



Workforce Coordinating Council Steering Team

November 3, 2010

COIC Board Room, Redmond

Members Present: Wendy Tayian, Affordable People Solutions; Tom Moore, COIC; Laurel Werhane, OED; Robin Popp, Goodwill Industries; Ron Parsons, DHS; Renate Beck, OVRS; Steve Williamsen, Labor; Ray Hasart, High Desert ESD; Debbie Hagan, COCC.

Guests: Janice Chandler, PCC Structural; Carolyn Eagan, OED.

WCC Staff: Andrew Spreadborough, COIC.

The meeting opened with recognition to Chair Wendy Tayian, who will be leaving the Council at the end of the calendar year. The Council presented her with a plaque recognizing her tenure as chair, and expressed gratitude for her leadership and commitment to the Council and the Oregon Workforce Alliance. Andrew Spreadborough noted that Wendy led the Council through the re-structure process, shifted the Council focus to partnership development and strategic action, and was the driving force behind the region securing funding to implement the Career Readiness Certificate. She also has served on the COCC committee that is developing programming at the new Tech Center facility, and secured resources for the expansion of the COCC ABE program in Central Oregon.

1. Consent Agenda.

Robin Popp moved approval of the consent agenda. Ray Hasart seconded. The motion was approved by consensus.

2. Council Business

2011 Chair: Andrew said that he and Wendy have been working to engage new Council members, and to fill the chair vacancy for 2011. Janice Chandler from PCC Structural has expressed an interest in participating in the Council. Andrew will send a Council application to Janice. He reviewed the appointment process, which includes application submission, Council recommendation of approval, and approval by "local elected officials". Andrew said that the COIC board executive committee serves this function for the Council; the Board meets monthly.

TOC/OWA Quarterly Meeting summary: Wendy asked for updates from those who attended the October TOC/OWA quarterly meeting. Tom Moore said that the MOU for the region was finalized. Robin said that there was discussion of the Green Tech Certificate program. Wendy noted that the meeting did not include any discussion of the Career Readiness Certificate implementation process.

Participation at the National Association of Workforce Boards conference: Andrew said that the national conference in Washington DC is scheduled for February 5 through 8, 2011. He said that the Council has approved travel funds within the 2010-2011 budget for board members to attend the conference. The Council discussed the value of participation. Tom said that it is a good opportunity to meet peers and decision-makers. Janice said that there is value from hearing what other regions are doing, and what is possible to do with workforce resources. Robin said that there is value in connecting with the congressional delegation. She noted the value of the conference presentations and programs.

No Council members volunteered to attend the conference.

Summary of TOC National Emergency Grant Planning meeting: Andrew said that TOC secured a grant to conduct regional economic analyses within the TOC regions. He said that TOC contracted with Bill Fashing of the Mid-Columbia Council of Governments, who traveled to TOC regions to gather input. He said that a meeting was held in Bend in October, and the results of the meeting and data analysis will be distributed in November. Carolyn said that Jan Swander attended the meeting in Bend, and would likely be willing to share her notes. Andrew said he would send the final report to the Council once received.

3. Project Updates

Career Readiness Certificate implementation update: Laurel Werhane provided an update on the NCRC implementation. She said that Greg Ford's employment ended on October 31, as the initial pilot grant for implementation expired on that date. The statewide rollout funding is now available; Rick Lakehomer has been hired part time by OED to oversee the assessment process. She said the statewide rollout grant will also allow OED to hire a marketing specialist to promote the NCRC program to businesses.

Laurel said that she and Greg Ford had presented on the NCRC implementation process and outcomes to CCWD in late October. She said that there will be marketing training available in November – structured as a 'train the trainer' workshop. In terms of funding, she said that CCWD staff has indicated that they are funded through June 30, 2013.

Green Job Profiles and Occupational Analysis project update: Andrew referred to Attachment E, which is a report on the Green Job Profiles project submitted by project manager Steve Bella. Andrew said that the consultant team completed 2 profiles in October. He said that they plan to complete a total of 40 green job profiles by mid-2011.

4. Council Breakfast Event

Andrew summarized the planning for the Workforce Breakfast event. He said that the event is scheduled for Tuesday, November 30, at the St. Charles conference center. He said sponsor partners include EDCO, the Central Oregon Employer Council, and the Human Resource Association of Central Oregon (HRACO).

Steve Bella identified keynote speaker Mike Gragg, who works for WIN and formerly worked at Dow Chemical. Mike will speak on the use of the NCRC for incumbent worker development and training. He said that Janice Chandler will also present on her experiences with the NCRC.

Andrew said the event is open to all Council members at no cost. He asked for assistance in marketing the event.

5. Workforce Partner Updates

Green Tech Certificate Program update: Wendy referred the Council to Attachment G, which summarized the Oregon Green Tech Certificate overview and course list. She said that three colleges within the TOC regions have implemented the certificate for the current term. She said that she has spoken with Mike Holtzclaw of COCC, and he plans to meet with the Council in the Spring to discuss COCC's participation in the program. Debbie Hagan said that COCC has an agreement with Umpqua Community College which allows interested Central Oregon residents to attend online through Umpqua CC.

Workforce Response Team/Employer Workforce Training Fund update: Andrew said that the region's new allocation of Workforce Training Funds should be arriving in November or December. He said that the new round of funding comes with some new requirements, including that businesses receiving grants must be in jeopardy of layoffs. The requirement to document layoff risk of all businesses, coupled with the data gathering requirements of all trainees, suggest that this year's program will be a challenge to manage, specifically in terms of consortium (multi-business) training projects.

Wendy suggested that there would be value in connecting training grants to NCRC assessments. At least one grant could be targeted toward a business that is utilizing the NCRC in their incumbent worker training and development process.

6. Regional Economic Update

Carolyn Eagan provided a regional economic update. She said that unemployment rates have risen in each Central Oregon county since September. She said that private sector hiring is weak – nearly no private sector employment growth. She said that it appears growth is continuing though; she said the growth in Bend-La Pine enrollment is a reliable growth indicator. She said that she has not yet seen enrollment numbers in the other school districts. Steve Williamsen suggested that a portion of the enrollment growth could be a result of parents moving their children from private schools to public schools for economic reasons. Carolyn said that the census numbers should begin to come out in December.

7. Other Updates/Discussion Items

Andrew referred the Council to the Labor Market Information update, which provides information on the Employment Department's Workforce and Economic Research Division's customer satisfaction survey. He said the responses statewide were extremely positive. Andrew said that he provided input on the Central Oregon team (Carolyn and Jan) that was very positive as well. He said that both Jan and Carolyn have been extremely responsive and provided high quality support to the Council.

Meeting adjourned.