



Workforce Coordinating Council Steering Team

October 7, 2009

COIC Board Room, Redmond

Members Present: Wendy Schechter, Partnership to End Poverty; Robin Popp, Goodwill Industries; Laurel Werhane, OED; Tom Moore, COIC; Steve Williamsen, UFCW Local 555; Gary Daniele, OVRs; Darrel Wilson, OFCO.

Guests: Carolyn Eagan, OED.

WCC Staff: Andrew Spreadborough

1. Minutes, Invoice & Financial Report. Wendy requested that for future meetings, the minutes, invoices and financial report be placed as a consent agenda item. The Steering Team reviewed the September 30 Workforce Council financial report and the September monthly staffing invoice. Wendy asked about the deficit on the financial. Andrew said it was a function of the timing of COIC's request for reimbursement. He said he would check with the accounting team to ensure that the reimbursement requests are being submitted.

Robin Popp moved approval of the September Workforce Council Steering Team minutes. Steve Williamsen seconded. The motion was approved by consensus.

Steve Williamsen moved approval of the September staffing invoice. Robin Popp seconded. The motion was approved by consensus.

Laurel Werhane moved approval of the September financial report. Steve Williamsen seconded. The motion was approved by consensus.

2. DOL Pathways Out of Poverty Grant Proposal Update. Wendy reported that the DOL funding request was submitted in September. She summarized the proposal development process, including discussion of partners that contributed, collaboration among the project areas, and the best practices and models incorporated into the work plan. She said that Nancy Jumper did a great job identifying appropriate training programs that result in certificates (which was a grant requirement). She acknowledged the partnership with the labor unions – Steve Williamsen and Dave Berger specifically. She suggested that the WCC tour the union training center in Redmond.

She discussed the partner development process – meetings in Warm Springs, Madras and Prineville. She said she was most pleased with the turnout at the Warm Springs meeting – 20+ Tribal partners participated. She said that the grant includes data provided by the Tribe, but asked that WCC members not use the Tribal data without the permission of the Tribes. She said that the grant development process was an illustration of the WCC restructuring principle that if we do something specific with a meaning and outcome, partners will show up and participate. She talked about the participation at the Madras and Prineville meetings, and said that the Central Oregonian newspaper did a story on the grant application.

Andrew provided an overview of the data collection process for the application, and said that the primary source of data on green jobs was the state Green Employment report. Projections on job creation were made based on applying regional assumptions to the statewide data. Carolyn said that the OED

research division will be working on measuring green jobs; a green data grant application was submitted to the DOL.

The group discussed plans to address sustainability of the project after the grant period. According to Laurel, Ontario and Klamath Falls also applied for the Pathways Out of Poverty grant. Wendy noted that the Partnership ended up contributing an additional \$500 (\$1,000 total) for the grant writer.

3. Communications Plan. Andrew reviewed the draft WCC talking points. He reviewed suggested changes submitted by Carol prior to the meeting. The WCC requested edits, and asked Andrew to distribute the final version by email when complete.

Andrew handed out a copy of the WCC web page, which is now contained within the COIC web site. The WCC reviewed, and suggested several edits. Andrew asked if the WCC wanted meeting materials posted on the web – agendas, meetings, work products, etc. The WCC agreed that meeting materials and other documents should be added. Laurel said that the web page should also include project information on the CRC implementation project. She also requested that information be added on how to contact Carolyn and Jan for workforce data and analysis. The WCC discussed links, agreeing that reciprocal links with WorkSource Oregon are needed. The WCC agreed that all links from the WCC page should be reciprocal.

4. WCC Structural Development Discussion. Andrew said that in an effort to begin the discussion on the WCC structure he developed a “strawman” proposal. He said this was in part meant to be a check-in on how formal the WCC will be. He reviewed the proposal, which provided a suggested structure for the WCC. The WCC members reviewed, and agreed that the Steering Team should not have a defined composition or number of members – this imposed format was the fundamental problem with COWIB that led to the restructure. The WCC agreed that the language around composition should be limited to allowing for public and private partners, and a private sector chair.

The WCC also agreed to change the terminology of the broader stakeholder group from “general membership” to something akin to “Friends of Workforce” – there was an interest in avoiding the term “membership”, which implied commitment beyond a specific project or meeting.

The WCC agreed that some structure is important – specifically if the WCC pursues grant funding. The degree of structural formality will be discussed during upcoming meetings. The WCC also discussed the application process for Steering Team membership, and debated whether membership applications should be required. The WCC agreed that an application makes sense in that it provides some level of formality, and will engage local elected officials through their approval of applications.

Wendy asked that the next version of the WCC structure outline include a goal of integrating with the BRN and WRT; for instance, annual presentations and updates from the BRN and WRT as a means to ensure dialogue and communication, and to facilitate a coordinated workforce system.

5. Oregon Workforce Alliance Meeting Report. Andrew reviewed the regional report submitted to TOC, which will be an OWA meeting attachment. He said that a Region 10 presentation is on the OWA meeting agenda for October 15, for the purpose of providing the OWA membership with an update on the restructure process and outcomes to date. He said that his presentation will follow roughly the attachment, and that his focus will be on highlighting the strategic projects and regional collaboration.

6. Regional Economic Report. Carolyn provided an update on the region’s employment numbers. She said that August unemployment in the US has risen to 9.8%, while the Oregon rate is 12.2%. She said that the feds enacted another extension to unemployment benefits. She said that job losses around the region continue – since the economic downturn 1 in 5 construction jobs in Oregon have been lost, and 1 in 4 manufacturing jobs. The numbers are more severe in Central Oregon – with one half of

construction jobs lost since the economic downturn. Unemployment in Crook County is 18.8% in Crook County, 15.8% in Deschutes, and 16.4% in Jefferson.

7. Other Updates. Wendy welcomed back Darrel Wilson. Andrew distributed a letter from Graham Slater, OED Workforce Research Division, requesting regional input on targeted industries for workforce development efforts. Andrew noted that the WCC has not identified specific sectors or industries of focus, and suggested the use of EDCO's strategic industries. He suggested adding green and health care to the EDCO list. He will send a draft response to the WCC for review and comment prior to submitting to the state.