

East Cascades Workforce Investment Board

ECWIB September 29, 2015 Board Meeting

*Attendee list circulated for all to sign in

Meeting Minutes:

- I. Board Meeting Attendees:** Charles Massie, Trish Balkwill (for Matt Balkwill), Debbie Hagan, Amy Gibbs, Wally Corwin, Dr. Roberto Gutierrez, Alan Unger (ex officio); via telephone: Keith Eager, Trygve Bolken, Ellyn Biedscheid, Kelly McGarva, Alan Anderson, Brad Porterfield

Staff to the Board: Liz Casey

Other Attendees/Guests: Andrew Spreadborough, Frank Brown, Jordana Barclay, Mike Kennedy, John Melville, Mike McCabe, Dan Shoun, Perry Andrews, Randy Norris, Damon Runberg

Meeting Called to Order by Chair Massie at 2:20pm

All present introduced themselves

II. Short Presentation by Host- Dr. Roberto Gutierrez (Power Point posted to Basecamp and handouts)

Dr. Gutierrez displays statistics to emphasize the importance of the Workforce board. He explains the Workforce transformation that is across our country. Information on our work force in 1973, 72% of our workforce was between high school drop outs and graduates. High School diploma was a passport to Middle Class. Heavy manufacturing, 11-12 mills (we are now down to 2). By 2007 stats dropped and available jobs required more than just a High School Diploma. Brings up the importance of Higher Education. Today 65% of Laborers are High School Drop outs. President Obama in the State of The Union Address talked about this number and the importance of community college and of Workforce boards. In the next 5 years over 47,000,000 new jobs will be created. We are going to start seeing a shrinking middle class. Brings to attention that the poorest students from community colleges come from our part of the state (rural). He wants our community to stop "pointing fingers" and start working together. More High school seniors must be ready for college when they leave high school. More Innovation. #1 State in the Nation for High School drop outs. *see: attached power point slides

Q & A

Q 1: In order to change the professionalism and culture of our students we need to start touching them in Middle School

A 1: Absolutely.

Q 1: What do Community Colleges do to help with that?

A 1: Working together with our K-12 partners. Go to the Middle Schools and talk about Programs, and the importance of Mathematics. Bring along the data showing the statistics of High school drop out in our State. Bring the faculty, students, teachers to the COCC and share the importance of education. Supply grants. High school faculty and COCC met together for the first time to advance curriculum.

Q 2: Could you give us a short synopsis of Klamath Promise?

A 2: Basically, First step to solving any problem is admitting that you have one, right? Our community has been shown the data and finally everyone agrees that we have a problem. Now what Klamath Promise is doing is a joint effort, we can't do this alone. It takes a whole state.

Chip Massie: One thing that I would share about Klamath Promise it's really "grass roots" to the point where group will go out knocking on doors for the kids that didn't make in to school one day. Just a few days missed every month can put

the children further behind. Lots of different efforts like that but it is a good example of what they are trying to accomplish.

Q 3: How do we get the parents involved?

A 3: We need to let the parents know that they are part of this. We have parent meetings to express the fact that their kids will not have the same opportunities as they had. Try to write grants so they have staff to work at the High Schools helping at-risk kids.

III. Consent Agenda

Chip asks the group if anything needs to be added to the agenda.

No changes suggested by attendees.

A motion entertained by Chip Massie to approve the Consent Agenda as presented

2nd by Wally Corwin; unanimously approved, none abstained.

Minutes approved.

IV. Board welcomes Amy Gibbs and Pat Davis to Executive Committee.

V. Establish Schedule of Meetings for the coming year

- a. Liz Casey vocalizes establishing a schedule for Board meetings to be held every 2 months unless there is no action to be taken. In that situation, the meeting will simply be cancelled. Expresses the meeting in the North and hopes to have that meeting March or April to avoid the bad weather.
- b. Skype was also brought up in the hopes that we will be making the transition from conference calling to Skype soon.
- c. Thanks COCC and KCC for their great partnership in allowing space for the Board to meet, and the technology needed.
- d. Group decides on the 3rd Thursday of every month at lunch time, starting November 19th.
- e. Executive Meetings decided to be held in between Board Meetings on alternate months. The Executive Board will make some decisions that will be ratified at next full meeting.

VI. Liz gives a short update on Local Leadership Teams-Purpose, Composition, and Progress in each local sub-region.

- a. Currently each of our sub-regional areas has a leadership team with partners that are beneficial and mandated.
- b. Must Partners- OED, WIOA, Former Title One Partners, Title Two, Vocational Rehab, Migrant and seasonal farm worker, Veterans representatives, Experience Works, Tribal Representatives.
- c. Possible Partners- DHS self-sufficiency programs and UI.
- d. Amy Gibbs updates on Northern Oregon-
 - i. Regional partners have been gathering in the North for years, meeting every month or two.
 - ii. Lately without an OED manager and a Service Provider Executive Director.
 - iii. There is some talk that Hood River 1B office may be closing Nov.1.
- e. updates on Southern Oregon-
 - i. Local leadership team consists of KCC, OED, DHS, COIC, OHDC, Klamath Tribes and Experience Works.
 - ii. Meeting every other month.
 - iii. Working with the WSO Operating Standards. Most things are completed just waiting for the Sector strategies planning.
- f. Liz Casey updates on Central Oregon-
 - i. Have been meeting inconsistently the last year or so but recently pulled all the Partners back in together and are meeting bi-weekly to establish direction and vision.
 - ii. Waiting for the board to act and establish Sector Strategies and identify important sectors for our sub regions.
- g. Q & A for Liz Casey

Q 1- In the shift, are the local leadership teams working on who picks up the areas that Partners can no longer fund with the changes to funding?

A 1- Waiting for guidance on that. Looking for a collaborative view. – seems important. Update with Liz (32:58-43:20)

****Working Lunch****

VII. Strategic Planning Kick Off and Sectors 101 Presentation by John Melville

-Q & A and Brainstorming – Reminder of October 21 Sector Planning Meeting in Salem

- a. **John Melville of Collaborative Economics and The Woolsey Group**, introduces himself and draws attention to Power point (electronic and handout). *see attached PowerPoint slides
- i. First slide- What are Sector Partnerships?
 - Partnership of Employers within one industry sector or cluster.
 - Work closely with government, education and training, economic development, labor and community organizations.
 - May not have support from the state and/or federal level.
 - Skilled labor is a crucial aspect.
 - ii. Second slide- Employer-Driven, Community-Supported Sector Partnerships.
 - Looking at the data, do you actually have a sector? Is it growing?
 - Is there a readiness? Are people willing to step up? Ex. Medford- Advanced Manufacturing.
 - Community Partners- K-12, Adult Basic Education, Community colleges, Universities, Community-based organizations, Human-services organizations, Organized labor, Workforce boards, one-stop, Economic development organizations.
 - Convening- Employer leads invite but who really leads?

Q 1- Does this mean there is some sort of agreement?

A 1- Most cases no but it tends to be a formal, unanimous decision.

- Suggested that Community Partners and business people build a team and figure out what their priorities are. At the same time the community partners are teaming up to figure out the action plan.

Q 2- Is the convener the only one that's paid for? Everyone else brings their own organizational costs to the table?

A 2- Sometimes they will absorb the convener costs if you're talking about staff this etc. or they will divvy it up. Everyone will be in the loop and willing to put their assets on the table in an action plan.

- iii. Third slide- What do they accomplish?
 - Going sector by sector is a very good way to engage industry. Business people will most likely engage in their sector first.
 - Talent, Infrastructure
 - Innovation
 - Regulatory Process
 - Export Promotion
 - Marketing
 - Other Shared Priorities to Grow and Support Sectors
- iv. Fourth slide- Results
 - Immediate actions to accelerate economic growth and improve workforce outcomes.
 - Longer term transformation of how public programs work with employers as partners, not as customers.
 - New mobilizations of business leaders as champions to build stronger education and workforce systems and promote economic vitality in their communities.
- v. Fifth slide- Northern Colorado Manufacturing Partnership

- More than 50 northern Colorado manufacturing companies and 20 public partners established the Manufacturing Partnership in 2013 to address common issues in the industry.
 - Mission Statement: “Partners working passionately to ensure Northern Colorado Manufacturers and our Communities thrive.”
 - The top 3 CEOs met and created priorities Include: Networking and local supply chain issues, Changing the perception of the industry and encouraging youth to pursue manufacturing, and developing vocational/technical skills as a career pathway for youth and adults in transition.
 - Seeing great results in only 1 year.
- vi. Sixth slide- The Modern WIB
- Employers as Partners not Costumers
 - Sector/cluster-focused “wholesale” approach
 - Broad reading of WIA (system building model)
 - Sectors/Clusters are way of doing business (codified by WIA)
 - Broker of Partnerships, and contributor of services.
 - Business Growth is the Agenda, focus is on shared/coordinated action
 - Community needs require leveraging community’s capacity
- vii. Seventh slide- Service to Business
- What WIBs always do...
 - Recruiting, screening and referring candidates
 - Assistance in developing and delivering customized training
 - Customized recruitment services (Job Fairs, Occupational testing, Tax credit assistance)
 - Labor Market Information
 - What more should they do? Create the space for employers to act as partners.
- viii. Eighth slide- Employer Engagement Pathways
- The Short Game: Make sense for some purposes but not structured to produce lasting results or commitment. Transactional in Nature (Survey of needs, Focus groups, Event sponsorship, Single program advisory boards).
 - The Long Game: Makes sense for relationship/trust building that yields long term impact. Transformational in nature (Employers as partners, Chairs of Sector Partnerships, co-Investors, shared stake in comprehensive education and training, tackling other opportunities beyond just workforce issues, sustained engagement over time, expanded engagement by more employers).
- ix. Ninth slide- The “What’s in it for me” of Sector Partnerships: FOR COMPANIES
- A place to solve major shared issues, including talent shortages.
 - A place to jointly asses and act on opportunities for growth
 - A single table at which to work with public entities.
 - An opportunity to share costs related to needed solutions.
- x. Tenth slide- What works well (and not so well)
- Clusters of companies not Individual firms
 - Employers as partners not Employers as costumers
 - Industry-driven vs System- not institution- driven
 - Regionally-based vs Statewide top-down not too local
 - Existing industry strength or emerging specialty not wishful thinking
 - Industry competitiveness/growth not Workforce only
 - Opportunity- focused not Problem-driven
 - Employer priorities first not Target populations first
 - Champion-driven not Representation-oriented
 - Coalitions of the willing not the futile search for consensus
 - People and relationships not Organizations and jurisdictions

- A disciplined, replicable process not A mysterious, unique occurrence

Q 3- How do you adapt your methods from the Metropolitan standpoint to a rural one?

A 3- Size of business is not an obstacle. Work harder on how you define the sector. Ex: Humboldt County sectoring grass fed beef, cheese, and oysters together. More effective than individually sectoring.

Trygve Comments:

1. There are probably quit a few groups already established that we should try and reach out to before trying to reestablish and form new ones.

2. Some industries there are competitors within. Finding ways that they can earn each others' trust and work together in these sector groups is critical.

Liz Casey makes announcement that on October 21st is the Sector Collaborative Meeting in Salem 9am-4:30pm

VIII. Discussion about "Work Groups/Advisory Teams"

Recommendation: At Base Camp Display groups and have the members volunteer to help in a certain area.

- Executive Committee- Established
- Work Source Oregon/OneStop/LLT- Roberto Gutierrez (South), Amy Gibbs and Debbie Hagan (Central)
- Youth/Emerging Workforce
- Business Services/Marketing
- Sectors Action Team
- Performance and Accountability
- North, Central and South Action Teams

Suggestion from Mike: Organize your Board Administratively first to ensure the important dates are met.

Q 1- Are we to identify sectors within our strategic plan. In order to do that we need business input, involvement, we need to hear their voice. How do we prioritize what is important?

A 1- The Board is already Sector identified by the Transition team so we are probably going to be looking at those decision makers to help identify that.

Q 2- Will we be made to identify a strategic plan for each individual sector by January 1st?

A 2- The Sectors need to be established but the specific strategic planning won't be expected.

Damon gave the Board Industry Trends in the East Cascades area (see power point)

Q 2- What are the difference in roles between the Advisory team and local leadership team?

A 2- Local leadership teams are a very important component in the local advisory team makeup, but are made up of the mandated partners in the one-stop system. The local advisory teams should focus on getting business leaders together to discuss how they will partner.

Comment from Mike: Local leadership is operation/ Sub-regional Advisory is Strategic... How do you turn the need into a process that will work?

IX. Public Comments

No Public Comments

Liz mentions the launch of ECWIB website. Thank you Frank

Randy makes comments:

Add Work source standards to Base Camp

Local leadership teams- One Stop Committee at that time posted Meeting Minutes to TOCOWA

X. Meeting Adjourned at 2:07pm