



LANE WORKFORCE BOARD MEETING

Thursday, February 22, 2024

3:00PM – 5:00PM

MINUTES

In Attendance:	Julie Davidson, Jeff Graham, Courtney Griesel, Bettina Hannigan, Solomon Harris, David Heavirland, Phil Hohnstein, Shondra Holliday, Heidi Larwick, Bailey McEuen, Jeff McGillivray, Stan Pickett, Holly Powell, Tony Scurto, John Stapleton, Laura Vinson, Steve Yamamori
Absent:	Jennifer Adams, Billy Dover, Grant Matthews
Board Staff:	Tiffany Cink, Ashley Espinoza, Ryan Kounovsky, Stephanie Lovell, Anne Nestell, Cindy Perry, Jesse Quinn,
Others:	David Loveall, Dana Merryday, Kathy Smith, Rachel Soto, Deanna Strachan-Wilson, Noel Woods

I. CALL TO ORDER and INTRODUCTIONS

Shondra Holliday called the meeting to order, and introductions were made.

II. PUBLIC COMMENT

There was no public comment.

III. CONSENT CALENDAR

Steve Yamamori made a motion to approve the September 18, 2023, Board Meeting Minutes. Courtney Griesel seconded, and the motion was unanimously approved.

John Stapleton made a motion to approve the December 14th, 2023, Board Meeting Minutes. Heidi Larwick seconded, and the motion was unanimously approved.

IV. LOCAL STRATEGIC PLAN PROCESS UPDATE

Kathy Smith provided an overview of the local strategic plan process. LWP's strategic plan is based on input and ideas gathered from a broad range of stakeholders and community partners through community listening sessions (Junction City, Cottage Grove, Eugene, Springfield, Florence, and a special session with youth), a survey, and contributions from the staff, Board of Directors, and workforce system partners. This ensures that the plan reflects the needs and priorities of the community.

LWP has identified four strategic priorities for 2024 – 2028:

1. Increase awareness and use of the workforce system;
2. Embrace accountability to workers and businesses through a culture of transparency;
3. Create strategic alignment and innovative collaboration among public and private partners and businesses;
4. Advance equitable prosperity through an inclusive workforce, overcoming barriers to participation.

LWP has set specific goals and measures to track progress towards these priorities. Some examples include:

- Growing marketing communications impact through social media followers and impressions;
- Increasing the number of industry-classroom engagements;
- Increasing youth workforce participation;
- Increasing the number of active industry sector partnerships;
- Increasing the percentage of people of color working in higher wage jobs in Lane County;
- Increasing the number of individuals with disabilities participating in the workforce.

LWP has outlined key areas of focus and objectives to support each strategic priority. These include:

- Creating awareness of workforce system services;
- Creating more robust youth career pathway pipeline awareness across all sectors;
- Transforming WorkSource Oregon delivery to fit expected future needs of job seekers and employers;
- Influencing the regulatory environment to align with the 21st century workforce;
- Incorporating the voice of business in the workforce development conversation;
- Simplifying navigation of the workforce system and reducing barriers to access and use;
- Increasing diverse access and participation in all public workforce systems through targeted inclusivity initiatives.

Discussion Highlights:

- Steve Yamamori inquired about the criteria for defining disability. Cindy Perry explained that the definition is quite broad, and a significant portion relies on self-reporting. Further details will be developed as we start reporting on this aspect.
- Jeff Graham inquired about the definition of higher-wage jobs. Cindy Perry responded that this information comes from our regional economists, and she will bring that information back to the board.
- Courtney Griesel suggested considering the broader wage package when discussing higher wage thresholds.
- Heidi Larwick emphasized the importance of preparing businesses for a diverse workforce, highlighting the need for safe and welcoming environments.

V. LOCAL STRATEGIC PLAN APPROVAL

LWP is mandated by the US Department of Labor to submit a four-year Plan for Title 1 of the Workforce Innovation and Opportunity Act of 2014. The draft plan, as required, underwent a 30-day public comment period, concluding on February 21, 2024, with no comments received. The final plan requires approval from the LWP Board and must be submitted to the Oregon Workforce and Talent Development Board for review and approval by March 18, 2024.

This comprehensive plan outlines operational and compliance strategies for services provided at WorkSource Oregon Lane locations and through LWP's youth services providers. It mirrors Oregon's initiative for integrated workforce services, involving collaboration with partner agencies and aligning with policy directives from LWP's Board of Directors, the Governor, and the Oregon Workforce and Talent Development Board.

Courtney Griesel highlighted the need for revisions to Section 2.1, specifically addressing the language. It was suggested that the text should convey a shift from a singular industry focus to a diversified presence across multiple industries. It is important to emphasize that the wood products

industry, while not portrayed as less advanced, has been technologically progressive and environmentally responsible for the past 30 years. The current inference of a lack of technology or environmental stewardship is inaccurate. The wood products industry has been at the forefront of technology since the 70s, leading the way in innovation. It is important to avoid misconceptions regarding economic diversification or specialization, and to recognize that most industries were not as advanced or sustainable 30 to 50 years ago.

Courtney Griesel made a motion to approve the Lane Workforce Partnership Local Plan for July 1, 2024 – June 30, 2028, with revisions to Section 2.1 language relating to industry. The plan will be submitted to the Oregon Workforce and Talent Development Board for review and approval by the due date of March 18, 2024. Jeff Graham seconded, and the motion was unanimously approved.

VI. LWP MID-YEAR PERFORMANCE REPORT

Cindy Perry presented an overview of the Mid-Year Performance Report, a semi-annual report that provides a detailed analysis of our workforce service delivery system outcomes.

Key Highlights:

1. New Customers July 1, 2023 – December 31, 2023: 4,915 unique customers (increase of 1,275)

Bettina Hannigan inquired about the comparison of these figures to the pre-Covid era. Ms. Perry explained that while pre-Covid numbers were higher, there is a consistent upward trend in the figures with each reporting cycle.

2. Performance:

WIOA Youth Performance: Program Year 2023/2024

Measure	Goal	Actual Q1	% of Goal
Employment Rate Q2	73.3%	57.4%	78.3%
Employment Rate Q4	78.6%	71.1%	90.4%
Median Earning Q2	\$4,604	\$5,756	125.0%
Credential Attainment Rate	66.9%	57.7%	86.2%
Measurable Skill Gain	48.3%	41.6%	86.1%

WIOA Adult Performance: Program Year 2023/2024

Measure	Goal	Actual Q1	% of Goal
Employment Rate Q2	73.4%	80.4%	109.5%
Employment Rate Q4	69.8%	77.2%	110.6%
Median Earning Q2	\$7,160	\$9,636	134.5%
Credential Attainment Rate	89.2%	84.6%	94.8%

Measurable Skill Gain	83.8%	47.7%	56.9%
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WIOA Dislocated Worker Performance: Program Year 2023/2024

Measure	Goal	Actual Q1	% of Goal
Employment Rate Q2	74.4%	78.0%	104.8%
Employment Rate Q4	71.6%	71.3%	99.5%
Median Earning Q2	\$7,461	\$9,766	130.9%
Credential Attainment Rate	90.9%	78.3%	86.1%
Measurable Skill Gain	89.7%	41.0%	45.7%

We have identified issues with Measurable Skill Gain for both Adult and Dislocated Worker categories and have implemented strategies to address them. Ashley Espinoza clarified that lower percentages are attributed to data entry/training issues, not a lack of measurable skill gain among participants.

3. Fund Development: July 1, 2023 – December 31, 2023
 - H1B Visa Infrastructure (DOL): Not selected
 - Critical Sector Job Quality (DOL): Awarded \$446,786. This marks a significant milestone as the first grant funded by the DOL for the Oregon Coast. This grant is specifically designed for the Leisure and Hospitality Industry.

4. Youth Services at Connected Lane County:
 - Participating Youth
 - 241 youth participated in the WIOA program
 - 110 high school youth participated in industry tours
 - 697 high school youth participated in career exploration
 - Employment Related Services
 - 39 youth completed job shadows
 - 16 youth participated in internships
 - 14 youth enrolled in paid work experience
 - 60 youth enrolled in Oregon Youth Employment Program (OYEP)

5. WIOA Adult Services at WorkSource Lane
 - Career Services
 - 161 customers received Basic Career Services (career guidance; resume assistance; NCRC testing)
 - 110 customers received Individualized Career Services (career exploration/navigation; individual employment planning)
 - Training Services
 - On-the-Job Training (27 participants)

- Driving Prosperity CDL Training (21 participants)

6. Industry Sector Partnerships

- CEDO provides leadership to each of the industry sector partnerships.
- We started with one partnership in the tech sector in 2015 and are growing to 10 partnerships in 2024:
 - Bioscience: Planning
 - Childcare: Sustaining
 - Construction-Aggregate: Sustaining
 - Creatives: Sustaining
 - Food and Beverage: Sustaining
 - Healthcare: Planning
 - Leisure & Hospitality: Planning
 - Tech: Sustaining
 - Transportation: Sustaining
 - Wood Products: Sustaining

Courtney Griesel suggested incorporating an additional column in the chart to indicate the backbone organization for each sector partnership, recognizing that not all sector partnerships are sustained by board staff.

VII. CHAIR'S REPORT

Shondra Holliday provided an overview, stating that the action item summaries from LWP Board, Executive Board, and Lane Council meetings have been outlined on page 93 within the board packet.

VIII. EXECUTIVE DIRECTOR'S REPORT

In addition to the communication document provided with the board packet for this meeting, Ashley Espinoza highlighted a few items.

- Today, LWP had the privilege of hosting Acting U.S. Department of Labor Secretary Julie Su and Congresswoman Val Hoyle in Lane County. The agenda for their visit encompassed a tour and a roundtable discussion at Connected Lane County's Spark at Booth-Kelley and UA 290 College of Mechanical Systems and Technology. Conversations included the Infrastructure Investment and Jobs Act, CHIPS and Science Act, WIOA Reauthorization.

- Rigging Training: LWP, the Hult Center, and Lane County Government stepped forward to support the International Alliance of Theatrical Stage Employees (IATSE) Local 675's training program for stage handlers, an initiative of the Creative's Sector Partnership backed by Lane Arts Council. IATSE 675, the Entertainment Union, plays a pivotal role in delivering production and stage services to local venues such as McDonald Theatre, Matthew Knight Arena, Cuthbert Amphitheater, and the Hult Center. The funding provided for upgraded equipment, curriculum development, and improved training facilitation that aligns with current standards. Riggers are the ones who work on ropes, booms, lifts, hoists, and the like for stage productions.
- Last month, Ashley participated in the Asset Limited, Income Constrained, Employed (ALICE) National Summit hosted by the United Way in New Orleans.
 - A noteworthy statistic reveals that 46% of families in Lane County are classified as ALICE families – those positioned above the federal poverty line but still falling short of meeting the basic cost of living.
 - It is also important to emphasize that the average wage in Lane County stands at \$52,570, trailing behind the state average of \$63,989.

Our upcoming efforts involve an analysis of the data and collaborative discussions with United Way of Lane County to explore ways in which we can uplift ALICE and understand its implications for our community. Courtney Griesel added that ALICE provides a snapshot of the constraints prevailing in our community.

Jesse Quinn noted that Noreen Dunnells, Executive Director for United Way of Lane County, will be presenting to the Community Collaborative group on April 3rd, starting at 10:30am. If you are interested in attending, please contact Jesse and he will provide you with the virtual Zoom link.

- Lyle Lang has returned on a temporary basis to support the state in expanding Constructing a Brighter Future across counties and collaborating with various workforce boards, ESDs, and partners. In this role, Lyle will be providing training to Luke McCullough, a part-time project assistant whose position is funded through a partnership with Lane ESD and the Oregon Community Foundation.

Jesse Quinn elaborated on the CBF program's expansion, highlighting its significant growth. In the previous school year, 19 schools participated, resulting in the construction of 16 transitional shelters for Square One Villages and Everyone Village. A total of 192 students from 16 school districts were involved. The program is now extending its reach to Southern Oregon and the mid-Willamette Valley, anticipating an increase from 19 to over 60 schools. This expansion positions us as a model for the pilot, benefiting communities on multiple fronts.

Tony Scurto noted that the Oregon Department of Education (ODE) recognized the program's impact and approached Lane ESD to extend it to other communities statewide. This recognition is a testament to the strong partnerships and collaborative efforts that have highlighted the program's success. The CBF program has evolved to include sheds, transitional shelters, and auxiliary components like garden boxes and cable, with future aspirations to encompass tiny homes and larger residential builds. Moving forward, the program will be known as Team Oregon Build.

- This past December, Governor Kotek visited Connected Lane County's Spark at Booth-Kelly as part of her One Oregon Listening Tour. Governor Kotek met with program youth, staff, and local leaders.
- The Annual Conference of the National Association of Workforce Boards is happening March 23 – 26, 2024, in Washington DC. Ashley will be attending along with Shondra Holliday (LWP Board Chair), Solomon Harris (LWP Chair-Elect), and Matt Sayre (Business Services/Economic Development). In addition to the conference sessions, the group will visit Capitol Hill, holding meetings with Senators Merkley and Wyden, as well as Congresswoman Val Hoyle. Preceding the NAWB Conference, Ashley will also participate in the Good Jobs Summit on March 22nd in Washington DC.

IX. BOARD COMMITTEE UPDATE

- Julie Davidson, Chair, Workforce Services Operations Committee
 - The committee has convened twice to date (December 2023 and January 2024). In December, we conducted a tour of the WorkSource Lane Center. During the January meeting, Kendall Lenhares, our One-Stop Operator, joined us. As a participant in several local leadership meetings, Kendall will contribute as a committee partner and be available as a valuable resource when needed. Our current focus involves establishing a baseline and foundation for the committee's work, with a commitment to becoming subject matter experts in the workforce system. One specific request from the committee is to arrange a visit to Spark at Booth-Kelley, and Julie will be in touch with Heidi Larwick to coordinate.
- John Stapleton, Chair, Community Engagement Committee
 - The committee's first virtual meeting is scheduled for March 5th from 4:00pm – 5:00pm. Interested individuals still have time to join. Recognizing the current weakness in our top-level brand, our objective is to engage in relationship-

building work. At the core of this effort is the question of whether people are aware of us and, if so, whether they are interested in collaborating with us. We invite individuals from diverse segments of the community and economy to consider becoming potential ambassadors for the board.

Bettina Hannigan suggested the possibility of renaming the committee to a task force, as the term “Committee” might imply a perpetual nature.

X. BOARD MEMBER UPDATES

- Bettina Hannigan (Florence Chamber of Commerce):
 - Completed the U.S. Chambers Business Leads Fellow Program a few years ago, focusing on valuable workforce development fellowship.
 - Currently considering applying for the recently introduced year-long master class, aiming to enhance collaboration with school districts and systems for effective workforce development. Only 35 individuals will be selected from previous cohorts.
 - May reach out to board members for potential letters of recommendation.

- Dave Heavirland (Department of Veteran Affairs):
 - Experiencing growth and positive developments with new leadership, specifically in the homeless program.
 - As the Community Employment Coordinator, consistently emphasizes placing homeless veterans at the forefront of employers’ considerations.

- Phil Hohnstein (Hillside Heights):
 - Successfully navigated a change in ownership in March of last year.
 - Invested in facilities, residents, staff, and the community, with a primary focus on improving the workforce.
 - Transitioned from 56 to 92 employees, significantly reducing agency usage, and increasing wages.
 - Achieved retention rates of 90% for the first 90 days, with ongoing rates between 82% to 87%. An integral part of this success was revamping the orientation process, with new employees now attending daily interdisciplinary meetings, fostering open communication and problem-solving.
 - Brought on a new Director of Nursing, bringing extensive experience and a teamwork-oriented approach.
 - Became a clinical site for nursing programs (Bushnell, LCC), nurturing healthcare professionals. Currently, six CNAs are pursuing nursing programs, with three more enrolling, marking a significant and positive transformation in our workforce development efforts.

- Stan Pickett (Delta Sand and Gravel):

- Starting our CDL school in about two weeks with five new CDL drivers through the Good Jobs Driving Prosperity funding.
- Steve Yamamori (Reveille Foundation):
 - Currently placed 50 individuals (10 of these veterans) who were experiencing homelessness just 60 days ago in the old EconoLodge. Expressed gratitude to Dave Heavirland for his assistance. These individuals are now seeking job opportunities and apprenticeships. Courtney Griesel has already facilitated an introduction to Sierra Pacific – if others are interested, please reach out.
 - Serve as a field office for Bushnell, ASU, USC, Portland State, Grand Canyon, and Denver Social Working Programs. We have approximately six MSW students pursuing their master's in social work.
 - Seeking LPC or LCSW to hire here so if you have any connectivity, please reach out.
- John Stapleton (PIVOT Architecture):
 - PIVOT Architecture is working with Homes for Good to provide architectural services for the development of Ollie Court, the former Naval Reserve Site. Homes for Good will be partnering with Head Start of Lane County and Early Childhood CARES to develop an innovative model for housing that will co-locate 81 units of new affordable housing with an Early Learning Center to address the need for affordable housing and affordable childcare in our community.
- Heidi Larwick (Connected Lane County):
 - Achieved Oregon Health Authority certification to train community health workers. CLC is the second organization in the state to do so.
 - Launched Health Exceclerator program providing CNA 1 Certification. The program spans 10 weeks of comprehensive training and practical application.
 - CLC continues to offer robust manufacturing and tech training programs, including internships. Applications for all summer programs, including a five-week intro to manufacturing for freshmen and sophomores and internships for juniors and seniors are now open. If you know of a student from a marginalized community, or a youth who is not finding success in traditional education, please send them our way.
- Courtney Griesel (Sierra Pacific Industries):
 - Starting to dip our toes into Driving Prosperity and we are excited about that.
 - The logging conference is currently in town. Approximately 1,000 students are set to arrive tomorrow morning, transported from various parts of the state. They will engage in discussions to explore potential career opportunities. This conference is always a big lift for the community and employers in a good way and it is a great way to kick off the year.
- Jeff Graham (Danone/So Delicious Dairy Free):

- Experienced a loss of approximately seven production days due to the recent ice storm.
- Engages and advocates for the workshare program, utilizing it more often than preferred but grateful for the support it provides.
- Experiencing challenges with the low unemployment rate for mechanics in particular.
- Contract negotiations with the labor union are upcoming this year.
- Initiating a \$7M capital investment project in March to revamp refrigeration systems.
- Holly Powell (Vocational Rehabilitation):
 - Aiming for rollouts of new policies in the next couple of months to facilitate earlier engagement with program participants.
- Julie Davidson (Oregon Employment Department):
 - Launching a new online claim system on March 4th impacting approximately 40,000 claimants. We are hoping for a smooth transition as we shut down the existing system and activate the new system which will provide enhanced services for customers. It is worth noting that Oregon is the only state that seamlessly integrates its unemployment insurance division with employment services, a unique approach compared to other states where these functions are separate.
 - Following this rollout, Workforce Ops is slated for modernization. The current system dates back to 2004 and was built in-house. We will be acquiring an off-the-shelf product and hope to have the updated system available to customers by 2025.
 - The center has observed a notable increase in visitors, especially during January, when higher numbers are typical due to individuals filing for unemployment benefits. This prompts them to begin searching for employment, leading to increased engagement with our services.
 - Upcoming Events:
 - March 15th: Siuslaw High School – Career Fair. If interested, feel free to reach out.
 - April 17th: PK Park – Career Fair. Hosted in partnership with the Eugene Emeralds.
 - April 25th: Florence - Career Fair
 - May 9th: North Eugene High School – Career Fair
 - August 10th: Eugene Pride

Courtney Griesel inquired about the means through which employers become aware of these events. Julie explained that the information is sent to employers who have registered with IMatch Skills. Notifications are conveyed via email, so it is important that the company profile information, including contact name and email address, is up to date.

- Bailey McEuen (Homes for Good):
 - In addition to the Ollie Court development, we have other real estate developments taking place. The former Red Lion Hotel, renamed Bridges on Broadway, has been operating as a transitional shelter since we took over management back in 2020. The

facility initially housed victims of the Holiday Farm fire. As fire victims were served, it became a transitional shelter operated by Homes for Good. Later this year, we will begin construction on converting it to a permanent supportive housing community, which will serve the most vulnerable in our community by providing stable housing and case management services. The project is expected to kick off this spring.

- Homes for Good is also looking for a Real Estate Development Director to oversee all these exciting projects. The position was posted yesterday, and more information is available on the Homes for Good website.

- Shondra Holliday (Lane County Medical Society):

- Ongoing efforts to support healthcare in rural communities, reducing the burden of travel for basic healthcare needs. We are excited that the health care sector is getting started.

XI. OTHER BUSINESS

David Loveall shared exciting news during the meeting, announcing the signing of a significant tenant for the Rivet Building, located at the corner of 5th and Main in Springfield. A press release detailing this development is scheduled for release on Monday. This project is anticipated to contribute to the growth of downtown Springfield by bringing an additional 15 jobs to the area.

XII. ADJOURNMENT

Ms. Holliday adjourned the meeting.