

Region 2 Workforce Investment Board

Minutes

October 8, 2010

7:30 - 9:00 a.m.

Willow Creek WorkSource Center

Beaverton, OR

In attendance:

Board Members: Chair James Paulson, Vice-Chair Don Jensen, Jeff Cogen, Kimberly Schneider, Sharon Birge, Travis Stovall, Lila Leathers, Elizabeth King, Eileen Drake, Carl Moyer, Deanna Palm, Steven Morris, Jonathan Schlueter, Vickie Burns, Paul Riggs, Bob Tackett, Craig Collins, Kim Freeman, Byron Estes, deDrae Cottrell, Jerry Burns, Mary Shivell, Steve Rudman, Ron Hauge

Staff: Andrew McGough, Sharon McFarland, Patrick Gihring, Jenny Weller

Guests: Agnes Balassa, Executive Director Oregon Workforce Partnership (OWP)

Handouts:

- Ballot
- July 2010 minutes
- Year in review - Community Investments
- Board roles and responsibilities
- WIB Member roster
- WIB meeting schedule
- OWP presentation
- OWP White Paper
- Oregon's Public Workforce System Model
- WorkSource Portland Metro presentation

Call To Order

The meeting was called to order by Chair James Paulson at 7:38 a.m. Quorum was announced.

Paulson introduced the new WIB members - Jeff Cogen, Multnomah County Chair and Paul Riggs, Executive Secretary Treasurer Columbia Pacific Building Trades Council.

CONSENT AGENDA

Elizabeth King moved to accept the July 2010 minutes. Sharon Birge seconded the motion. Motion was unanimously approved.

ELECTION

Paulson reviewed the ballot. The positions to be voted on are Chair, Vice-Chair, and Private Sector Representatives to serve on the WSI Board/Executive Committee. The ballots were collected and Jenny Weller announced that the vote was unanimous. James Paulson was elected Chair, Don Jensen was elected Vice-Chair and Carl Moyer, Elizabeth King, and Travis Stovall were elected as private sector representatives on the WSI Board/Executive Committee.

OREGON WORKFORCE PARTNERSHIP

Andrew McGough introduced Agnes Balassa, Executive Director of Oregon Workforce Partnerships (OWP). McGough emphasized that with job creation being one of the primary issues candidates have been focused

on in the upcoming election ,we need to make sure our legislators in Salem understand what we do, what our needs are, and encourage them to use us and the workforce system to support any job creation efforts.

Oregon Workforce Partnerships (OWP) is a statewide association of Oregon's Local Workforce Investment Boards (LWIBs). Over 110 Oregon businesses are represented on the boards. Discussions and decisions our WIB makes feeds into the statewide system along with LWIBs in the other 6 regions. OWP's goal is to build a more highly skilled workforce to support and expand the state's economy by leveraging local initiatives for statewide benefit. We want to make sure that a clear local voice for workforce development is constantly heard and LWIB recognition is increased at the state level. Statewide policies can guide workforce development, but everything really happens at the local level. The 7 LWIBs work together to align economic, education and training systems based on the needs of the community. Workforce development is about the coordination of systems to deliver a skilled workforce.

A White Paper was prepared by OWP laying out a shared vision of a workforce development legislative agenda. The recommendations are intended to provide a comprehensive approach to skill development.

- Grow Jobs
 - Align incentives and programs to maximize job growth. Target critical industries.
- Align workforce and education to create a comprehensive, articulated skill development system
- Expand the role of Local Workforce Investment Boards to align skill development at the local level.

LWIB are charged with aligning the education and workforce development resources in their communities. Public policy changes could enable boards to play an even more comprehensive role. Fully utilizing this infrastructure is a relatively low cost investment and potentially reduces unnecessary duplication and promotes better results.

The paper has been given to both candidates for governor, Dudley and Kitzhaber. We have had the opportunity to float some legislative concepts to the state senate. After talking through low-cost, immediate impact recommendations we landed on 4 legislative concepts because of their focus ensuring resources are aligned, putting money in people's pockets, and retaining jobs. The legislative concepts are relatively low cost and have a multiple return on investment:

- Use WIB to strategically align education programs
- Expand on-the-job training programs
- Youth employment
- Expand current worker training

At the federal level we are still asking for the reauthorization of WIA, still looking to maintain funding levels, and looking at how to use LWIBs to coordinate any new federal investments in worker training at the local level instead of creating another infrastructure.

OREGON'S WORKFORCE DEVELOPMENT SYSTEM

deDrae Cotrell, Regional OED Manager, reported that there are about 4,000 - 5,000 UI exhaustees currently in the system in our region. In December there will be about 8,000 and March about 10,000. McGough explained that these are people who have exhausted all benefits. Last month, across the country, about 64,000 jobs were created in the private sector. However, about 14 million people are looking for a job. The only way we can help is to align what we have in an effective way since there is no more money. We have to figure out what we've got, and make sure it is used in the most effective and efficient way possible. McGough reviewed Oregon's Public Workforce System model developed by a statewide integration leadership team. This model is an agreement between the 3 partners on the team: Oregon Employment Department, Oregon Department of Community Colleges & Workforce Development and LWIB's. McGough is representing the LWIBs on this team. Their job is to talk about systems integration and then develop policies on a state level to align systems and come to agreements to improve quality and services. This represents about \$200 million in public sector funding and at least 50 separate funding streams and 280,000

people on an annual basis. The real work we need to do is to continue to improve the quality and encourage other organizations to use this model to align their efforts and create a more robust package of services. The map shows how someone goes through the public workforce system in Oregon, allows us to track people statewide, and establishes a base level of services and products at all WorkSource Centers. As a board, we need to look at the model and develop a plan to implement the model in our region. We then oversee the delivery of this model and evaluate how well the model is serving our community. We have responsibility to certify the centers that are used to deliver these services. The Boards Regional WorkSource Committee is already looking at those standards and a certification process.

APPLYING THE MODEL

Sharon McFarland, Director of Community Investments at WSI explained that 4 years ago the governor mandated that Employment Department and (Title IB) WIA services be co-located and integrated. On 10/6/2008, this region integrated and created the model. This didn't happen statewide. Co-location is essential to services integration. Our \$8.5 million investment in skill development leverages \$30 million in OED funds that they are putting in for staffing all these co-locations. This leverage sets the tone for the model at the local level. This past year we have integrated even further by aligning more partners such as The Multnomah County Action for Prosperity/SUN Services, Housing Authority of Portland and Goodwill Industries who are also contributing resources.

WorkSource Portland Metro (WSPM) registrations increased from 53,000 people in 2009 to 78,619 in Q1 in 2010.

Challenges:

- Decline in funds
- State Government budget problems - having to cut staffing
- Obama administration trending toward less formula allocations and more competitive funding and funneling more funds through the community colleges
- Facilities
- No One-Stop case management due to the large volume coming through the centers
- Salem policies add to challenges - not getting input from the regions
- UI exhaustees & long-term unemployed
- About 50% of people coming through the system need remediation
- Proactive placement services are missing from the system

Patrick Gihring, WSI WorkSource Services Manager, reviewed WorkSource Center locations, partners & providers, flow of services and the menu of services available. There are a variety of ways that enrollees flow through the system. At the welcome process all enrollees are given an assessment and a plan for "next steps" is developed. Self-service, One-on-One services, workshops and occupational training are available at all centers.

The National Career Readiness Certification process was launched last week.

A tour of the facility followed the meeting.

PUBLIC COMMENTS

Bob Tackett pointed out that Labor's Community Services is also one of the partners even though they were not on the list.

MEETING ADJOURNED AT 9:15 a.m.