



LANE WORKFORCE PARTNERSHIP

Lane Workforce Partnership Community Engagement Committee Agenda

Date: 10/31/2025

Location: Zoom

Attendees: Jesse Quinn, Nicole Matthews, Hanna Eberle, John Stapleton, Hannah Felt, Stan Pickett, Billy Dover

Agenda Items:

1. Welcome and Introductions

2. Publicity and Public Awareness

- Reviewed current publicity efforts and discussed their overall effectiveness.
- Brainstormed new ideas to expand public awareness of Lane Workforce Partnership (LWP) initiatives.
- Discussed creating and sharing a community calendar for cross-promotion of workforce and education events.
- Reviewed LWP's social media tracking and engagement metrics.

3. Overview and Updates

Regional Advisory Coordination

- (6/10) Regional Advisory Committees have been held on behalf of Lane Education Service District (ESD).
- Conducting ongoing focus groups in multiple pathways: Health Sciences, Culinary, Business, Graphic Design, Computer Science, etc.
- Upcoming Construction (Nov. 13) and Agriculture workgroups planned.
- Teachers expressed limited bandwidth for building industry connections.
- Pathway needs identified include:
 - Development of soft skills, motivation, and career awareness.
 - Exploration of expanding the Team Oregon Build (TOB) model to additional industries.
- Plan to bring Industry Engagement Profiles to RACs and CTE data discussions.

GroupTrail / Career Ready Lane

- Developing a project page on the Career Ready Lane platform.
- Considering long-term sustainability and structure beyond initial launch.
- Requests received: 3–4; one engagement scheduled for next week.
- Employer participation: 50 registered, 30 fully live on the platform.
 - Engagements are being tracked.
 - LWP's strategic goal: to increase classroom engagements from 28 to 31 in the current year.
- Launch event (Oct. 22): Over 50 employers and industry partners attended.
- Observation: Missing representation from Arts and Communications-based groups.

4. Sector Partnership Updates

Healthcare

- Action Committees: Met this week with 89 RSVPs.
- Launch Event: Held Sept. 18 at Lane Community College; 60 attendees representing 33 organizations.
- Priorities identified: Workforce, Access, Advocacy, and Collaboration.
- Discussed creating a Healthcare Sector Partnership (HSP) website, newsletter, forum, luncheon, and K–12 connection.
- Plan to share updates with the Regional Advisory Committee and Career Ready Lane network.

Construction

- Next Meeting: Scheduled for Nov. 19 (save-the-date shared).
- Action Items:
 - Stan to review CEDO's contact list.
 - Jesse and Nicole to review LWP's listserv.
 - Identify meeting location—potentially a classroom at ITEC (Nicole to follow up).
- Past participation: Typically 20–25 companies.

Transportation

- Discussion on broadening the focus beyond truck driving to include shipping, receiving, and logistics.
- Participating in an employer panel hosted by WorkSource Oregon; panel questions will be shared with LWP.
- Emphasized importance of identifying target audiences (e.g., 6th graders vs. graduating seniors).
- Current Challenges:
 - Limited participation and progress in recent gatherings.
 - Need for clearer deliverables and action steps.
 - Industry is facing a freight recession, leading to hesitancy among companies to expand.
 - National barrier: Under-21 interstate driving restriction. Expected regulatory change from the Commercial Vehicle Safety Administration (CVSA) in December to allow drivers under 21 to cross state lines.

5. Closing