



# LANE WORKFORCE PARTNERSHIP

## Lane Workforce Partnership Community Engagement Committee Agenda 11/22/2024

Location: [Zoom](#)

Jesse, Shareen, Nicole, Hannah, Stan, and John

### 1. Welcome and Introductions:

Previous Action Items:

- 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 and NAWDP
- Add Shareen, Hannah, and Nicole to future meeting

### 2. Publicity and Public Awareness

- LWP Social Media and Outreach Analytics:
  - Currently have 2.9K+ 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.
    - ACTION: Apply for more national awards like NAWB and NAWDP
- Targeted Outreach Efforts:
  - Comb our existing listservs to grow newsletter growth. 186 new subscribes since August through this method. 470+ newsletter subscribers.
  - Update: A subscribe button to our newsletter has been added to the top of LWP's website.

### 3. Event and Community Engagement Planning

- Shareen met with Nicole, Matt, and Hannah to discuss the implementation of GroupTrail software. A plan is being developed.
- Data visibility and project management pieces of the program are quite interesting.
  - What CTE Programs can we start piloting this program?
  - Lane ESD is engaging in an official contract with GroupTrail
  - Interfacing with the 16 school districts student information. Address privacy concerns related to protected information.
  - Start with industry programs who are committed to use the platform. Work Based Skill Building and hiring of CTE students.
  - Leading in with guest speakers. Scheduling tours and classroom presentations. Community based projects and work-based learning experiences in the classroom. Industry participation and engagement with community partners.
  - Who has a list of industry partners list?
    - CEDO is leading the classroom presentation recruitment
    - Goal is for 10 business in current academic year to register for this software in the current year.

- Delta Sand & Gravel, Wildish, Riverbend, Knife River, Twin Rivers Plumbing, Reynolds,
- Review the list from Lyle's old classroom presentations.
- We need 4J IT to sign shared data agreement with GroupTrail
- Pick a handful of districts and industry partners to serve as spokesperson.
- Participatiuon comes with resources

Could this be a way for post-graduation tracking for student employment outcomes. School districts are hesitant, but this is vital to the long-term outcomes of CTE programs Can we work with OED to determine tracking for students through a unique identifier Self-check, SSN, a qualitative survey, texting service etc.

Data charges for text messages as a consideration, <18 the student can not reply to a text and accept charges if the student is a minor. May be irrelevant, there may be ways around this.

CTE Talent Match and Sector Partnership Events:

ACTION: Ask OED about SSN tracking for employment outcomes.

ACTION: How does this work for Connected Lane County Internships, could we even gather SSNs for minors.

ACTION: Fine tune form for customer service and use follow up conversation for finalizing the document

ACTION: How do we celebrate CTE wins for school districts? Make more accessible.

ACTION: CTE Tours around the County as a showcase

ACTION: Generate a project initiated by Lane ESD for creative currents

How can the Community Engagement Committee help Lane ESD with GroupTrail?

Drive schools to site

Developing resources for schools/instructors

Creating value for participants both in school and outcome

Identify career clusters and classrooms

Story telling components for industry partners and classrooms

Provide feedback on website and outward facing webpage.

#### 4. Industry Sector Partnership Updates

#### 5. Invite Guest Speaker(s)

- Perhaps OED?

#### 6. Action Items and Next Steps

ACTION: Apply for more national awards like NAWB and NAWDP

ACTION: Ask OED about SSN tracking for employment outcomes.

ACTION: How does this work for Connected Lane County Internships, could we even gather SSNs for minors.

ACTION: Fine tune form for customer service and use follow up conversation for finalizing the document

ACTION: How do we celebrate CTE wins for school districts? Make more accessible.

ACTION: CTE Tours around the County as a showcase

ACTION: Generate a project initiated by Lane ESD for creative currents

#### 7. Adjournment