

**The Portland Metro Workforce Development Board**  
**Minutes**

March 2, 2017

(rescheduled from January 13, 2017)

Oregon Convention Center

**In attendance:** James Paulson – Chair, Travis Stovall – Vice Chair, Jennifer Arguinzoni, James Posey, Sheila Holden, Skip Newberry, Lila Leathers, Caryn Lilley, Deanna Palm, Pam Treece, Debra Derr, Marc Goldberg, Bobby Lee, Kimberly Branam, Bob Tackett, Joe McFerrin, Ron Hauge, Val Valfre

**Staff:** Andrew McGough, Tricia Ryan, Patrick Gihring, Nick Knudsen, Stefanie Siebold, Barb Timper, Stacey Triplett, Jenny Weller

**Guests:** Christian Kaylor - Oregon Employment Department; Leydi Bautista Cruz – Providence Health Service Intern, Freda Ceaser – Central City Concern, Mitch Yoder – Providence Health & Services

**Handouts:**

- Governor OWIB Letter

**CALLED TO ORDER:**

Meeting was called to order at 7:39 a.m. and quorum was announced.

**CONSENT AGENDA**

*Lila Leathers moved to accept the October 2016 minutes. Val Valfre seconded the motion. Motion was unanimously approved.*

**Income Inequality Presentation**

Christian Kaylor, Oregon Employment Department (OED) Labor Market Analyst, presented "*Income Inequality and the Shrinking Middle Class in the Portland Metro Area*"

Kaylor explained that Oregon has one of the hottest economies in America right now. Portland Metro has added 161,500 new jobs in the last 6 years. That's 2 times more jobs than the other six Oregon Metros combined. Among the 50 largest U.S. cities, Portland has the second fastest job growth rate, the 3rd largest increase in household and is now one of the 9th wealthiest cities (up from 17th). Yet 20% of the population in Multnomah county live in poverty.

While households with incomes of more than \$100,000 grew by 50% between 2010 and 2015, median tier households with incomes between \$50,000 and \$75,000 only grew by 2%. Median earnings for those with only a high school diploma decreased by 10% and 5% for those with a Bachelor's degree.

Kaylor reviewed census tract data where 1/3 or more workers earn \$100,000 a year. In Multnomah and Washington counties, these tracts are predominately in Lake Oswego, the Pearl District and West Hills. The lowest income census tracts are predominately in East Multnomah County. The poverty rate in East Multnomah County is 25%.

If we divided Multnomah County between "East" and "West" along 82nd Ave., "West Multnomah" would be the wealthiest Oregon county with an average income 68% higher than "East Multnomah". 57% of the population in East Multnomah county is of color. The median income in East Multnomah County is \$39,100 but the median income for people of color is only \$30,579.

Kaylor discussed the growth in some of our targeted industry clusters. Over the last 10 years Healthcare grew by 32%, Construction decreased by 1%, and Manufacturing by 4%.

The Board discussed Kaylor's presentation with several follow-up questions and remarks.

### **Best Practices: Healthcare Sector Strategies Approach**

Patrick Gihring, Chief Program Officer, introduced the Program Managers: Nick Knudsen, Barb Timper, Stacey Triplett and Stefanie Siebold. Gihring explained how the team is organized to work with our community-based partners. By using a team approach we are able to produce better results that attract more resources during a time of shrinking Workforce Innovations and Opportunity Act (WIOA) funding. We currently have more than 20 different funding sources that are all leveraging each other to provide better outcomes for job seekers, more resources for providers, and more return on investment for funders.

Gihring explained that the presentation would highlight our healthcare sector strategies as a way of demonstrating how Worksystems is addressing the issues of poverty and inequity that Christian Kaylor covered in his presentation. Working with industry strategies begins with understanding the needs of employers and ends with supplying that need. Worksystems works with our community-based partners to help guide jobseekers toward defined career ladders.

Healthcare is the fastest growing sector of the regional economy and is forecasted to remain the fastest growing sector for the next 10 years. Our partnering employers project 8,500 – 10,500 hires in the next 5 years. During the last 18 months, we've secured over \$18M in competitive grant funding for healthcare sector training and employment services.

The healthcare industry has many entry-points, or rungs, on each career ladder that can appeal to and match the diverse skill backgrounds of participants who come to our programs from poverty situations. Our goal is to help approximately 2,300 people engage in healthcare training and attain career-track job placements over the next four years.

The Career Connect Network (CCN) and the SummerWorks program serves over 2,000 youth (ages 16-24) annually with 80% being low-income and 78% youth of color. To address the poverty and equity issues that Kaylor highlighted and to meet new requirement of WIOA to focus on career track training

we have begun to pilot some programming that's focused on supporting career pathways in targeted sectors such as Healthcare. The programming includes career exploration course, internships, and sector bridge courses. Leydi Bautista Cruz, a Healthcare Bridge Completer, shared her internship experiences with Providence Health Services.

Both youth and adults benefit from individualized, strength-based career coaching in multiple industries. Our Aligned Partner Network (APN) and focus on barriered populations has been a strength in our competitive funding applications. Through our targeted sector grants, occupations reached are those with opportunity and ladders to higher wages. The support participants get access to through their career coaches address multiple needs.

Freda Ceaser, Central City Concern, discussed the population they serve and their alignment with Worksystems and WorkSource Portland Metro. Their clients are the recovery community and 70% are experiencing previous convictions. As a result, their clients are some of the most difficult to serve. WorkSource provides a career coach and other WorkSource products such as on-the-job training. They recently became a WorkSource Express Center offering services two days a week and working with about 100 clients a week.

Moving someone out poverty is a lengthy process that requires resources and intensive services. Through the WorkSource Portland Metro (WSPM) Centers, Worksystems has invested \$3 million in resources focused on healthcare training. In addition, our partnership with the Oregon Employment Department (OED) adds an additional \$9.6 million in funding to support career and business services. The WorkSource Liaisons are dedicated staff working with our community partners. They ensure that participants have access to job readiness services, scholarship resources, internships and on-the-job training.

Mitch Yoder, Providence Health & Services, has partnered with other leaders in healthcare and Worksystems to analyze the current health care industry workforce to identify and prioritize ways to increase its diversity beyond entry level, housekeeping and food service roles. The NW Promise grant that they co-designed with Worksystems will fund health career training for a diverse group of front-line incumbent workers helping to generate internal pathways and increase the diversity of the healthcare workforce.

#### **Public Comment**

There was no public comment

Meeting was adjourned at 9:45 a.m.

## **The Portland Metro Workforce Development Board**

### **Minutes**

October 14, 2016

Worksystems

1618 SW 1<sup>st</sup> Ave., Suite 450

Portland, OR

**In attendance:**, James Paulson – Chair, James Posey, Rich Roche, Sarah Heiner, Lila Leathers, Deanna Palm, Keith Mays, Pamela Treece, Marc Goldberg, Kimberly Branam, Vickie Burns, Danell Butler, Joe McFerrin, Naomi Ulsted, Robert Costello, Roland Garcia, Ronald Hauge

**Staff:** Andrew McGough, Tricia Ryan, Patrick Gihring, Jenny Weller

**Guests:** Greg Ivers – Department of Human Services, Danell Butler – Oregon Employment Department, Donna Lewelling – Higher Education Coordinating Commission, Robert Costello – Vocational Rehabilitation

#### **Handouts:**

- Memorandum of Understanding for the WorkSource Portland Metro One-Stop Delivery System

#### **CALLED TO ORDER:**

Meeting was called to order at 7:35 a.m. and quorum was announced.

#### **CONSENT AGENDA**

*Keith Mays moved to accept the April 2016 minutes. Vickie Burns seconded the motion. Motion was approved.*

#### **WIOA and the Workforce Board**

Andrew McGough reviewed the history of the Workforce Innovation and Opportunity Act (WIOA), where we are at now, and next steps. WIOA was passed in July 2014 and the Interim Regulations were sent out in April 2015. Between October 2014 – June 2016 the State Workforce Investment Board developed the State strategic plan. Parallel to that, we developed our local plan. The final regulations were sent out in July 2016. McGough explained that there are 2,308 “Musts” in the new regulations. From all the “Musts” there are 4 buckets in sequence that we came up with to cover as many of the “Musts” as possible. The new law needs to be implemented by July 2017.

McGough explained that the first step is to develop a Memorandum of Understanding (MOU) with our core partners. The MOU is the foundational piece with our partners that defines how we are going to provide services through the One-Stop Centers. Our Board Chair, James Paulson, and the Chief Elected Official, Commissioner Roy Rogers, sent out a letter providing information on the local process for

developing the MOU with our core partners identified in WIOA, the Oregon Unified State Plan and the Local Workforce Plan for the City of Portland, Washington and Multnomah counties. The MOU is an essential first step to define how the partners will work together to provide services through the local one-stop service delivery system to support a seamless customer-focused service delivery network.

The next step is to develop a Resource Sharing Agreement (RSA) to identify how we share the costs of serving clients. There is a requirement under WIOA for multiple agencies to pay in to the infrastructure to serve people in the system.

Next we will look at how we organize ourselves locally to make sure we adhere to the agreements in the MOU and RSA.

The core partners include the Oregon Employment Department, Oregon Department of Human Services, Oregon Department of Vocational Rehabilitations and the Higher Education Coordinating Commission. The principles we will be discussing are co-location, co-investment, co-enrollment, integrated service delivery, integrated management, and a common identity and branding. McGough explained that the core partner programs will be represented in the leadership structure. We look at how we can expand as more partners come to the table. We are still working on the specifics.

The Workforce Developments Boards around the state are going through the same process in order to support the Oregon Unified State Plan.

The Board discussed the process and the need for continued workforce development. We need to continue to provide services to help people become self-sufficient. Many people are still struggling with low-wage jobs. Need to continue to integrate the system so we are able to get people into a career track and not just sustaining jobs.

The Board discussed the need for specific descriptions of programs and results on how we are doing.

*Action: A performance report will be developed for each program and posted on the Worksystems website and shared with the Board.*

### **Core Partners Under WIOA**

Department of Human Services (DHS) - Greg Ivers, Workforce Coordinator, reviewed the employment and training services offered by DHS. The purpose of the Temporary Assistance for Needy Families (TANF) program is to help families with children living in extreme poverty pay for basic needs such as shelter, utilities and daily necessities. TANF also provide services to help clients find jobs and stay employed. It offers support services while clients participate in job preparation programs or search for employment to help families end their need for assistance.

Supplemental Nutrition Assistance Program (SNAP) is a national program that helps bridge the gap for people who are unemployed or earn too little to meet their basic nutritional needs. SNAP 50/50 is a partnership opportunity for organizations providing employment and training services. Recipients must

be receiving services such as job search training or support, unpaid work experience, short-term vocational training, job retention services, or GED preparation.

Oregon Employment Department (OED) - Danell Butler, Regional Manager, provided an overview of programs delivered in the Workforce systems. There are 5 WorkSource Portland Metro (WSPM) centers in our region. OED provides about \$6.5 million in the labor exchange connecting job seekers to businesses needing workers. Butler reviewed a few of the programs offered by OED. The Veteran's program connects veterans with disabilities through specially trained employment specialist. The Trade Adjustment Assistance program aids workers who have lost their jobs as a result of import competition by offering benefits and services to help prepare for and obtain suitable employment. The Migrant Seasonal Farmworker program provides employment services to migrant and seasonal farmworkers. The Claimant Reemployment program connects customers receiving unemployment benefits with WorkSource resources, training and other opportunities. Butler reviewed the benefits of being a partner to effectively supports the success of our community and helping clients connect to employment where they can thrive.

Higher Education Coordinating Commission (HECC) – Donna Lewelling, Education Division Director, provided an overview of HECC Title II programs which provides adults w with foundation skills in reading, math, writing, speaking/listening in English. The goal is to help ensure they are prepared to successfully transition into a career and/or post-secondary education and training. They help skill-up adults in the system that need assistance in the area of education. Program outcomes include; demonstrated improvement in literacy skill levels; placement or retention in or completion of postsecondary education, training, unsubsidized employment or career advancement; and receipt of secondary school diploma or equivalent.

Department of Human Services Vocational Rehabilitation (Voc Rehab) – Robert Costello, Regional Field Services Manager, provided an overview of Voc Rehab services. Their mission is to assist Oregonians with disabilities to achieve, maintain and advance in employment and independence. They serve working age individuals with disabilities whose impairments present a substantial barrier to employment. They provide a variety of services including assessments, counseling, job placement and retention assistance, disability related training, rehabilitation technology, transition services and supported employment services. Last program year they serviced 17,127 clients resulting in an average hourly wage of \$12.52.

#### **Public Comment**

There was no public comment

Meeting was adjourned at 9:15 a.m.

No WDB meeting in  
July 2016

**The Portland Metro Workforce Development Board  
Minutes**

April 8, 2016  
WSPM Willow Creek  
241 SW Edgeway Dr.  
Beaverton, OR

**In attendance:**, James Paulson – Chair, Loretta Smith, Roy Rogers, Carl Moyer, Caryn Lilley, Deanna Palm, Greg Hart, Joe McFerrin, Kimberly Branam, Rich Roche, Robert Costello, Rolanda Garcia, Sheila Holden, Steven Morris, Sylvia Kelley, Tracy Calderon, Val Valfre Jr., Vickie Burns

**Staff:** Andrew McGough, Tricia Ryan, Patrick Gihring, Barb Timper, Jenny Weller

**Guest:** Andrew Dyke and Lisa Rau – Eco Northwest

**Handouts:**

- 2016-2020 Strategic Plan Responses
- 2016-2020 Workforce Plan

**CALLED TO ORDER:**

Meeting was called to order at 7:39 a.m. and quorum was announced.

**Plan Update and Next Steps**

Andrew McGough reviewed the Portland Metro Workforce Development Board's (WDB) 2016-2020 Local Workforce Plan. At the January meeting, the Workforce Development Board gave authority for the Executive Committee to approve the plan after a public comment review period. A compilation of the comments and responses was given to the Board. The plan was approved by the Executive Committee at their March 30, 2016, meeting and forwarded to the State for review and approval.

McGough reviewed the "2 Year Actions" section that was added to the plan summary after it was presented to the Workforce Development Board at the January meeting. These actions will help move us towards the achievement of the goals.

One of the first things that needs to be done under WIOA is to develop Memorandum of Understanding (MOU) with core local plan partners. WIOA identifies 5 core partner programs that are to be included under the plan. The MOU will help define how the organizations will fit together and work towards the achievement of these goals. We will need to revamp our local leadership structure to include the core partners which will be done through the MOU process.

We will also need to redesign our Board Committee Structure to comply with the law. McGough reviewed the current Board structure. He discussed moving away from standing committees to task

forces dedicated to specific issues or defined activities. This “project-based” approach aligns with WIOA and should enhance Board member engagement. Recommendations regarding task forces will be made at future meetings.

## **CONSENT AGENDA**

*Rich Roche moved to accept the January 2016 minutes. Sylvia Kelley seconded the motion. Motion was approved.*

## **Youth Programs Report**

Andrew Dyke and Lisa Rau, with Eco Northwest, reviewed the Opportunity Youth (OY) Report that was recently completed for the Columbia-Willamette Workforce Collaborative. Opportunity Youth are ages 16-24 who are not in school and not working. There are 251,307 youth in the region. Of those, there are 30,157 Opportunity Youth. 52% of these youth are in Multnomah/Washington counties. Dyke and Rau reviewed additional data concerning these youth. From this data they came to the following conclusions:

- The number of OY trended downward as regional unemployment rates declined
- Characteristics differ across the two counties: OY in Washington County are both better educated and less likely to live in poverty than those in Multnomah County
- A significant share of OY are non-white, and a smaller share of this subpopulation has completed high school

Barb Timper, Director of Youth Services, provided information about the youth in our Career Connect network in comparison to the OY data. The youth enrolled in our systems are generally younger and still in high school at the time of enrollment. However, since the beginning of 2015 we have been enrolling more OY.

Timper reviewed key changes to our youth program under WIOA:

- WIOA requires that at least 70% of funds be spent on out-of-school-youth (OSY). We already exceed this requirement.
- 20% of funds must be used for work experience or other work-based services.
- WIOA also places a greater focus on employment, earnings, and industry recognized credentials beyond secondary/equivalent.

Timper explained the we see work experience as a key strategy in the service mix for OY. It is essential that young people gain work experience and develop skills today to enable them to compete in the global workforce of the future. Our goal is to provide work experiences for 1,000 youth on an annual basis.

Over the past 18 months we did extensive research on effective strategies for delivering sector trainings with a youth development focus. As a result, we have procured for development and delivery of



Sector Trainings. These training courses align with WIOA sector strategies approach and align with the adult system.

Timper explained that we are well positioned to deliver a set of service options to re-engage opportunity youth. Our focus on centralized services like Work-Experience and Sector Training allows equal access regardless of which program door the youth enters.

There are 30,000 OY in the metro area who are not connected to education and work. The scale of need outsizes the resources available for the workforce system. She explained that WIOA funding will serve fewer youth because of the changes in services and the intensive follow-up period with a more barriered population. Working with the Board and the community in developing even more local resources is key for serving opportunity youth.

The Board discussed the findings and provided feedback.

### **Public Comment**

Clay Cooper, Central City Concern, announced that PDC awarded them a grant to expand their capacity and open a new Express Center. The Board is invited to attend the ribbon cutting.

Meeting was adjourned at 9:15 a.m.