



Workforce Coordinating Council Steering Team

May 5, 2010

COIC Board Room, Redmond

Members Present: Wendy Schechter, Affordable People Solutions; Tom Moore, COIC; Steve Williamsen, UFCW Local 555; Carol Moorehead, COCC; Darrel Wilson, OFCO; Robin Popp, Goodwill Industries; Ron Parsons, DHS; Laurel Werhane, OED.

Guests: Carolyn Eagan, OED.

WCC Staff: Andrew Spreadborough, COIC.

1. Consent Agenda.

Tom Moore moved approval of the consent agenda. Steve Williamsen seconded. The motion was approved by consensus.

2. Report on April Meeting of the Oregon Workforce Alliance

Wendy said that the Oregon Workforce Alliance met in April, and that several Workforce Council members attended. She those attending to report on what was of interest or noteworthy. Andrew said that the Graham Slater's presentation on the QualityInfo.org website was very informative and helpful. He said that the new and enhanced site features were impressive and will prove useful as the Council works on its strategic planning document. Laurel said that Jan Swander conducts training on the use of the site and suggested that we engage her to help us gather data. The group discussed scheduling a training or presentation by Jan and/or Graham Slater, for the benefit of the Council and local staff. It was suggested that we use the computer lab at WorkSource Redmond. It was also suggested that the Council consider inviting Graham as a speaker/presenter at the Council annual event. Andrew will follow up with Jan on these items.

Robin reported on the System Partner meeting, which was focused primarily on youth programs. She said that there was discussion on the changes to the process for developing resource sharing agreements.

Wendy said that she has been asked by Kris Latimer of TOC to submit letters in support of the Summer Youth Employment Program to our federal legislators. The letter focus would be on thanking them for their support of this program. She suggested that the Council authorized submission of the support letters. The Council agreed by consensus to authorize Wendy to submit letters on this subject to Senators Merkley and Wyden and Congressman Walden.

3. Review and Recommend Approval of 2010-2012 Membership Applications

Andrew referred to the attached application form. Wendy asked if there are any comments or requested changes to the format. No changes were requested. Andrew said that the process is that all Council members who want to continue to serve need to complete and submit an application form (in the case of business/"at-large" members) or an appointment letter (in the case of the mandatory WorkSource partners). He said that the COIC Executive Committee will continue to serve as the "Local Elected Officials" body that will approve the Council membership. The Council's transition year ends on June 30, so the newly reformed Workforce Coordinating Council will be launched on July 1. He said that the

COIC board will meet in June, so he requested that Council members submit their applications/appointment letters no later than the end of May.

The Workforce Council members agreed by consensus to recommend to the Local Elected Officials that they approve the applications from all current Workforce Council members.

Andrew said he would send by email the revised application document in Word format.

4. Workforce Strategy

Andrew reviewed the revised Council strategy framework document. Noteworthy changes from the previous draft:

- Added language that connects the Council strategy to state workforce statutes
- Added proposed/draft language for strategy section #1 – “Regional Workforce Strategy Purpose and Goals” which reflects statewide workforce development goals contained within the Governor’s Workforce Strategic Plan

He said that the benefit of tying to state statutes and the Governor's strategy is that 1) the work of the Council is consistent with the state’s strategic direction, and 2) the Council will not need to go through a lengthy visioning and goal-setting exercise (allowing Council time and energy to be focused on action planning and outcomes).

Wendy went around the table to check in with each member for feedback. Tom suggested that the goals should be measurable so that we can track progress. Laurel suggested changes to the goal wording; remove references to “ensure all” and “guarantee”. The wording should be changed to “improve” or “enhance” since we cannot make guarantees. The group discussed “living wage” and agreed that there needs to be a metric identified to keep this clear. The group discussed the need to have obtainable objectives.

Andrew and Wendy agreed to revise the strategy framework document based on comments and feedback, and to circulate a draft prior to the next Workforce Council meeting. Andrew will begin the data gathering and analysis sections of the strategy. Wendy said that outreach to key partner organizations should begin right away, and said that she will be calling on members to volunteer to assist on outreach.

5. Workforce Council Reporting and Communications

Wendy said that her goal is that we have reports quarterly from workforce partner organizations and other committees/groups such as the BRN and the Workforce Response Team. The purpose of these reports would be to inform the Council members on workforce development activities and outcomes. She asked the Council to help identify the most effective and efficient means to collect reports.

The Council discussed several ideas:

- Submission by partners of written reports
- Use of PRISM data to report outcomes
- “Around the region” agenda item added to council meetings
- Quarterly roundtable updates

Wendy said that other regions produce an annual workforce development report, which is presented to elected officials and other partners. She expressed interest in the Workforce Council producing such a report.

The Council agreed to put together a quarterly update for the next meeting. After a couple meetings the process will be re-evaluated. The Council agreed that a specific area of interest is the regional transit program.

6. Regional Economic Update

Carolyn Eagan reported that the unemployment rates were up in March in all three Central Oregon counties. She said that in part this is due to the calculating of the “seasonally adjusted” rate. There has been job growth in all three counties. She said that there is evidence that the region’s labor force size is decreasing. The Council discussed the implications of out-migration trends. Steve said that a recent Apprenticeship Symposium drew only about a third of expected participants. Carolyn said that job listings have increased.

7. Other Discussion Items

Wendy said that the Council has received an additional \$40,000 for the CRC implementation project. These funds are intended to expand the implementation into other communities.

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