



# LANE WORKFORCE PARTNERSHIP

## Lane Workforce Partnership Community Engagement Committee Agenda

**Date:** 5/29/2026

**Location:** Zoom

**Attendees:** Jesse Quinn, Hannah Felt, John Stapleton, Charlie Vermilyea, Hannah Eberle, Stan Pickett, Nicole Desch

### Agenda Items:

#### 1. Welcome and Introductions

#### 2. Publicity and Public Awareness

- Reviewed current publicity efforts and their effectiveness.
- Brainstormed ideas to increase public awareness of Lane Workforce Partnership initiatives.
- PowerPoint shared with the Committee on the LWP Communications Strategy and discussed the our current metrics below.

PY '28 Goal	Current Numbers	% of '28 Goal
Followers- 6,462	4,826	75%
Impressions-278,580	161,390*	58%
Earned Media- 20	29	145%
Classroom Presentations- 31	About 40-50	TBD

\*Only includes Q1-Q3, impressions are tracked at the end of the quarter.

### 3. Regional Advisory Coordination Overview

#### Construction Employer Panel

- 50 student attendees
- Strong participation from juniors and seniors
- Evening format was successful

#### Construction Resume and Interview Preparation Event

- 50 student attendees
- Strong participation from juniors and seniors
- Evening format was successful

#### Education Talent Match

- Approximately 20 students and 3 employers attended
- Event held at the YMCA
- Attendance was lower than anticipated

#### Discussion and Future Considerations

#### CTE Construction Talent Match

- Approximately 30 attendees

- 13 participating companies
- 60 student registrations
- Many attendees were Lane Community College students

### **Employer and Student Engagement**

- Begin employer engagement earlier in the planning process
- Recognize that hiring windows/seasons vary across industries
- Increase general awareness and visibility of Career Technical Education (CTE) programs and students

### **Event Structure and Coordination**

The Committee discussed creating a more streamlined and coordinated approach to regional events, including:

- Moving toward a “one-and-done” conference-style event model for spring
- Addressing employer fatigue caused by multiple schools conducting separate outreach efforts
- Noting that smaller employers struggle to attend numerous hiring events
- Hannah Eberle identified approximately 20 school-based hiring events currently taking place this year. Jesse mentioned 204 events related to workforce development on the Community Calendar this performance year.
- Future Regional Advisory Committee (RAC) planning may focus on a single, large-scale spring event representing all 10 CTE pathways

### **Proposed Spring Conference-Style Event**

The proposed singular event would include:

- Student showcases
- Networking opportunities
- Industry panels
- Talent match and career fair components

Potential timing:

- Late February or early March

Projected needs and considerations:

- Venue capacity for approximately 500 attendees
- Parking and logistics coordination
- Funding and sustainability planning
- Teacher substitute costs, with Friday identified as a possible preferred day
- Collaboration opportunities with organizations such as Connected Lane County and Looking Glass

The Committee also noted that regular Fall RAC events for the 10 CTE pathways would continue and would focus on:

- Kickoffs and recaps
- Spring preparation
- Promotion of showcase events by year-end

### **Regional Advisory Committee Funding Discussion**

The Committee discussed challenges related to RAC funding and sustainability, including:

- Current funding levels are inadequate to support long-term coordination and implementation
- Lane ESD currently absorbs many facilitation, food, coordination, and implementation costs

- The need for sustainable funding models beyond one-time grant opportunities
- Potential opportunities for sponsorship development and fundraising
- Our grant writing team needs to identify another community partner to help lead OCF application, who has not received funding in the last two years.
  - Short list of ideas, Eugene Education Foundation, Springfield or Eugene Chambers/

The Committee also emphasized that impactful work-based learning (WBL) programs, such as:

- Team Oregon Build
- Furniture Lab
- Culinary/Hospitality Programs

are highly valued by instructors but remain limited by inconsistent funding streams.

## **GroupTrail/CareerReady Lane Update – Fall Launch**

### **Pilot Year Outcomes**

- 60 participating employers
- 80 participating instructors
- ~40-50 presentations this year through the platform

### **Platform Transition and Future Plans**

The platform is transitioning into a new system that will include:

- Community calendar functionality
- Project pages
- User login capabilities

### **Timeline**

- Development work will continue over the summer
- Target launch timeframe is late September to October

### **Future Alignment**

The platform will tie into sector partnership efforts including:

- Construction
- Transportation
- Healthcare
- And More.