

The Portland Metro Workforce Development Board

Minutes

July 13, 2018

Worksystems

1618 SW 1st Ave., Suite 450

In attendance: Travis Stovall – Vice Chair, Komi Kalevor, Keith Ozols, Keith Mays, Danell Butler, Marc Goldberg, Jarrod Hogue, Bob Tackett, Roy Rogers, Norm Eder, Rich Roche, Rolanda Garcia, Deanna Palm, James Posey, Carl Moyer, Aida Aranda, Jane Leo, Joe McFerrin II

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Jesse Aronson, Barb Timper, Stacey Triplett

Handouts:

- Draft Strategic Workforce Plan
- WIOA Title I Guidance Letter

CALLED TO ORDER:

Meeting was called to order at 7:38 a.m. Quorum was announced.

New Board members, Komi Kalevor and Keith Ozols, were introduced

CONSENT AGENDA:

Motion: Rich Roche motioned to accept the April 2018 minutes. Keith Mays seconded the motion. Motion was unanimously approved.

Recommendations to Modify the 2016-2020 Strategic Plan

Andrew McGough explained that our discussion today is being driven by Federal and State law which requires us to update our current local plan every 2 years. Our current plan was reviewed by the Board and members of the community in September 2015 and the plan was approved by the State in December 2015.

We are seeking input today from our Board on the draft of the modified plan. We will also post the modified plan for public comment prior to sending it to the State for approval. Requirements provided by the State include:

- Focus on compliance
- Consider major changes in labor market and economic conditions
- Factors affecting implementation

McGough reviewed our current strategic plan. The goals and strategies were deliberately big but also had enough of a framework to keep us focused and allow us to measure progress. Each of the plan goals aligned with our business units: Workforce Investment Services, Business Services, Youth Services and Community Services.

Goal 1: The regional workforce system is aligned, provides integrated services, efficiently uses resources, and continuously improves to deliver outcomes for employers and job seekers.

Jesse Aronson, Workforce Investments Services Manager, provided an update on Goal 1 and explained that the goal is focused on the integration of WIOA required partners and systems alignment.

Over the last 2 years we have:

- Implemented WorkSource Oregon Standards
- Certified all WorkSource Portland Metro Centers
- Executed an MOU with WIOA Required Partners
- Established a WorkSource Operator supporting partner integration

Aronson recommended the following actions for the next 2 years:

- Deploy Operator to improve processes
- Increase partner integration
- Integrate more resources into WorkSource
- Grow portfolio of Career Boost programs

Goal 2: Regional workers, particularly low-income and other underserved residents, including those receiving public assistance, those with low basic skills and communities of color, have the skills they need to fill current and emerging quality jobs.

Stacey Triplett, Community Services Manager, provided an update on Goal 2. Triplett reviewed the work of the Aligned Partner Network (APN) which consists of about 30 Community-based organizations working together to provide 1-on-1 career coaching to barriered populations. Over the last 2 years they have:

- Coordinated access with partners
- Achieved active community engagement
- Worked on developing innovation in training and skill development

Triplett recommended the following action items for the next 2 years:

- Continue building coordinated access
- Continue seeking active community engagement
- Continue training options

Goal 3: Youth have the academic and work competencies required by regional employers.

Barb Timper, Youth Services Manager, provided an update on Goal 3. Over the last 2 years the Youth team have:

- Designed and implemented a comprehensive Resource Development Plan
- Expanded SummerWorks and year-around work experiences
- Aligned Youth Services with WorkSource Portland Metro
- Implemented Sector Bridge programs
- Implemented Oregon Connections

Timper recommended the following action items for the 2 next years:

- Continue to expand revenue sources to support youth programming
- Continue to increase SummerWorks, C2C and WEXY opportunities
- Continue WSPM alignment
- Continue Career Bridge programming
- Implement Career Related Learning Experience (CRLE) tracking functionality in LaunchPath

Goal 4: Employers can find the regional talent they need to grow and remain competitive.

Patrick Gihring, Chief Program Officer, provided an update on Goal 4. Over the past 2 years the Business Services team has:

- Launched Construction and IT workforce plans
- Revised the Healthcare workforce plan
- Version 3 of the Manufacturing workforce plan is near completion
- Launched Train Oregon across the State
- Released Industry Sector reports for our targeted sectors
- Received competitive grants to train thousands of new workers in IT, manufacturing and healthcare
- Implemented the new Community Construction Training Program, funded through Multnomah County and Metro
- Developed a Public Benefit Agreement with Prosper Portland
- Partnered with hospitals for “Workforce Diversification through Training and Promotion of Incumbent Service Workers into Healthcare Fields”

Gihring recommended the following action items for the next 2 years:

- Work with Prosper Portland to help signatory businesses fulfill hiring goals in public benefit agreements
- Expand industry-specific talent pools
- Continue implementation of sector-specific training grants
- Build out the CAWS construction industry co-investment model.

The Board discussed the recommendations and provided feedback.

Motion: Jane Leo motioned to publish the recommended actions and compliance updates to the 2016-2020 regional workforce plan for public review and comment. Rich Roche seconded the motion. Motion was approved. James Posey abstained.

Public Comment:

There was no public comment.

Meeting was adjourned at 9:02 a.m.

The Portland Metro Workforce Development Board

Minutes

April 13, 2018

Oregon Convention Center

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Roy Rogers, Elizabeth Mazzara-Myers, Biljana Jesic, Bob Tackett, Caryn Lilley, Deanna Palm, Debra Derr, James Posey, Jane Leo, Joe McFerrin, Kimberly Branan, Lila Leathers, Mark Matsui, Naomi Ulsted, Pamela Treece, Rich Roche, Sheila Holden

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Barb Timper, Hector Acosta

Guests: Marie Davis -100,000 Opportunities Initiative, Glenn Fee – Gateway to College National Network, Youth Panel – Jada, Kade and Ali

Handouts:

- SummerWorks Annual Report

CALLED TO ORDER:

Meeting was called to order at 7:38 a.m. Quorum was announced.

New Board member, Jane Leo with Portland Metro Realtors Association, was introduced to the Board.

CONSENT AGENDA:

Lila Leathers motioned to accept the January 2018 minutes. Travis Stovall seconded the motion. Motion was unanimously approved.

Opportunity Youth Report and Local Response

Andrew McGough explained that we are having our first Opportunity Youth (OY) Job Fair immediately following the Board meeting. The job fair is for youth, ages 16-24, who are neither connected to work or in school. The OY job fair is part of the Gateway to College National Network and 100,000 Opportunities Initiative. The object is to provide OY with immediate access to available jobs. Many of the youth attending the job fair will leave today with a job. In addition, youth attending the job fair will be registered Connect2Careers (C2C).

Hector Acosta explained that the first iteration of the OY report was done in 2016 using 2014 Census data. Acosta reviewed the changes over the last 2 years.

There are roughly 256,000 youth in Portland Metro region. About 11%, or 29,000, of those are considered opportunity youth. About 1/2 of these youth live in Multnomah or Washington County.

Of concern in our region is that the share of OY has been stagnate around 11% while across the country and in other areas of Oregon the shares of OY have been dropping consistently since peaking following the Great Recession. While the percentage has stagnated, the OY are becoming more disproportionately diverse. Black youth represent 11% of OY which is more than double the share of all youth. The number of OY Hispanic youth has increased 7%.

An alarming trend over the past few decades is that following each recession, youth unemployment struggles to return to previous “normal” levels. While currently trending downwards, the rate remains alarmingly high, especially in such a strong economy.

Another concern is the lack of labor force participation, particularly among youth ages 16-19. The labor force participation rate for this age group is around 30%. Over time, unemployed teenagers become more likely to have no work experience.

Barb Timper explained that Worksystems works with several community-based organizations to provide training to assist youth to overcome barriers that could impact their future success in the workplace. Worksystems has 3 primary service strategies to assist OY in making the connection to the workforce: NEXTGEN, SummerWorks, and Connect2Carrers.

The NEXTGEN program is jointly funding with monies received through Prosper Portland and the City of Portland. The program provides a comprehensive array of services to help OY who need a range of intensive supports to prepare youth to obtain career track employment or additional training.

SummerWorks provides essential skills training, financial literacy, career coaching and 180 hours of paid work experience. Research has shown that employment is an important part of youth development and the successful progression into young adulthood. SummerWorks is a great start for many young people to find success and experience in the workplace. The program matches youth with a Success Coach who matches them to a job and supports them throughout their job.

Connect2Careers (C2C) is a new initiative we have launched with the support of local elected officials and business champions. C2C provides a mechanism match OY with employers looking to fill entry level jobs. Employers get a quality applicant pool from which to fill positions in their organizations. C2C is our systematic approach to provide local businesses with diverse talent to meet their hiring needs and to build a pipeline of highly skilled young professionals to meet the demands of our region's high growth industries. Worksystems is recruiting employers and asking for their endorsement of and reliance on C2C as their preferred applicant sourcing portal for entry level positions.

The Board discussed the data and the youth programs.

Opportunity Youth Fair and Next Steps

Glenn Fee with Gateway to College provided information about the OY Job Fair. He announced that 63% of the registrants self-identified as a "person of color". 70% are currently not working and about 40% are neither working or in school. Gateway to College National Network works with communities to develop strategies to help opportunity youth with jobs and career paths. Gateway to College partnered with 100,000 Opportunities Initiative and Worksystems for the OY Job Fair.

Marie Davis provided information about the 100,000 Opportunities Initiative launched in August 2015. Over 50 major companies have joined one of the largest employer-led youth focused movements in the United States to create more pathways to economic opportunity for youth. The goal is to engage at least 1,000,000 OY by 2021 through apprenticeships, internships and jobs. To date, the coalition has already hired more than 100,000 OY.

The Board was invited to take a tour of the job fair and the VIP event after the Board meeting.

Youth Panel

Jada, Kate and Ali, participants of NEXTGEN, discussed the reasons they signed up for the program, their experience with the program and how it has benefitted them. Joe McFerrin from Portland OIC moderated. The Board asked them where they see themselves going with their career pathway, what was their motivation and what advice they would give their peers. All the panelists plan to go to college to continue their career path.

Public Comment:

A parent of the one of the panelist discussed the positive impact the NextGen program had on his son.

Meeting was adjourned at 9:20 a.m.

The Portland Metro Workforce Development Board

Minutes

January 12, 2018

Worksystems, Inc.

1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Travis Stovall – Vice Chair, Elizabeth Mazzara-Myers, Aida Aranda Biljana Jesic, Bob Tackett, Danell Butler, Deanna Palm, Joe McFerrin, Keith Mays, Kimberly Branam, Lila Leathers, Jarrod Houge, Naomi Ulsted, Norm Eder, Eryn Bryam, Pam Treece, Patrick Foster, Rich Roche, Marc Goldberg, Rolanda Garcia, Sarah Heiner, Sheila Holden, Steven Morris

Staff: Andrew McGough, Tricia Ryan, Patrick Gihring, Blair Schaeffer-Bisht

Guests: Patricia McLean – Human Solutions, Frederick-program participant

Handouts:

- Self-Sufficiency Standard for Oregon 2017

CALLED TO ORDER:

Meeting was called to order at 7:40 a.m. Quorum was announced.

CONSENT AGENDA:

Keith Mays motioned to accept the July 2017 minutes. James Paulson seconded the motion. Motion was unanimously approved.

Meyer Memorial Report:

Andrew McGough explained that we are focused on the 4 goals in our strategic plan. Today's presentation - "*Aligning Housing and Workforce Systems*" - relates to goals 1 and 2 of our plan. These goals focus on building systems to provide better and more effective services and finding ways to help the population that need our assistance the most. This work is done by coordinating efforts with our partners on the Board and in the community.

Patrick Gihring provided context for the "Aligning Housing & Workforce Systems" presentation. Economic Opportunity Program (EOP) rent assistance targets people who are so poor that they often become homeless during a training program. It is difficult to recruit homeless participants for job training programs and not address their housing needs. The program is about organizing the agencies and the program services around the people we serve and not vice-versa.

Blair Schaeffer-Bisht explained that the program serves low income residents of the City of Portland and Multnomah county who have incomes up to 50% area median income, with the majority at 30% or below. EOP provides career-track and employment services. Career coaching aligns the strength of community-based organizations with strengths of the public workforce system through resources at WorkSource Portland Metro Centers. The main intention of the services is to not just help people find a job, but to help them find career track employment that leads to living wages.

In 2012, funds from Prosper Portland, Portland Housing Bureau and Worksystems funds were used to start the Career Coaching program. The program later expanded with funds from Multnomah County's

Department of Community Justice and A Home for Everyone (AHFE). Through this funding, 10 nonprofit organizations provide career coaching to EOP participants. EOP partners noticed that participants who were homeless or housing insecure had challenges participating in the program and often dropped out. In 2015, Worksystems approached Home Forward about this issue. Together, we launched a rent assistance pilot. Last year, A Home for Everyone and the Portland Housing Bureau contributed additional rent assistance funds. The expansion added culturally specific organizations who had not been part of EOP in the past. Career coaches and rent assistance coordinators work together to aid and align housing and workforce goal plans for each participant. Over the last 3 years, EOP has served more than 1,500 participants, with about 500 active at any one time. About 70% exit the program with a job.

Patricia McLean reviewed the rent assistance participant demographics and outcomes:

- 60% of participants identified as persons of color
- Participants were 38% more likely to complete vocational training
- 67% were more likely to attain career track employment at exit
- 53% were more likely to be employed at exit
- Participants increased their annual incomes by an average of \$13,124 compared to \$5,274 for those with unmet housing needs.
- Increased incomes more than tripled rent assistance investments
- At least 70% remain housed one year after rent assistance ends.

This program demonstrates the importance of working together as a team to align systems. Aligning housing and workforce training has led to greater success for EOP participants and has created greater returns on investment of public funds through increases in incomes. Their economic stability allows them to be entirely self-supporting and creates room for others in need to access housing services.

The Board discussed the importance and success of the program. They expressed the desire to look at the possibility of extending the program outside of the City of Portland.

Self Sufficiency Report and Regional Analysis:

Hector Acosta provided an update from Christian Kaylor's presentation last year on income inequality and the shrinking middle class.

After a severe decline a few years ago, Oregon labor force participation rate has climbed back up and has now surpassed the U.S. rate. At the same time, the number of employed continues to rise in the Portland metro area. Since employment continues to rise faster than the labor force, the unemployment rate continues to decline. This is creating a smaller talent pool for employers to pick from and employers have to get creative in finding workers.

Since 2011, poverty levels in our region have decreased 5%. Wages and household incomes have grown but not proportionally. In fact, when you factor in inflation, wages for the lowest quartile of earners have increased 3% points less than inflation. Wages and income in the other end of the spectrum are outpacing inflation by a considerable margin. In addition, housing costs have climbed much faster than wages.

As of the most recent census estimates, 166,000 residents in our region remain in poverty. Additionally, 1 in 5 children in Multnomah County still live in poverty.

Acosta explained that the Federal Poverty Guidelines (FPG) were established in 1965. The last time they were adjusted was in 1981. The FPG is seriously outdated and the methodology solely considers the cost of food and applies that to represent 1/3 of the family's total budget. It does not consider other factors such as housing, child care, and transportation.

The self-sufficiency standard includes all these factors and calculates the real costs of meeting all major budget items facing a family. For example, using the FPG guidelines a family of 4 has expenses of just over \$2,000. Using the Self-Sufficiency standard, the same family of four in Clackamas county has expenses of nearly \$7,000. Acosta explained that the Standard provides detailed budget needs of over 700 different family types.

As a Workforce Development agency, we looked at the Portland MSA 20 largest occupations vs the Self-Sufficiency Standard to identify jobs and career tracks to help people become self-sufficient. Raising incomes through workforce training and education can help families that are currently failing to meet the standard. But additional support is also needed such as housing assistance. Through the Economic Opportunity Program partnership, some participants were able to receive rent assistance in combination with workforce training. As we heard earlier, those receiving rent assistance had substantially better outcomes than those without.

The Board discussed the report and findings.

Public Comment:

No public comment

Meeting was adjourned at 9:19 a.m.

The Portland Metro Workforce Development Board
Annual Meeting
Notes
October 13, 2017
Worksystems, Inc.
1618 SW 1st Ave., Suite 450

In attendance: James Paulson – Chair, Roy Rogers, Loretta Smith, Lila Leathers, James Posey, Deanna Palm, Keith Mays, Bob Tackett, Aida Aranda, Eryn Bryam, Mark Matsui, Tory Campbell, Rolanda Garcia, Biljana Jesic

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

Guests: Erin Flynn, Associate VP for Strategic Partnerships, Portland State University

Handouts:

- Annual Report
- IQ Quadrant Consortium

CALLED TO ORDER:

Meeting was called to order at 7:30 a.m. Quorum was not obtained.

CONSENT AGENDA:

Due to lack of quorum the consent agenda was not approved.

The Year in Review:

Andrew McGough provided a review of activities and efforts over the past year. He emphasized that we try to make sure we're always driving towards the goals identified in our strategic plan and focus on our core principles: collaboration, equity, inclusion, accountability and excellence.

Despite our booming economy, we have thousands of people who can't make ends meet because of low wages, insufficient skills and few prospects for career and wage advance. At the same time, employers that offer high quality jobs can't find people to fill them. We hope to bridge this gap by continuing to build relationships to better serve the communities prioritized in our plan. We are working with more and more organizations all the time and they are seeing a clear connection between the work we do and the work that they do.

Over the past year, we worked to improve relations at the Federal and State levels including legislators, the Oregon Workforce Investment Board, and the Oregon Workforce Partnership. We continue to build and expand our regional relations with organizations such as Greater Portland Inc., Prosper Portland, Metro, Tri-Met, All Hands Raised and Manufacturing 21.

We collaborate and partnership with Healthcare, Manufacturing, Construction and Hi-Tech industries to understand industry needs in order to target our resources most effectively. We partner with new businesses to connect local people with emerging job opportunities.

These relationships establish the foundation we need to assure our investments reach and work for those residents that need them the most. All of our efforts are geared towards increasing access, opportunity and success for underserved and underrepresented community residents who, for whatever reason, have been left behind. We are committed to broaden opportunities to our diverse community and to foster a stronger and more equitable future for our region. When you look at our outcomes and our programs, you see tangible evidence that we are trying to pursue equity and inclusion.

We are committed to producing the highest quality data and using it to guide our decisions and inform our investments. We continue to work to improve how information is collected and shared and to present it in ways that allows our Board, our partners, and the community to understand what is the results of our investments and the progress of various grants. McGough explained that we have many tools to show tangible outcomes as we move people to a place of prosperity.

The Innovation Quadrant: What is it and how do we fit?

Erin Flynn, Portland State University, explained that the Innovation Quadrant (IQ) is the physical district that spans the Willamette River and is bounded by 4 anchor institutions (PSU, OHSU, OMSI and PCC Climb Center) and encompasses the area therein. The IQ is envisioned as the geographic nerve center of a flourishing innovation ecosystem that attracts talent, entrepreneurs, and investment and propels Portland to global prominence in the cross-collaboration of health, science and technology industries. The foundation of the IQ is a talented STEM workforce at least half of whom will advance through a highly integrated and coordinated STEM curriculum developed and delivered by the 4 anchor institutions in partnership with the regional K-12 system. We want to make sure our young adults have access to the high-quality jobs that will be generated in the urban core innovation quadrant.

The IQ is a once in a generation opportunity to leverage these investments in infrastructure to create a dense urban hub creating new companies, jobs, economic growth, wealth and opportunity.

There has been a change in location preferences of people and firms from suburban to urban and from industry isolation to convergence. Skilled workers have a strong preference for urban locations. Millennials want to live and work in urban core or close in neighborhoods that are transit-oriented and amenity-rich environments.

Flynn explained that they will be applying for a grant to provide funds for technical assistance. They need partners to help move the work forward and work through the challenges. Flynn requested names of organizations that should be involved in the project.

The Board discussed the Innovation Quadrant. There was concern about availability of affordable housing and gentrification. We need to ensure access to targeted populations.

Public Comment:

No public comment

Meeting was adjourned at 9:19 a.m.