



LANE WORKFORCE PARTNERSHIP

Lane Workforce Partnership Community Engagement Committee Minutes

Date: 5/31/2024

Location: [Zoom](#)

Agenda Items:

1. Welcome and Introductions

- Attendees: Billy Dover, Stan Pickett, John Stapleton, Jesse Quinn

2. Publicity/Public Awareness

- Discussion Points:
 - Evaluation of current publicity efforts and their effectiveness.
 - Linking the success of the ground game to publicity efforts.
 - Assessing ROI while casting a wide net.
- Community Calendar:
 - Tracking employment placements.
 - Overabundance of events for employers.
 - Conflicting dates and coordination issues.
 - Concentrating efforts for better impact.
 - Action Item:** Continue refining and sharing the community calendar with partners.
- Career Fair Provider Networks:
 - BHSN – Lane Community
 - Connected Lane County: Elevate Lane County
 - Regional Advisory Committee – CTE Instructors
 - WSO Events Committee
 - Lane ESD – High/Middle School Counselors
 - Collaborative EDO – Career Tours, etc.
 - Action Item: Aligning groups towards a shared goal; a neutral third party (CEDO or Lane Workforce Partnership) to coordinate.
 - Placement counselors at high schools or districts should focus on career navigation and talent matching beyond basic services.
 - Focus on Job Placements as metric
 - Action Item:** Assess vocational aptitudes to identify strengths and areas of improvement.

3. Regional CTE Contact

- Helping students find jobs, particularly in the Hospitality and Leisure sector, which hires 50% of individuals as their first job.
- Strong relationship with the Oregon Restaurant and Lodging Association.
- LWP is applying for a Tier 2 Critical Jobs Sector Department of Labor Grant (500K implementation award due 7/15).
- Pilot projects with superintendents and boards.
- Sustained placement and data collection positions funded by ADW.
- Building a list of employers eager to hire high school students.

- Delivering foundational career experiences to students.
 - Understanding the median income of areas and helping students draft budgets.
 - Creating classes to support students in career finding, aptitude assessment, and resume building.
 - Growing industry connections (e.g., <https://connectedlane.org/job-board/>).
 - WorkSource Oregon's email capabilities to all Lane County Employers
- Action Item:** Pursue the Placement Coordinator role, John to take the lead.

4. Lane County Youth

- Most Lane County youth are within 30 minutes of Lane Community College Campus (Florence, Eugene, Cottage Grove).
- Shared CTE models, such as FutureBuild and Youth Build Kalapuya, Bethel.
- Initiatives like Constructing a Brighter Future.
- Oregon Promise Funds supporting two-year tuition at community colleges.

5. Returning Citizens

- Identifying skillsets of returning citizens and matching them with employers.
 - Building and sharing a roster of individuals and their skillsets with industry partners.
- Action Item:** Share profiles of returning citizens/skillsets with industry partners.

6. Partnership Initiatives

- Community Engagement Committee taking roadshow tours with several business associations:
 - City Clubs, Rotaries, Chambers, Kiwanis, etc.
 - Springfield Chamber Roundtable
 - Educational Partners: Craig Sproles (Bethel), Colt Gill (4J)
- Action Item:** Meet with these community stakeholders.