Lane Workforce Partnership
Community Engagement Committee Agenda
10/25/2024

Location: [Zoom](#)

Jesse, Shareen, Nicole, Billy, and John

1. Welcome and Introductions

2. Publicity and Public Awareness

- LWP Social Media and Outreach Analytics:
  - Lane Workforce Partnership now leads all 9 workforce development boards in follower counts across LinkedIn, Instagram, Facebook, and Newsletter.
  - Currently have 2.8K+ followers. Our strategic plan goal is to reach over 6.5K+ followers by 2028. We need to average 236 followers per quarter between '24 - '28 to reach this goal.
- Recent Recognition –
  - John Stapleton received the Oregon Workforce Champion Award by Oregon Workforce Partnership Workforce
  - Connected Lane County Receives National Youth Program of the Year Award
  - Ashley Espinoza is serving as the host for the Oregon Workforce Partnership Podcast
  - Summit Bank and Pacific Excavation awarded Lane Workforce Partnership a $1,500 grant to support workforce development opportunities.
    - ACTION: Apply for more national awards like NAWB

- Targeted Outreach Efforts:
  - Comb our existing listservs to grow newsletter growth. 186 new subscribes since August through this method.
  - Update: A subscribe button to our newsletter has been added to the top of LWP's website.

3. Event and Community Engagement Planning

- CTE Talent Match and Sector Partnership Events:
  - Group Trail Platform to bring more businesses into the classroom and tie in with work-based learning, CEDO and Lane ESD are leading this implementation and launch of the public facing website. Lane ESD would handle the instructor/classroom distribution. CEDO would lead the Employer communication and unveiling. The business could build profiles and share capacity around classroom engagement.
  - Hannah Hostick, Nicole Desch, Shareen Vogel are leading this work.
  - We need beta testers for the Group Trail webpage.
    - ACTION: Serve as testers of the webpages
  - Any door that we can open for participation is appreciated.
  - Industry in K-12 is not a usual experience, but if this is useful in opening the door. Let's do it.
    - ACTION: Identify Industry Champions to pilot this work
  - Why would industry want to participate in this software?
    - Recruitment, awareness building, portfolio building for future applicants

- Could we create project spaces within these platforms
  - Promote collective impact projects
  - Scan this QR code and get more partners involved with this work.
  - Challenge, each of the 16 school districts require a background check for outside vendors/visitors.
- We are working with Lane ESD on streamlining a single application that can work for all districts through one form.
- An MOU between districts for vendor clearance, like a clearing house. For the purposes of career fairs.
- How can we make it as easy as possible to bring industry into classrooms? And how can we get students off campus to engage in work-based learning?
- How do we provide Tech Support for industry partners? The inward facing part of the software could be instructor support, outside we could partner with the lane ESD to provide support for industry partners.
- CALCI would like to have their own presence, but the district wants to control their WBL pages. Could we elevate this to a Tony and Gill conversation? Could we have template available for instructors that have been vetted and approved by districts to build their webpages.
- Start small with rural districts, place parameters in place, and allow instructors/students to manage these pages. Create pre-approved templates that could be shared with district oversight.
- Data Agreements have authorized these platforms to work with their districts. Regulatory requirements, etc.
- Group Trail is used by larger regions like Beaverton and Portland School Districts.
- What industry or school districts should we target first?
  - Marcolla, Bethel, CALCI, FutureBuild, Creative Currents, Ed Mendelson
  - Talent Match events
- ACTION: Commitment from Industry & Workforce Partners for Group Trail
- ACTION: Need to push districts who are lagging on data agreements

4. Industry Sector Partnership Updates
- Share industry sector profiles, online dashboard and handouts
  - CTE instructors are excited for this information
    - Include in our State of the Workforce
    - Recruiting new employers
    - Promoting Sector Partnership
  - Tracking progress. Start with one metric for each industry sector and build off goals.
  - Find overlap between SP Goals and Industry Sector Partnership
  - Make for general public understanding and consumption

5. Invite Guest Speaker(s)
- Shareen, Hannah, and Nicole to future meeting

6. Action Items and Next Steps
- Serve as testers of the Group Trail webpages
- Identify Industry Champions to pilot group trail
- Review list of upcoming events.
- Commitment from Industry & Workforce Partners for Group Trail
- Apply for more national awards like NAWB
- Add Shareen, Hannah, and Nicole to future meeting

7. Adjournment