



LANE WORKFORCE PARTNERSHIP

Lane Workforce Partnership Community Engagement Committee Agenda

Date: 4/25/2025

Location: Zoom

Agenda Items:

1. Welcome and Introductions

2. Publicity/Public Awareness

- Discuss current publicity efforts and their effectiveness.
- Brainstorm ideas for increasing public awareness of Lane Workforce Partnership initiatives.
 1. Sharing of Community Calendar:
<https://docs.google.com/spreadsheets/d/1jCUfYNHVJ7a4EpNZKW17fe08G3Yy7xA9RrSHsr-ils/edit?usp=sharing>
 2. Reviewing Lane Workforce Partnership's social media tracking.
- Lane ESD is contracting with Tom Madison at Lane Community College to launch a new Lane CTE website.
 1. The purpose is to raise awareness of CTE programs across Lane County.
 2. Various links related to sharing resources for students, parents, community partners, etc.
 3. Timeline, the software should be online by the start of the new school year.
 4. Launch event in the Fall, speed dating between employers and educators in the same room. Kick off for excitement, and networking amongst educators and industry. Food served and encouraging folks to come together.

3. CTE Talent Match

1. Promoting a series of 5-7 calendar events for the next year and promoting those events early with industry and educators.
2. Use events as a hiring fair opportunity for industry and classrooms
3. Lock in the dates early
4. Goals: Expose students to careers, gain employment, align K-12 to industry needs. Mock interviews, real interviews, celebrating the sector partners. Explore career opportunities, gain employment!
 1. Fall Industry and Educator Crossover/Speed date
 2. (Jan- April) Sand and Gravel Days – Lane ESD/CEDO
 3. Diesel Days – Lane ESD/LCC
 4. Health Providers Career Fair - LCC
 5. AMRAC – WBTO/Sub Committees
 6. SLICE Culinary – Lane ESD

7. RAC

1. Mini RAC for each pathway

4. CTE Talent Matches

- Review current messaging and branding materials.
- Discuss any necessary updates or improvements to maintain a cohesive brand identity.

5. Next Steps and Action Items

- Review CTE pathways and combine like fields
 1. Shareen already has career clusters
 2. Nicole would like to combine with Industry Sector Partnerships
 3. Use the Community Engagement Committee to move this work forward.
 1. Align service providers, industry, and launch CTE talent matches.
 2. Aim for 1-2 events for each cluster

6. Closing