



LANE WORKFORCE PARTNERSHIP

Lane Workforce Partnership Community Engagement Committee Minutes

Date: 8/28/2026

Location: Zoom

Attendees: Jesse Quinn, Hanna Eberle, John Stapleton, Charlie Vermilyea, Stan Pickett, Nicole Desch, Shareen Vogel

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.

3. Follow up on Action Items:

Key Outcomes

The August Community Engagement Committee reconvened after a month hiatus to review strategic plan progress, upcoming platform launches, and sector partnership developments. CareerReady Lane is launching a new platform in early September with a kickoff networking event scheduled for October 15th at Ninkasi Better Living Room. Strategic plan metrics show strong performance, with earned media at 165% of goal and classroom presentations at 252% of goal.

Significant discussion centered on apprenticeship and pre-apprenticeship certificate alignment, behavioral health pathway partnerships through Emergence, and the construction aggregate sector strategy, including recruitment planning and a November launch event.

Strategic Plan Metrics (2028 Goals)

- Social media follower count: Currently at 76% of the follower growth goal across the four-year period.
- Social media impressions: At nearly 90% of the 200% growth goal.
- Earned media: 33 publications over the last year, bringing the total to 165% of goal — the strongest performer among tracked metrics.
- Classroom presentations: 78 presentations logged for the prior year (confirmed by Hanna), representing 252% of goal.
 - Baseline year had 28 presentations; growth attributed directly to the Career Ready Lane platform, an intervention originally inspired by Stan's post-pandemic observation that employer classroom engagement had declined sharply.

Career Ready Lane Platform Launch

- New platform goes live at the beginning of September, following a dormant summer period during which the team transitioned between platforms.
- Kickoff networking event confirmed for October 15th, 4:30–6:30 PM, at Ninkasi Better Living Room (corrected during the meeting from an initially stated October 18th date). 3
 - Marketing materials and event details forthcoming.
 - Event already added to the community calendar by Shareen.
- The team is planning increased recruitment of partner and educator engagement following the launch.
- Ask to the group: Share the new platform widely with individual networks to support recruitment momentum.

Community Calendar Feature

- A public-facing community calendar will be hosted on the Career Ready Lane website, accessible to both industry partners and educators with an account.
- Purpose: Allow industry partners to post tours, open houses, guest speaker opportunities, and career-connected learning events so educators and students can discover and attend them.
- Example use case: A counselor working with a student interested in behavioral health could pull up the calendar and find an Emergence open house or tour.
- Nicole highlighted the Skills Trade Series as a model example — students could see upcoming dates and self-select into relevant events.
- Longer-term vision: Career Ready Lane becomes the single, central hub where partners and teachers go for guest speakers, project engagement, regional events, and career-connected learning — reducing fragmentation across multiple systems.
- Sand and Gravel Days (construction aggregate tour event) was cited as another strong candidate for the calendar; two days planned for the upcoming cycle due to high demand in the prior year.

Harwood Institute Visit

- The Harwood Institute, a national think tank, visited Lane County earlier in the week to learn about Team Oregon Build (TOB) and related regional workforce initiatives.
- Visit was facilitated through John Stapleton, who convened partners including Gabe and Ryan from Hope Factory, Lane Education Service District, and Everyone Village.
- Attendees reported the Harwood Institute representatives were visibly impressed with what is happening in the county.
- Described as a significant honor for the regional partnership — framed as a "magical John Stapleton moment" by Shareen.

Behavioral Health Pathway — Emergence Partnership

- Two tracks of engagement from Emergence supporting the behavioral health CTE pathway:
 1. Peer support track: Emergence peers going into high schools to support youth peer support programs at the high school level.
 2. Mental health practitioner track: Students invited into Emergence facilities for immersive learning experiences.
- October 23rd: First all-day student visit to Emergence; students will interact with a panel of mental health therapists, participate in mock supervision, and engage in structured learning.
- A second all-day event is planned for January, following the same format.
- Emergence staff also have a paid volunteer day program; mental health staff are volunteering that day to go into schools, evaluate curriculum, and identify ways to contribute.
- Casey Reid is described as "so excited" and actively promoting Emergence as a prime partner in the behavioral health pathway.

HECC Short-Term Certificate Grants

- Lane ESD and LCC received three HECC short-term certificate grants, with at least two directly relevant to this group:
 1. Behavioral health / peer support certificate: Non-credit certificate developed in partnership with LCC; Casey Reed working with Josh Jordan (Emergence's peer support manager) and Lori to define the scope across multiple peer support specializations (mental health, gambling, behavioral health).
 2. BOLI pre-apprenticeship + LCC entry-level trades worker certificate (detailed in the section below).
 3. Medical assisting redesign/build-out at LCC — potentially relevant to Charlie and Emergence, though Shareen noted she was less informed on the details.

Apprenticeship & Pre-Apprenticeship Alignment (Construction/Trades)

Grant-Funded Revamp

- The BOLI pre-apprenticeship (delivered in high schools) and LCC's entry-level trades worker certificate are both under review through the HEC grant.
- Grant funding will not pay for new certificates but will fund convenings — bringing industry and educators together to review existing content, assess relevance, get industry input, and perform alignment work.

- Key alignment questions: Are students transitioning successfully to LCC? Are they transitioning to the workforce? Do the two certificates (BOLI and LCC) create confusion for students, and can they be rationalized?
- Shareen noted the current situation where the two certificates are "almost the same but slightly different" is confusing to students and may not serve them well.
- The grant year will essentially be a planning and convening year before any formal revisions are made.

Industry Context — Apprenticeship Requirements in Public Contracts

- Stan raised an important and timely industry issue: state, county, and city contracts are increasingly requiring companies to have an apprenticeship program as a bid requirement.
- Union companies have this built in automatically; non-union companies do not, and most smaller non-union contractors lack the infrastructure to set one up independently. 16
- Stan's own company had to create its own apprenticeship program (partnering with Northwest Trades Academy in Portland) to qualify for public contracts — employees currently drive to Portland for classes.
- Opportunity identified: If the BOLI pre-apprenticeship program could be tied to or recognized by formal apprenticeship frameworks, it could help non-union companies in Lane County qualify for public contracts without the burden of building their own programs.
- Northwest Trades Academy has discussed opening a Eugene location, potentially co-located at LCC — Stan flagged this as a potential tie-in worth exploring.
- Shareen clarified the scope: the BOLI side is specifically the high school pre-apprenticeship, while LCC's certificate is outside BOLI scope but has overlapping coursework.

Sector Partnership Integration

- Nicole connected this to the sector strategy work — smaller companies needing apprenticeship support could be reached through the Construction Aggregate Sector Partnership's existing networks and action committee structures.
- The Training Action Committee previously developed a list of certifications widely required or used in the construction sector; Shareen flagged this as a useful internal cross-check against the pre-apprenticeship curriculum during the revamp process.
- Lane ESD is positioned as a co-partner on the grant alongside LCC; Shareen asked for buy-in from Jesse, Nicole, Stan, and others to participate in early planning convenings and goal-setting.
- Nicole confirmed the Construction Aggregate Sector Partnership's broader group reconvening is scheduled for November 10th (not the 11th, as Veterans Day); Stan will be in Rome and unable to attend.

Construction Aggregate Sector Partnership — Launch & Recruitment

- November launch event planned for the Construction Aggregate Sector Partnership, to be held at LCC's ITEC trades building (noted as a small space; Nicole to follow up with Jessica about whether a larger building will be ready in time).
- Jesse and Nicole met earlier in the week to develop a recruitment game plan for bringing additional organizations into the sector partnership.
- Planned recruitment tactics:
 - Develop a one-pager summarizing the partnership to support outreach.
 - Share the membership list to facilitate recruitment.
 - Filter Lane County employer list by NAICS codes to identify construction aggregate companies.
 - Bring the filtered list to Stan to determine the optimal headcount threshold for membership targeting (e.g., 5+, 10+, or 200+ employees).
- Nicole's team will leverage existing sector strategy outreach lists — companies attending action committee meetings or broader convenings — to generate interest.

Youth Service Provider Integration

- Jesse announced she is stepping in as contract manager for youth services as Cindy Perry is set to retire on January 1st.
- Goal: Bring Looking Glass and Connected Lane County into the monthly Community Engagement Committee conversations to reduce redundancy and duplication of effort.

- Observation: Multiple organizations are doing similar work in parallel without coordination — "swimming separately" when they could be aligned.
- Both organizations are described as eager players who haven't found a clear entry point, or who have built their own parallel systems that the group could learn from.
- Career Ready Lane access: Shareen confirmed that conversations are underway with Connected Lane County about how to integrate them into Career Ready Lane — including handoffs and account access.

Regional Advisory Committees (RACs) — Fall Planning

- One advisory committee per career cluster is being planned for either October or November; teacher leads are being contacted next week to finalize dates.
- Ask to the group: Recruit industry partners who want to engage with RACs; Shareen noted that after last year, industry is ready to "dig in."
- TOB (Team Oregon Build) described as having matured into "a beast of its own," with regional projects now budding out of multiple pathways.
- All RAC regional project content and information will be hosted on Career Ready Lane, making it easy for both partners and teachers to quickly see how to get involved in work happening across the county.

Action Items

- **Shareen:** Finalize RAC dates with teacher leads (next week); send out marketing materials for the October 15th Career Ready Lane kickoff event.
- **Nicole:** Follow up with Jessica about whether a larger venue will be available for the November Construction Aggregate Sector Partnership launch (current venue, LCC ITEC, is small).
- **Nicole & Jesse:** Filter Lane County employer list by NAICS codes for construction aggregate; bring refined list to Stan to determine optimal headcount threshold for recruitment targeting.
- **Stan:** Review filtered employer list and advise on the appropriate company size threshold for sector partnership membership recruitment.
- **Jesse / Nicole / Hannah (Pivot team):** Participate in early planning convenings for the HECC grant revamp of the BOLI pre-apprenticeship and LCC trades certificate (blanket invitation extended to Pivot team, confirmed with thumbs up from Hannah).
- **Jesse:** Pursue recruitment of Looking Glass and Connected Lane County into the monthly Community Engagement Committee; stay tuned for updates as outreach progresses.
- **All:** Create or log into Career Ready Lane accounts and begin posting career-connected learning events to the community calendar once the new platform goes live in September.
- **Nicole:** Confirm final date and details for the Construction Aggregate Sector Partnership broader reconvening (confirmed as November 10th).

Open Questions

- How exactly can the BOLI pre-apprenticeship program be formally tied to apprenticeship recognition frameworks so that non-union companies can use it to qualify for public contracts requiring apprenticeship programs?
- Will Northwest Trades Academy establish a Eugene/LCC campus, and could that be formally integrated into the regional apprenticeship ecosystem?
- What are the full details of the third HECC grant (medical assisting redesign) and its relevance to Emergence or the healthcare pathway?
- What is the optimal employer headcount threshold for Construction Aggregate Sector Partnership membership recruitment?