retention, expansion and job creation efforts are successful.

Sharon Birge moved to accept the recommendation of the Regional Competitiveness subcommittee. Don Jensen seconded the motion. Motion was unanimously approved.

PUBLIC COMMENTS

Kali Ladd, City of Portland, presented information about the upcoming Youth Education Summit.

Eileen Drake announced the launch of the National Career Readiness Certificate on January 25th.

Information for the events will be forwarded to the board.

Andrew McGough announced that Dr. Ski is leaving MHCC the end of June.

McGough let the board know that Worksystems is moving to a new location at 1st and SW Market. Our next meeting will be at the new location.

Paulson encouraged members to get involved in the committees.

MEETING ADJOURNED AT 9:28 a.m.