

Portland Metro Workforce Development Board (WDB)
Minutes

January 11, 2019

Worksystems

1618 SW 1st Ave., Suite 450

Minutes have not yet been approved due to:

- April Meeting was a regional meeting with 3 Board and no motions were presented to Board
- Lack of Quorum at the July meeting

**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.

The Portland Metro Workforce Development Board

Minutes

April 13, 2018

Oregon Convention Center

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Roy Rogers, Elizabeth Mazzara-Myers, Biljana Jesic, Bob Tackett, Caryn Lilley, Deanna Palm, Debra Derr, James Posey, Jane Leo, Joe McFerrin, Kimberly Branan, Lila Leathers, Mark Matsui, Naomi Ulsted, Pamela Treece, Rich Roche, Sheila Holden

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

Guests: Marie Davis -100,000 Opportunities Initiative, Glenn Fee – Gateway to College National Network, Youth Panel – Jada, Kade and Ali

Handouts:

- SummerWorks Annual Report

CALLED TO ORDER:

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

New Board member, Jane Leo with Portland Metro Realtors Association, was introduced to the Board.

CONSENT AGENDA:

Lila Leathers motioned to accept the January 2018 minutes. Travis Stovall seconded the motion. Motion was unanimously approved.

Opportunity Youth Report and Local Response

Andrew McGough explained that we are having our first Opportunity Youth (OY) Job Fair immediately following the Board meeting. The job fair is for youth, ages 16-24, who are neither connected to work or in school. The OY job fair is part of the Gateway to College National Network and 100,000 Opportunities Initiative. The object is to provide OY with immediate access to available jobs. Many of the youth attending the job fair will leave today with a job. In addition, youth attending the job fair will be registered Connect2Careers (C2C).

Hector Acosta explained that the first iteration of the OY report was done in 2016 using 2014 Census data. Acosta reviewed the changes over the last 2 years.

There are roughly 256,000 youth in Portland Metro region. About 11%, or 29,000, of those are considered opportunity youth. About 1/2 of these youth live in Multnomah or Washington County.

Of concern in our region is that the share of OY has been stagnate around 11% while across the country and in other areas of Oregon the shares of OY have been dropping consistently since peaking following the Great Recession. While the percentage has stagnated, the OY are becoming more disproportionately diverse. Black youth represent 11% of OY which is more than double the share of all youth. The number of OY Hispanic youth has increased 7%.

An alarming trend over the past few decades is that following each recession, youth unemployment struggles to return to previous “normal” levels. While currently trending downwards, the rate remains alarmingly high, especially in such a strong economy.

Another concern is the lack of labor force participation, particularly among youth ages 16-19. The labor force participation rate for this age group is around 30%. Over time, unemployed teenagers become more likely to have no work experience.

Barb Timper explained that Worksystems works with several community-based organizations to provide training to assist youth to overcome barriers that could impact their future success in the workplace. Worksystems has 3 primary service strategies to assist OY in making the connection to the workforce: NEXTGEN, SummerWorks, and Connect2Carrers.

The NEXTGEN program is jointly funding with monies received through Prosper Portland and the City of Portland. The program provides a comprehensive array of services to help OY who need a range of intensive supports to prepare youth to obtain career track employment or additional training.

SummerWorks provides essential skills training, financial literacy, career coaching and 180 hours of paid work experience. Research has shown that employment is an important part of youth development and the successful progression into young adulthood. SummerWorks is a great start for many young people to find success and experience in the workplace. The program matches youth with a Success Coach who matches them to a job and supports them throughout their job.

Connect2Careers (C2C) is a new initiative we have launched with the support of local elected officials and business champions. C2C provides a mechanism match OY with employers looking to fill entry level jobs. Employers get a quality applicant pool from which to fill positions in their organizations. C2C is our systematic approach to provide local businesses with diverse talent to meet their hiring needs and to build a pipeline of highly skilled young professionals to meet the demands of our region's high growth industries. Worksystems is recruiting employers and asking for their endorsement of and reliance on C2C as their preferred applicant sourcing portal for entry level positions.

The Board discussed the data and the youth programs.

Opportunity Youth Fair and Next Steps

Glenn Fee with Gateway to College provided information about the OY Job Fair. He announced that 63% of the registrants self-identified as a "person of color". 70% are currently not working and about 40% are neither working or in school. Gateway to College National Network works with communities to develop strategies to help opportunity youth with jobs and career paths. Gateway to College partnered with 100,000 Opportunities Initiative and Worksystems for the OY Job Fair.

Marie Davis provided information about the 100,000 Opportunities Initiative launched in August 2015. Over 50 major companies have joined one of the largest employer-led youth focused movements in the United States to create more pathways to economic opportunity for youth. The goal is to engage at least 1,000,000 OY by 2021 through apprenticeships, internships and jobs. To date, the coalition has already hired more than 100,000 OY.

The Board was invited to take a tour of the job fair and the VIP event after the Board meeting.

Youth Panel

Jada, Kate and Ali, participants of NEXTGEN, discussed the reasons they signed up for the program, their experience with the program and how it has benefitted them. Joe McFerrin from Portland OIC moderated. The Board asked them where they see themselves going with their career pathway, what was their motivation and what advice they would give their peers. All the panelists plan to go to college to continue their career path.

Public Comment:

A parent of the one of the panelist discussed the positive impact the NextGen program had on his son.

Meeting was adjourned at 9:20 a.m.

The Portland Metro Workforce Development Board

Minutes

January 12, 2018

Worksystems, Inc.

1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Elizabeth Mazzara-Myers, Aida Aranda Biljana Jesic, Bob Tackett, Danell Butler, Deanna Palm, Joe McFerrin, Keith Mays, Kimberly Branam, Lila Leathers, Jarrod Houge, Naomi Ulsted, Norm Eder, Eryn Bryam, Pam Treece, Patrick Foster, Rich Roche, Marc Goldberg, Rolanda Garcia, Sarah Heiner, Sheila Holden, Steven Morris

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Blair Schaeffer-Bisht

Guests: Patricia McLean – Human Solutions, Frederick-program participant

Handouts:

- Self-Sufficiency Standard for Oregon 2017

CALLED TO ORDER:

Meeting was called to order at 7:40 a.m. Quorum was announced.

CONSENT AGENDA:

Keith Mays motioned to accept the July 2017 minutes. James Paulson seconded the motion. Motion was unanimously approved.

Meyer Memorial Report:

Andrew McGough explained that we are focused on the 4 goals in our strategic plan. Today's presentation - "*Aligning Housing and Workforce Systems*" - relates to goals 1 and 2 of our plan. These goals focus on building systems to provide better and more effective services and finding ways to help the population that need our assistance the most. This work is done by coordinating efforts with our partners on the Board and in the community.

Patrick Gihring provided context for the "Aligning Housing & Workforce Systems" presentation. Economic Opportunity Program (EOP) rent assistance targets people who are so poor that they often become homeless during a training program. It is difficult to recruit homeless participants for job training programs and not address their housing needs. The program is about organizing the agencies and the program services around the people we serve and not vice-versa.

Blair Schaeffer-Bisht explained that the program serves low income residents of the City of Portland and Multnomah county who have incomes up to 50% area median income, with the majority at 30% or below. EOP provides career-track and employment services. Career coaching aligns the strength of community-based organizations with strengths of the public workforce system through resources at WorkSource Portland Metro Centers. The main intention of the services is to not just help people find a job, but to help them find career track employment that leads to living wages.

In 2012, funds from Prosper Portland, Portland Housing Bureau and Worksystems funds were used to start the Career Coaching program. The program later expanded with funds from Multnomah County's

Department of Community Justice and A Home for Everyone (AHFE). Through this funding, 10 nonprofit organizations provide career coaching to EOP participants. EOP partners noticed that participants who were homeless or housing insecure had challenges participating in the program and often dropped out. In 2015, Worksystems approached Home Forward about this issue. Together, we launched a rent assistance pilot. Last year, A Home for Everyone and the Portland Housing Bureau contributed additional rent assistance funds. The expansion added culturally specific organizations who had not been part of EOP in the past. Career coaches and rent assistance coordinators work together to aid and align housing and workforce goal plans for each participant. Over the last 3 years, EOP has served more than 1,500 participants, with about 500 active at any one time. About 70% exit the program with a job.

Patricia McLean reviewed the rent assistance participant demographics and outcomes:

- 60% of participants identified as persons of color
- Participants were 38% more likely to complete vocational training
- 67% were more likely to attain career track employment at exit
- 53% were more likely to be employed at exit
- Participants increased their annual incomes by an average of \$13,124 compared to \$5,274 for those with unmet housing needs.
- Increased incomes more than tripled rent assistance investments
- At least 70% remain housed one year after rent assistance ends.

This program demonstrates the importance of working together as a team to align systems. Aligning housing and workforce training has led to greater success for EOP participants and has created greater returns on investment of public funds through increases in incomes. Their economic stability allows them to be entirely self-supporting and creates room for others in need to access housing services.

The Board discussed the importance and success of the program. They expressed the desire to look at the possibility of extending the program outside of the City of Portland.

Self Sufficiency Report and Regional Analysis:

Hector Acosta provided an update from Christian Kaylor's presentation last year on income inequality and the shrinking middle class.

After a severe decline a few years ago, Oregon labor force participation rate has climbed back up and has now surpassed the U.S. rate. At the same time, the number of employed continues to rise in the Portland metro area. Since employment continues to rise faster than the labor force, the unemployment rate continues to decline. This is creating a smaller talent pool for employers to pick from and employers have to get creative in finding workers.

Since 2011, poverty levels in our region have decreased 5%. Wages and household incomes have grown but not proportionally. In fact, when you factor in inflation, wages for the lowest quartile of earners have increased 3% points less than inflation. Wages and income in the other end of the spectrum are outpacing inflation by a considerable margin. In addition, housing costs have climbed much faster than wages.

As of the most recent census estimates, 166,000 residents in our region remain in poverty. Additionally, 1 in 5 children in Multnomah County still live in poverty.

Acosta explained that the Federal Poverty Guidelines (FPG) were established in 1965. The last time they were adjusted was in 1981. The FPG is seriously outdated and the methodology solely considers the cost of food and applies that to represent 1/3 of the family's total budget. It does not consider other factors such as housing, child care, and transportation.

The self-sufficiency standard includes all these factors and calculates the real costs of meeting all major budget items facing a family. For example, using the FPG guidelines a family of 4 has expenses of just over \$2,000. Using the Self-Sufficiency standard, the same family of four in Clackamas county has expenses of nearly \$7,000. Acosta explained that the Standard provides detailed budgets needs of over 700 different family types.

As a Workforce Development agency, we looked at the Portland MSA 20 largest occupations vs the Self-Sufficiency Standard to identify jobs and career tracks to help people become self-sufficient. Raising incomes through workforce training and education can help families that are currently failing to meet the standard. But additional support is also needed such as housing assistance. Through the Economic Opportunity Program partnership, some participants were able to receive rent assistance in combination with workforce training. As we heard earlier, those receiving rent assistance had substantially better outcomes than those without.

The Board discussed the report and findings.

Public Comment:

No public comment

Meeting was adjourned at 9:19 a.m.