Portland Metro Workforce Development Board (WDB)
Meeting Notes
July 12, 2019
Worksystmes
1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Roy Rogers, James Posey, Maurice Rahming, Deanna Palm, Jane Leo, Pam Treece, Lisa Skari, Marc Goldberg, Bob Tackett, Nancy Alvardo, Rolanda Garcia, Komi Kalevor

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Barb Timper, Liza Morehead

Guest: Lisa Rau - EcoNW

Handouts:
- 10 Years of SummerWorks
- The Economic Value of Worksystems

CALLED TO ORDER:

Meeting was called to order at 7:43 a.m. Quorum was not obtained.

Introductions and Announcements

Andrew McGough explained it was time to update our strategic plan. A survey will be issued later this summer to gather input on the plan. Staff will develop a draft plan and process flow for review at the next meeting. The EMSI Economic Value of Worksystems report and SummerWorks evaluation will help inform the plan and process.

EcoNW SW Evaluation Report

Lisa Rau, EcoNW, provided an overview of their work and the outcomes of the EcoNW SummerWorks Analysis report. The report looked at youth who participated in the program between 2010 and 2017. They assessed outcomes for each participant based on their work and education history prior to participating.

They looked at outcomes vs what we predicted. Success is defined as continuing education, finishing High School or completion of work experience

Rau explained the findings were not as strong after the first year because data is required from multiple systems and is not always easy to obtain or confidentiality issues prohibit sharing.

Barb Timper explain that SummerWorks is just one piece of our broader youth employment strategy. It takes multiple interventions and experience to move young people from poverty to prosperity. One area we’ve really been exploring is moving young people into the trades. Worksystems now supports youth at Portland Opportunities Industrialization Center (POIC), Portland Youth Build (PYB) and the Pacific NW Carpenters Institute and pays wages during training. We are also increasing the number of year-round work experiences available through the Connect to Careers Network.

Timper provided a 10-year look back at SummerWorks. It was suggested we form a taskforce to examine ways to increase private sector involvement. A mentorship program was suggested as a way to keep the private sector engaged.

October minutes not yet approved due to lack of quorum at January meeting
Timper said that we did get a big commitment from JP Morgan Chase - $300,000 over 3 years. This could be an example for other private sector companies.

Timper indicated we always have more applicants than jobs. Currently, we have 1,300 youth in the pool, but only resources for 900 jobs.

In response, we created Connect 2 Careers – a website designed to match local young people with local jobs. We have had a great response from local employers to the site and see this as a great way to connect kids to unsubsidized jobs.

**EMSI Return on Invest Report**

Liza Morehead discussed the Economic Value of Worksystems report produced by EMSI. The report will be coming out later this year and will help us better understand the impact of Worksystems on the regional economy.

The programs Worksystems operates are just part of the overall economic impact. There is also the impact of annual payroll and other operational spending. The impact of Worksystems on the local, regional, and state economies is greater than the total of our direct spending on payroll, goods, and services. Money spent by Worksystems is spent again by the recipient employees, local businesses, and community partners. A chain reaction of indirect and induced spending continues, with subsequent rounds of additional spending gradually diminished through savings, taxes, and expenditures made outside the state.

EMSI calculated that when we consider the multiplier effects, the total impact of PY 2015 spending is $28.3 million in added income for the Portland Metro economy. This is equivalent of supporting about 340 jobs through the region.

**Public Comment**

No public comment

Meeting was adjourned at 8:56
Portland Metro Workforce Development Board (WDB)
Minutes
January 11, 2019
Worksystems
1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Sara Ryan, Aida Aranda, Bob Tackett, Danell Butler, Deanna Palm, James Posey, Jane Leo, Joe McFerrin, Keith Mays, Keith Ozols, Bobby Lee, Lila Leathers, Mark Mitsui, Naomi Ulsted, Pam Treece, Rolanda Garcia, Theresa Jelderks, Komi Kalevor

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring

Handouts:
- Government Relations Taskforce Charter
- 2019 – 2020 State Legislative Talking Points
- 2019-2020 Legislative Priorities
- Legislative Contact List

CALLED TO ORDER:

Meeting was called to order at 7:32 a.m. Quorum was announced.

2019-2020 State Policy and Legislative Agenda

James Paulson reminded the Board that at the October meeting, the decision was made to form Government Relations Taskforce. Jane Leo volunteered to chair the taskforce.

Jane Leo introduced the members of the taskforce. The taskforce has a great mix of private sector, public sector and higher education representatives. Their first task was to develop a charter and put together a set of policy recommendations for State elected officials. They started with State priorities because of the urgency of the upcoming session but their goal is to also establish priorities for Federal and local issues.

Andrew McGough explained that the overriding goal is to close the skills gap and prepare Oregonians for livable wage jobs. McGough reviewed the priorities developed by the taskforce:
- Increase funding for accredited institutions and training programs that prepare Oregonians for livable wage jobs, including – but not limited to – community colleges, registered apprenticeships, on-the-job training, career & technical education and state workforce investments,
- Support funding for year-round internships and work-based learning for youth.
- Restore consistent and equitable funding formulas that consider populations and per capita expenditures to distribute education and workforce resources across the State.

The Taskforce organized a legislative briefing with local elected partners in December at Worksystems. We had 17 elected representatives and 11 Board members attend the briefing. In addition, McGough has met with about 9 local and State elected officials and has some additional meetings scheduled with legislators scheduled. He is also been meeting with State and local associations. We will send a survey out to all Board members to indicate interest in volunteering for legislative events and/or hosting meetings.

Mark Mitsui, PCC President, provided an update on community colleges efforts to create bridges to opportunity. The largest skills gap is in the middle skills arena between a high school diploma and a bachelor’s degree. The current base
budget for community colleges is at a deficit. We need to shore up the base budget to keep community colleges affordable and to provide skills training for middle skills jobs.

The Community Colleges have submitted a $70 million request for first generation-low income CTE funds to train students for high-wage, high-demand jobs in the healthcare and advanced manufacturing sectors. Mitsui provided an example why it’s important there is adequate CTE funding. We need funding to make us more competitive. The WDB can help by supporting the funding request, as stated in our legislative priorities. Mitsui explained that without additional funding, community colleges will have to raise tuition, cut programs or even close. The Board agreed that the earlier we start working with youth the better. We need to make sure there are funds to continue to develop the pipeline. We can’t wait until they are 18 and then train them in soft skills, etc.

McGough explained that when talking to elected officials, we need to remember that as a WDB Board member, you cannot directly lobby but you can educate on importance of workforce training, on the work of Worksystems. As an individual, you can lobby, you just need to make sure you are aware of what hat you are wearing.

Paulson thanked the taskforce for the work done.

**A View from Salem**

Representative Jeff Reardon provided an update of legislative activities at the State level. He agreed that there is a need for workforce development programs and support services to help people succeed. We have the opportunity to educate students and create/sustain a strong economy. It makes sense to invest in our students and invest in ways to grow our economy.

Why is it going to be hard? We have healthcare shortfall, housing issues and education funding.

Representative Reardon is on the Education Committee looking at early childcare, K12 and workforce. They are looking at ways to assist with student success and build a stronger system. We need education and workforce development to succeed. We need to advocate for funding the entire pipeline – early childcare, K12 and workforce development. We need to talk about cost containment while keeping in mind the unfunded liability.

He has been working on a tax credit to encourage businesses to hire more apprentices. He has introduced a bill called Prosperity 1000 to address inequities in the region, particularly East Portland/Gresham area. Looking at how we identify communities of concentrated poverty and how we address the need for more targeted funding.

**Consent Agenda**

*Motion: Keith Mays moved to accept the October 2018 minutes. Jane Leo seconded the motion. Motion as unanimously approved.*

**Public Comment:**

The floor was opened for public comment.

Meeting was adjourned at 8:52 a.m.
The Portland Metro Workforce Development Board
Minutes
October 12, 2018
Worksystems
1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Roy Rogers, Rich Roche, Sheila Holden, Theresa Jelderks, Lila Leathers, Carl Moyer, Deanna Palm, Jane Leo, Norm Eder, Pamela Treece, Craig Kollins, Mart Mitsui, Bob Tackett, Aida Aranda, Eryn Byram, Joe McFerrin, Biljana Jesic, Keith Ozols, Phillip Williams, Komi Kalevor

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Hector Acosta

Handouts:
- State of the Workforce Executive Summary
- 2017-2018 Annual Report

CALLED TO ORDER:

Meeting was called to order at 7:35 a.m. Quorum was announced.

Introduction of new member: Theresa Jelderks – Technology Association of Oregon

Jenny Weller announced the results of the election. James Paulson was re-elected as Chair. Travis Stovall was re-elected as Vice Chair. Carl Moyer, Caryn Lilley and Pam Treece were re-elected as private sector representatives on the Executive Committee.

CONSENT AGENDA:

Motion: Travis Stovall motioned to accept the July 2018 minutes with the adjustment of adding Joe McFerrin to the attendee list. Rich Roche seconded the motion. Motion was unanimously approved.

STATE OF THE WORKFORCE

Andrew McGough explained that every 2 years, as part of the annual meeting, we produce the State of the Workforce (SOTW) report. While the data does not change much over 2 years, we will review the trends and shifts we should keep our eye on moving forward. From an organizational perspective, we use the data as a mechanism to guide our investments and to make sure we are targeting the right industries.

Hector Acosta, Senior Project Manager, explained that the SOTW report was put together for the Columbia Willamette Workforce Collaborative (CWWC) consisting of Worksystems, Clackamas Workforce Partnership and Workforce SW Washington and is focused on the 7 county Metropolitan Statistical Area (MSA). The region is over 8,000 square miles with 77% living in Oregon and 23% in Washington. The region is very diverse, both geographically and by density – very urban to very rural.
Over the last 12 months, 37,000 jobs were added resulting in employment growth of 3.2%. More diverse sub-economies within the region had lower unemployment rates and recovered more quickly than less diverse economies.

The population of people of color grew twice as fast as the overall population. The population is more diverse the younger we go with 41% of regional students reporting as people of color.

Our targeted sectors did well. Construction added 10,000 jobs. Healthcare added 11,000 jobs. Manufacturing added 6,000 jobs which was the fastest growth for the sector in the 21st century. Technology added 4,000 jobs keeping pace with the overall economy.

It’s not all good news. The overall median income grew 18.5% between 1990-2016. However, the earnings are not equal across the region. The mean earnings for Portland are $68,061. East of I-205 the mean earnings are $44,592. On the Westside, the mean earnings are $97,371. That gap has exacerbated over time. Between 2005 and 2017 the gap grew from $18,000 to $35,000.

Migration to our region accounts for 60% of our population growth. People migrating to our region are highly educated with more than 50% having a bachelor’s degree or above. This has come at a cost with rents increasing 2.5x as fast as median incomes since 2010.

While the unemployment rate is low, that doesn’t mean all jobs are created equal. 80% of the jobs on the 10 most common occupations pay $30,000 or less. The top 2 fastest growing jobs – Food Service and Personal Care Aides – pay less than $30,000 a year. 14% of the population are working full time and earning less than $25,000 a year. The percentage is even higher for people of color.

Addressing the mismatch between the skills of available workers and current/projected jobs is the fundamental challenge facing the region’s workforce efforts. Education is key to upskilling workers and bringing up household incomes.

A draft of our legislative agenda was distributed to the Board. They agreed that we need to align our legislative agenda with our partners. As a 501c3, we are not allowed to lobby, however, we can educate and inform policy makers and elected officials on workforce issues. The Board recommended we invite elected officials to a presentation of the State of the Workforce data and our legislative priorities. We need to be a resource for workforce information for our region. It was agreed that we form a Government Relations Taskforce. Jane Leo will chair the taskforce.

**ANNUAL REPORT**

McGough explained that the annual report hasn’t changed much since last year. The industries that we have identified as our targeted sectors continue to be high-growth and offer a variety of high-wage jobs. We need to continue to pay attention to our increasing diversity and the disparities associated with different populations within the region. We are facing massive challenges related to affordability.

Tricia Ryan reviewed highlights of the 2017-2018 Annual Report. We are continuing to build critical partnerships to serve vulnerable populations. These partnerships help us bring in and align new resources.
Federal Formula funds and Competitive Federal funds continue to represent the bulk of our revenue. We continue to work on lessening our reliance on Federal Formula funds. However, competitive grants have been drying up and have a limited timeline. There are few opportunities in the pipeline as our current competitive grants begin to expire.

Community investments comprise the largest portion of our activities, accounting for 83% of our expenses. Coordination activities account for 10% and administrative activities account for 7% of our expenses.

Ryan reviewed the performance outcomes for Adult and Youth investments. Over 70,000 people engaged with the public workforce systems which is slightly down from 78,000 the previous year. 21,000 were placed in employment in the quarter after completing services. 86% were still employed nine months later. 1,060 youth received workforce preparation services and 1,181 were placed in paid work experience or internships.

Ryan reviewed the jobseeker and youth profiles. The information is self-reported by our participants. We are proposing to provide the information in a different format. Traditionally, we have reported based on total population. We are proposing to report the information based on who we served compared to the serviceable population.

The Board discussed the report and the recommended changes.

**Public Comment:**

There was no public comment.

Meeting was adjourned at 9:30 a.m.
The Portland Metro Workforce Development Board
Minutes
July 13, 2018
Worksystems
1618 SW 1st Ave., Suite 450

In attendance: Travis Stovall – Vice Chair, Komi Kalevor, Keith Ozols, Keith Mays, Danell Butler, Marc Goldberg, Jarrod Hogue, Bob Tackett, Roy Rogers, Norm Eder, Rich Roche, Rolanda Garcia, Deanna Palm, James Posey, Carl Moyer, Aida Aranda, Jane Leo, Joe McFerrin II

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Jesse Aronson, Barb Timper, Stacey Triplett

Handouts:
• Draft Strategic Workforce Plan
• WIOA Title I Guidance Letter

CALLED TO ORDER:

Meeting was called to order at 7:38 a.m. Quorum was announced.

New Board members, Komi Kalevor and Keith Ozols, were introduced

CONSENT AGENDA:

Motion: Rich Roche motioned to accept the April 2018 minutes. Keith Mays seconded the motion. Motion was unanimously approved.

Recommendations to Modify the 2016-2020 Strategic Plan

Andrew McGough explained that our discussion today is being driven by Federal and State law which requires us to update our current local plan every 2 years. Our current plan was reviewed by the Board and members of the community in September 2015 and the plan was approved by the State in December 2015.

We are seeking input today from our Board on the draft of the modified plan. We will also post the modified plan for public comment prior to sending it to the State for approval. Requirements provided by the State include:

• Focus on compliance
• Consider major changes in labor market and economic conditions
• Factors affecting implementation

McGough reviewed our current strategic plan. The goals and strategies were deliberately big but also had enough of a framework to keep us focused and allow us to measure progress. Each of the plan goals aligned with our business units: Workforce Investment Services, Business Services, Youth Services and Community Services.
Goal 1: The regional workforce system is aligned, provides integrated services, efficiently uses resources, and continuously improves to deliver outcomes for employers and job seekers.

Jesse Aronson, Workforce Investments Services Manager, provided an update on Goal 1 and explained that the goal is focused on the integration of WIOA required partners and systems alignment.

Over the last 2 years we have:
- Implemented WorkSource Oregon Standards
- Certified all WorkSource Portland Metro Centers
- Executed an MOU with WIOA Required Partners
- Established a WorkSource Operator supporting partner integration

Aronson recommended the following actions for the next 2 years:
- Deploy Operator to improve processes
- Increase partner integration
- Integrate more resources into WorkSource
- Grow portfolio of Career Boost programs

Goal 2: Regional workers, particularly low-income and other underserved residents, including those receiving public assistance, those with low basic skills and communities of color, have the skills they need to fill current and emerging quality jobs.

Stacey Triplett, Community Services Manager, provided an update on Goal 2. Triplett reviewed the work of the Aligned Partner Network (APN) which consists of about 30 Community-based organizations working together to provide 1-on-1 career coaching to barriered populations. Over the last 2 years they have:
- Coordinated access with partners
- Achieved active community engagement
- Worked on developing innovation in training and skill development

Triplett recommended the following action items for the next 2 years:
- Continue building coordinated access
- Continue seeking active community engagement
- Continue training options

Goal 3: Youth have the academic and work competencies required by regional employers.

Barb Timper, Youth Services Manager, provided an update on Goal 3. Over the last 2 years the Youth team have:
- Designed and implemented a comprehensive Resource Development Plan
- Expanded SummerWorks and year-around work experiences
- Aligned Youth Services with WorkSource Portland Metro
- Implemented Sector Bridge programs
- Implemented Oregon Connections
Timper recommended the following action items for the 2 next years:

- Continue to expand revenue sources to support youth programming
- Continue to increase SummerWorks, C2C and WEXY opportunities
- Continue WSPM alignment
- Continue Career Bridge programming
- Implement Career Related Learning Experience (CRLE) tracking functionality in LaunchPath

**Goal 4:** Employers can find the regional talent they need to grow and remain competitive.

Patrick Gihring, Chief Program Officer, provided an update on Goal 4. Over the past 2 years the Business Services team has:

- Launched Construction and IT workforce plans
- Revised the Healthcare workforce plan
- Version 3 of the Manufacturing workforce plan is near completion
- Launched Train Oregon across the State
- Released Industry Sector reports for our targeted sectors
- Received competitive grants to train thousands of new workers in IT, manufacturing and healthcare
- Implemented the new Community Construction Training Program, funded through Multnomah County and Metro
- Developed a Public Benefit Agreement with Prosper Portland
- Partnered with hospitals for “Workforce Diversification through Training and Promotion of Incumbent Service Workers into Healthcare Fields”

Gihring recommended the following action items for the next 2 years:

- Work with Prosper Portland to help signatory businesses fulfill hiring goals in public benefit agreements
- Expand industry-specific talent pools
- Continue implementation of sector-specific training grants
- Build out the CAWS construction industry co-investment model.

The Board discussed the recommendations and provided feedback.

*Motion:* Jane Leo motioned to publish the recommended actions and compliance updates to the 2016-2020 regional workforce plan for public review and comment. Rich Roche seconded the motion. Motion was approved. James Posey abstained.

**Public Comment:**

There was no public comment.

Meeting was adjourned at 9:02 a.m.