

**Lane Workforce Partnership
BOARD OF DIRECTORS MEETING**

**Thursday, April 28, 2011
11:30 a.m. to 1:30 p.m.**

MINUTES

PRESENT

Bob Baldwin
Debbie Egan
Gloria Foust
Priscilla Gould
Rocky Hadley
Mary Haidar
Bob Halligan
Melissa Hurley, Proxy for Linda Dagg
Jon Kubu
Elizabeth Lindbloom, Proxy for John Radich
John Lively
Anne Michalski, Proxy for Shondra Holliday
Sheri Moore
Lynn Nakamura, Proxy for Sonya Christian
Jim Pfarrer
Jeri Ray
Kathleen Rodden-Nord
Ben Sappington, Proxy for Dave Hauser
Carol Shoot
Patrick Smith
Faye Stewart
Jerry Stiltner
Betty Taylor
Bob Warren
Chuck Forster
Lonnie Bivins

REPRESENTING

Labor
Business
Business
Community-based Organization
Vocational Rehabilitation Services
Confederated Tribes of Siletz
Business
Business
Business
Department of Human Services
Business
Business
Elected Official
Education
Oregon Employment Department
Business
Education
Business
Title V
Labor
Lane County Commissioner
Business
Elected Official
Business Oregon
Lane Workforce Partnership
Lane Workforce Partnership

OTHERS

Jordin Anderson
Kathy Dyer
Eileen Marcroft-George
Kristina Payne
Robin Scott

REPRESENTING

Guest
Lane Workforce Partnership
Lane Workforce Partnership
Lane Workforce Partnership
Lane Workforce Partnership

I. CALL TO ORDER

John Lively called the meeting to order at 11:40 a.m.

II. INTRODUCTIONS

Introductions were made.

III. PUBLIC COMMENT

There was no public comment.

IV. CONSENT CALENDAR

Bob Baldwin motioned to approve the consent calendar. Jerry Stiltner seconded and the motion was unanimously carried.

V. CUSTOMER SERVICES COMMITTEE

Kristina Payne reported on the request by the Oregon Business College, dba Eugene Vocational College to be added to the Eligible Training Provider List. The Oregon Business College has applied to add the Medical Administrative Assistant Program and the Pharmacy Technician Program to the list. Health care has been a popular training and private schools have been expanding to provide more offerings. Feedback from employers after the trainings, is taken into consideration for future placement. Once approved by the board, the application moves to the Department of Community Colleges and Workforce Development (CCWD) to be added to the list.

Patrick Smith motioned to approve the following programs for submission to the state Eligible Training Provider List:

- **Oregon Business College, LLC dba Eugene Vocational School – Medical Administrative Assistant**
- **Oregon Business College, LLC dba Eugene Vocational School - Pharmacy Technician – Online Training**

Gloria Foust seconded and the motion was unanimously carried.

Kristina Payne provided an update on the On-the-Job Training (OJT) project. The purpose of the OJT is to assist businesses in training and retraining skilled, productive workers. On-the-Job training may be used to help train newly hired employees or current employees who meet Workforce Investment Act eligibility guidelines.

To date, the program has had 22 placements with 16 different employers. Lane Workforce Partnership is able to reimburse the business up to \$5,000, with half to be paid at the end of the training period and the balance at the end of a three month job retention period. The program has been a win-win for both employers and job seekers.

A marketing launch for the National Career Readiness Certificate began in January 2011. The Governor publicly endorsed the NCRC as the work-ready credential for the State of Oregon. On January 26, the Lane Workforce Partnership Board of Directors endorsed the certificate locally and held a press conference at the WorkSource Lane office. At the event, both employers and job seekers spoke about the positive attributes of the certificate program. To date, 300 certificates have been issued. Chuck Forster added that statewide, there are now over 7,000 certificate holders and over 100 employers have endorsed the certificate.

Ms. Payne reported on the Wal-Mart Foundation Grant Application Lane Workforce Partnership submitted on behalf of the city of Cottage Grove. The Cottage Grove Chamber is intent on earning the national recognition as a Work-Ready Community. The city would need to have 25% of the unemployed population and 3% of the working population earn a National Career Readiness Certificate. Cottage Grove would be the first city in Oregon. Chuck Forster said he offered Cottage Grove as a pilot at the Statewide Steering Community meeting. There is interest by the CCWD to fund in the model and other cities may follow Cottage Grove's lead.

Ms. Payne noted that the State of Georgia has achieved this national recognition. Board members were encouraged to visit Georgia's website at www.gaworkready.org for more information.

Lynn Nakamura reported on the success of the projects that Lane Community College (LCC) has had with the American Recovery and Reinvestment Act (ARRA) funds. Lane Community College was awarded \$889,370 in 2009. The purpose of the funding was to provide expanded and accelerated programs in health care, clean/green technology, manufacturing and basic computer skills. The College had the following six goals for the grant:

- Recruit and advise 500 dislocated workers and low-income adults
- Expand Nursing Program by 8 participants
- Train 200 participants in targeted occupation area
- Provide 100 participants with work experience
- Provide 100 participants with GED scholarships
- Prepare participants for National Career Readiness assessments, with 15 completing and receiving the certificate

The results were as follows:

Program	Goal	Actual	% of Plan
Program Coordination (Recruitment & Career Advising)	500	767	153%
Expanded Nursing Program	8	14	175%
Accelerated Training	200	269	135%
Work Experience	100	112	112%
General Education Development (GED)	100	100	100%
National Career Readiness Certificate (NCRC)	15	52	347%

Lane Community College had leveraged funding from the Wal-Mart Brighter futures Grant, Workforce Investment Act through Lane Workforce Partnership and from their own General Fund. They were one of 18 colleges in the nation that received the Wal-Mart funding. The funding paid for a career coach that guided the students through skill building activities and job search. Staff from WorkSource Lane assisted with the recruitment and the GED scholarships.

Ms. Nakamura shared three success stories. The projects were successful because of the collaboration and strong partnership between Lane Community College and Lane Workforce Partnership. There was also a lot of support and cooperation from local businesses in providing work experiences. Ms. Nakamura thanked the Lane Workforce Partnership board. Chuck Forster applauded Lane Community College for assembling such an effective training program. Entered employment and placements results will be shared with the board when the project is finalized.

VI. YOUTH COUNCIL COMMITTEE

Chuck Forster reported on the work done by the Youth Career Awareness Task Force. A survey was completed to determine what young people know about jobs requiring more education than a high school diploma, but less than a four-year degree and to identify their main sources of career information. The results showed that youth are aware of those types of jobs and family and friends are their main sources of career information. Most youth said their media source for career information is the internet and some said television.

Lane Workforce Partnership plans to develop a youth/parent portal on their website with links to other career-oriented websites. There will also be work toward creating a Facebook careers page. An update will be presented at the September board meeting.

Priscilla Gould expressed appreciation for the work of the Task Force and the potential opportunities for the community that this web presence could generate.

VII. EMPLOYER WORKFORCE COMMITTEE

Robin Scott reported that Lane Workforce Partnership has annually received funding from the Department of Community Colleges and Workforce Development (CCWD) for employer to train up their employees. This year, part of the funding was for layoff aversion projects in the amount of \$63,000. A total of \$51,000 was remaining after the first round of awards.

Despite significant outreach and inquiries from businesses, one proposal was received from the Eugene Water and Electric Board (EWEB). The total funds requested were \$8,420 to train 20 meter readers that will be redundant due to the installation of a new electronic metering system. The Eugene Water and Electric Board is a public sector employer and would not normally be eligible for Employer Workforce Training funds, the CCWD granted an exception in this case.

Rocky Hadley motioned to approve the Employer Workforce Training Fund of \$8,420 to EWEB. Bob Halligan seconded the motion. Priscilla Gould abstained due to conflict of interest. The motion was carried.

John Lively asked about the balance of \$42,580. Chuck Forster said the funds would be returned to the CCWD as there was no significant interest despite repeated attempts to generate proposals.

VIII. COMMUNICATIONS COMMITTEE

Chuck Forster reported on annual Business Workforce Awards scheduled to be held on August 25, 2011. The Communications Committee met and agreed to continue the luncheon. Discussions centered on the budget and guest speakers. It was suggested that the \$25 fee may need to be increased to reduce the outlay by Lane Workforce Partnership. Suggestions for guest speakers were Governor Kulongoski to discuss his education initiative or his point person, Nancy Golden.

Mr. Forster referred to the nomination form included in the board packet and suggested board members nominate deserving businesses.

IX. GREEN JOBS TASK FORCE

Chuck Forster reported that the Green Jobs Task Force has summarized the information from the various guest speakers and green panels. The information will be used by the board to help determine how the board uses its resources.

X. PRESIDENT'S REPORT

John Lively reported that five new board members have been recruited. The new members are: Sheri Moore, City Councilor from the City of Springfield; Faye Stewart, Lane County Commissioner; Jon Kubu, Senior Manager, Symantec; Claire Seguin, Executive Director of NEDCO (Neighborhood Economic Development Corporation); and Steve Bradbury, General Manager of Franz Family Bakeries.

Mr. Lively announced that Gloria Foust would be leaving for employment in Texas. She will be missed as she always asks great questions and has shared a valuable perspective in the health care industry. Ms. Foust said she is excited for the new endeavor and will miss the board. She has appreciated the relationships she has gained and the energy that is generated by the board and the support given to the community.

Mr. Lively referred members to the minutes of the January 18, 2011 Joint Executive Committee and Finance and Audit Committee meeting and the March 3, 2011 Executive Committee meeting for information regarding the most recent meetings.

XI. EXECUTIVE DIRECTOR'S REPORT

Chuck Forster shared the Audit Compliance Review. The Oregon Department of Community Colleges and Workforce Development's review cites no finding and no observations after reviewing the American Recovery and Reinvestment Act program requirements and fiscal documents.

Lane Workforce Partnership will be reviewed by the Department of Labor the second week of May.

Mr. Forster provided a budget update. The Continuing Resolution Bill's final agreement includes a \$10% reduction as a workforce system. The formula funding for adults, dislocated workers and youth will see a reduction of 13%. Lane Workforce Partnership management staff will draft a budget that incorporates a reduction of 25%. If that number changes, the budget and staffing will be adjusted.

A major source of Lane Workforce Partnership's funding is from the JOBS funding. Governor Kulongoski's budget is planned to reduce funds for JOBS related services for TANF (Temporary Assistance for Needy Families) recipients by possibly 50%. Mr. Forster suggested that the board may plan a retreat to discuss the future services that Lane Workforce Partnership will be able to offer in this kind of environment and what it means for the community.

Mr. Forster referenced Senate Bill 175 that establishes two workforce development programs modeled after successful programs that were funded with federal stimulus money. The Oregon Youth Employment Program and the Oregon Employer Workforce Training Fund were both programs from a white paper produced by the Oregon Workforce Partnership. The Bill has passed the Senate Education Committee and has now gone to the Joint, Ways and Means Committee. At the time, there is no funding available for the programs. The Governor's budget includes \$3.4 million in funding for On-the-Job Training and the National Career Readiness Certificate.

Chuck Forster referred to the organizational goals contained in the board packet. The goals, objectives and associated activities are representative of the work being done; the impacts people are having in this community; and, the different areas that Lane Workforce Partnership serves.

XII. GUEST SPEAKER: BEN SAPPINGTON

Ben Sappington, Director of the Regional Prosperity Initiative (RPI), with the Eugene Chamber, gave an overview of the Regional Prosperity Initiative. The Initiative is funded for three years by a grant from the Chambers Family and the Eugene Chamber's general fund. The RPI is focused on business retention and expansion, cluster development and early stage entrepreneurship assistance. The concept originated from the region's high unemployment rate and was formulated as a part of the Chamber's 2020 strategic plan. The RPI is aligned with the Joint Elected Official's Regional Prosperity Economic Development Plan and is collaborative and results oriented.

Mr. Sappington explained that he leads the economic development on behalf of the Eugene Chamber. The RPI strategic program is focused on traded sector companies and removing barriers to expansion or growth and helping those companies remain in the area. They hold educational workshops and expos that are focused on those companies and their needs. Each month, their goal is to work with 15 businesses and have worked with 509 entrepreneurs since 2009. The Chamber has outlined a plan to create or retain 2,500 jobs by fall 2012.

The Chamber provides one-on-one coaching with early-stage companies. Their work has helped companies raise \$40 million in new capital. They train companies so they are able to pitch what they are doing to new investors. There is also training for investors so they are able to determine what is a good deal.

Mr. Sappington announced the Willamette Angel Conference to be held May 12 in Corvallis. The event is hosted by the Eugene and Linn-Benton Chambers of Commerce. There will be 28 startup companies vying for the \$225,000 investment created by an LLC (Limited Liability Corporation) of qualified investors. All of the

startups are from Oregon. The investors must all be accredited investors and they are regulated and monitored by the SECC (Securities Exchange Commission).

Entrepreneurial fundraising is currently being done with Southern Willamette Angel Network (SWAN) and the Willamette Angel Conference out of the Corvallis/Benton Chamber of Commerce. The Chamber is also hoping to create its own capital fund of up to three million dollars and a loan fund of \$100,000 from the Oregon Growth Account in Portland to fund early stage companies.

The grant allows the Chamber to direct staff time towards the different industries. Currently, there are 30 software technology companies collaborating. They want to study workforce development and recruitment as there are 30 open software technology jobs. It is difficult to recruit technology specialists to the area. The challenge is bringing in qualified people and keeping them in the area. Mr. Sappington noted that Chuck Forster and Robin Scott have agreed to chair the committee that will be researching those issues. There have been 15 industry leaders that have offered to help that committee. The committee will come create an action plan and put that into motion to face those challenges.

Mr. Sappington explained that there is collaboration with Lane Community College and the University of Oregon on curriculum. There will be discussions on whether the colleges are sending people out into the workforce with the skills companies need.

The Chamber is also looking at marketing and publicity. Materials will be created that proactively market our region and the software technology job opportunities that exist in the area. The area has one of the largest video game clusters on the west coast outside of California and Seattle, Washington.

A new professional development series will be launched to offer basic sales, marketing, and networking skills trainings. The companies will be able to send their younger employees or use it as a refresher for management. The classes will be \$10 for 90 minute training sessions. There will also be a business mentoring program for veteran business member to mentor the younger professionals. There will be a variety of other programs offered to help companies and create jobs. The partnership with Lane Workforce Partnership, Oregon Employment Department and other economic development organization throughout the state will be very important. The collaborative relationships will be needed to provide all of the services.

Mr. Sappington extended an open invitation to board members, or any companies they may be aware of, that are interested in expanding or are facing challenges to contact the Chamber.

XIII. OTHER BUSINESS

No other business was discussed.

XIV. NEXT MEETING

The next full board meeting is scheduled on June 23, 2011 from 11:30 a.m. to 1:30 p.m.

XV. ADJOURNMENT

The meeting was adjourned at 12:55 p.m.