



LANE WORKFORCE PARTNERSHIP

Lane Workforce Partnership Community Engagement Committee Minutes

Date: 7/2/2026

Location: Zoom

Attendees: Jesse Quinn, Hanna Eberle, John Stapleton, Charlie Vermilyea, 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	4,932	76%
Impressions-278,580	161,390*	58%*
Earned Media- 20	33	165%
Classroom Presentations- 31	About 40-50	TBD

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

1. Career Ready Lane Updates

- 77 career-connected events were held last year.
- Classroom presentation totals are still being calculated; Hanna Eberle to share final numbers with Jesse.
- A new Career Ready Lane website and promotional materials are in development.

2. Regional Advisory Committees (RACs)

- All student pathways have been identified and scheduled.
- The PIVOT Architecture Team will share the full pathway list within the next month.
- Each pathway will include a student project.
- ACTE and OWP have both requested student participation to showcase these projects at their annual conferences.
- Potential partnership: the National Guard's K-12 recruitment initiative, which spans multiple career paths, including communications.

3. Construction & Aggregate Sector

Needs, Wants & Desires

- Grow membership and engage more employers. Email outreach is often overlooked, so employer visits should be our next steps. The Construction Sector Aggregate Sector wants to expand the number of school visits and schedule company tours.
- Promote second-chance employment and connect with veterans through classroom visits.
- Aggregate companies are well represented (the “usual suspects”); the sector wants smaller subcontractors represented too — HVAC, electrical, plumbing, etc.
- Focus recruitment efforts to expand participation beyond the ~30 sector participants.

Discussion & Next Steps

- Schedule an hour-long sit-down with 4-5 companies alongside Stan; sharing of the existing results to build buy-in from new employers. Jesse and CEDO to coordinate; Ethan from CSP has offered to assist.
- Pull contacts from the Team Oregon Build industry mentor list.
- Continue promoting the sector partnership, RAC showcases, and Career Ready Lane through events like the Sand & Gravel Show and Trades Expo.
- Stan is willing to help troubleshoot conversations with prospective construction sector employers over lunch, serving as a friendly industry face for LWP.

4. Behavioral Health Sector (Emergence)

- Charlie has a meeting scheduled with Casey Reid next week to determine how to get in front of K-12 students, starting with general education and connections to employment.
- Emergence and LWP met at the end of the school year and will reconvene with Casey this summer.
- The idea: replicate what the Construction Sector organized 3 part K12 series -host panel showcases, talent match, information session featuring Emergence counselors to highlight career pathways and help keep students in Oregon.
- KPNW's Wake Up Call featured a 15-20 minute interview with Emergence Program Director Konnie Zoellner on substance use and the recovery career space in Lane County: [listen here](#)
- Open question: Emergence has raised concerns about youth interacting with clients who have lived experience with interpersonal violence, and whether students fully understand what the work involves before pursuing it. Emergence and many other health care organizations are not able to host youth <18 onsite.

5. Healthcare Industry Sector Partnership

Three action committees: Workforce, Advocacy, and Collaboration.

- Advocacy: Legislative event with Representative Nathanson scheduled for August 8. [Register here](#)
- Collaboration: Resource sharing, best practices, and a provider directory available via the [Lane Health Partnership](#)
- MedSplash just wrapped up for 2026. The event showcased 17 healthcare career paths to 30 students; career exploration continues to be a major value-add for the sector.

Discussion

- Top need: qualified candidates, and earlier exposure to the workforce pipeline through in-school engagement.
- Explored bringing Looking Glass and Connected Lane County into paid work experience and site placement opportunities; employers can opt in via Career Ready Lane.
- Barrier: most healthcare placements require students to be 18, which significantly limits options for younger students.

- Possible solution: a reverse job shadow model, bringing practitioners into the classroom instead of sending students out. Charlie noted this still requires significant staff time and FTE.
- Idea: pair each employee's annual volunteer day with a classroom visit.
- Idea: ask the Healthcare Advocacy Committee to add classroom access to its legislative priorities.
- Idea: engage retired healthcare staff as classroom volunteers ("validator clinic" concept).

Action Items Summary

Action Item	Owner	Timing
Share classroom presentation totals with Jesse	Hanna Eberle	TBD
Share full list of scheduled student pathways	PIVOT Architecture Team	Within the next month
Coordinate hour-long sit-down with 4-5 construction/aggregate companies and Stan	Jesse, CEDO (Ethan assisting)	Summer
Meet with Casey Reid to plan K-12 engagement strategy	Charlie	Next week
Reconvene with Casey on Behavioral Health K-12 panels/info fair	Charlie	Summer
Explore pairing employee volunteer day with an annual classroom visit	Healthcare Workforce Committee	TBD
Consider adding classroom access barrier to legislative priorities list	Healthcare Advocacy Committee	TBD