

Region 2 Workforce Investment Board

Minutes

July 11, 2008

7:30 – 9:30 a.m.

Oregon Convention Center

Room D135

Portland, OR

In attendance:

Board Members: Chair James Paulson, Vice-Chair Don Jensen, Commissioner Sam Adams. Kimberly Schneider, Sam Peterson, Travis Stovall, Sheila Holden, Elizabeth King, Hue Le, Carl Moyer, Jeannet Santiago, Deanna Palm, Steven Morris, Glenn Shuck, Judy O'Connor, John Sygielski, Bruce Warner, deDrae Cottrell, Jerry Burns, Nancy Conover, Ron Hauge, Jay Bloom

Staff: Andrew McGough, Sharon McFarland, Tricia Ryan, Lynn St. Jean, Yoojin Kim, Pat Malone

Guests: Dr. Dianne Pearce, Kris Stadelman, Seanna Ruvkun

Handouts:

- Consent Agenda
- Research and Evaluation Committee Proposal
- WSI Investments – RFP Results
- Self-Sufficiency Standard for Oregon 2008 Executive Summary
- The Self-Sufficiency Standard for Oregon 2008
- Oregon Self Sufficiency Standard: County Samples
- Prosperity Planner Fact Collateral Materials
- Greg Newton Handout
- Multnomah County Vital Aging Report

Call To Order

The meeting was called to order by Chair James Paulson at 7:34 a.m. Paulson introduced new Board member John “Ski” Sygielski, President of Mt. Hood Community College.

Quorum was announced.

CONSENT AGENDA

MOTION: Glenn Shuck motioned to accept the April 2008 minutes. Judy O'Connor seconded the motion. Motion was unanimously approved.

UPDATES

Research & Evaluation Committee – Sheila Holden reviewed the proposed new charter for the Research and Evaluation Committee (R/E). The R/E Committee is recommending that they refocus their efforts on activities that will directly support the successful evolution of the regional workforce system. Specifically they are recommending that they focus on two areas to advise the Region 2 WIB:

- Develop metrics, standards, and reports to assess the effectiveness and operations of the regional workforce development system (beginning with WorkSource), its services, outcomes, strategies, and goals

- Identify and assess available and new research, tools, validated best practices and related materials to inform system development, understand regional trends and monitor the effectiveness of regional workforce development efforts.

Holden reviewed the committee composition, member roles, sub-committees, and frequency of meetings.

Youth Education & Training Committee – Amy Parkhurst updated the board on the work of the Youth Education and Training Committee. The committee’s focus is on decreasing the drop-out rate and increasing college participation rates. The committee is working on a Summer Youth Employment program that combines academic remediation and summer employment with career and college exposure. They are looking at a model and best practices being used in Boston. Parkhurst reviewed the composition of the committee which includes WIB members, Public and Private sector representatives, and representatives from the education community. Since WIA funds typically are not used for in-school youth, WIB members discussed the need to access funds to reinforce the workforce system.

PY 08 System Investments - Andrew McGough reviewed the results of the RFP proposal submissions. We are currently in contract negotiations.

Vital Aging Report – Jay Bloom reviewed the Multnomah County Task Force on Vital Aging report. Four important items were identified from the report:

1. The only significant growing workforce age group is age 40 and above
2. 80% of older adults reported that they wanted to continue to work in one form or another
3. This age group wants to work in a much different way with flexibility being a key component
4. The younger workforce identified the same needs/desires as the older workforce.

PROSPERITY PLANNER

Commissioner Sam Adams announced the release of the Prosperity Planner and “The Self-Sufficiency Standard for Oregon 2008” report. Adams is the chair of the WIB System Alignment Committee which was charged with maximizing and aligning regional workforce resources and services. This provided a great opportunity for transformational change within the workforce system. The Prosperity Planner is the culmination of work of the System Alignment committee to better understand what it really means to be economically independent and to provide the tools to help individual’s access available resources and to provide us with information we need to make sound decisions about regional workforce policies, efforts, and investments. The goal is to roll out the planner to other community based organizations in the community.

Commissioner Adams introduced Dr. Diana Pearce, is the Director of the Center for Women’s Welfare at the University of Washington’s School of Social Work. Pearce and her staff prepared “The Self-Sufficiency Standard for Oregon 2008” report for Worksystems, Inc.

Pearce discussed the report and “what it means to be deemed poor” by the federal poverty measure. The federal poverty measure doesn’t accurately reflect 21st century needs, geographically-based differences in costs, nor respond to changes over time. Most significantly the federal poverty measure for most families, in most places, it is simply not high enough. Pearce reviewed the Self-Sufficiency Standard for select family types in Multnomah and Washington Counties. In addition to helping individuals with their self-sufficiency profile, the Standard can be used to better understand issues of income adequacy, to analyze and frame policy, helps us to understand who is below the standard and how we can better target our resources. There are two ways to go to self-sufficiency -- raise your wages and lower your costs.

Lynne St. Jean demonstrated the Prosperity Planner. The Prosperity Planner is an on-line resource that can help users answer questions about developing strategies to achieve career and earnings goals. The planner

is not just a budgeting tool. It also identifies public supports that the user might be eligible for and how to apply. The planner will look at where you are and where you want to get to in order to be self-sufficient by looking at different scenarios. Data has been entered into the planner for all the counties in the State and will be made available for all regions in Oregon. By linking the Prosperity Planner with our I-Trac system, we will be able to get detailed reports on outcomes as an indicator of success and be able to look at what services made a difference.

Kris Stadelman, Executive Director of the Workforce Development Council of Seattle-King County, described their experience with the Prosperity Planner. The database links many organizations, departments, agencies and entities providing key management data that helps WIBs see if they are making progress and impacting the economic health of the community. Stadelman pointed out that for her region, of the 1,865 WIA exits, 52% were at 0% self-sufficiency when they entered the program. 69% of those were at family economic self-sufficiency when they exited the program. The calculator can also show you who is not exiting and not meeting self-sufficiency and provides insight into what is not working and what areas we need to focus on in order to allow everyone to become self-sufficient.

Commissioner Adams explained that the Prosperity Planner is part of the process for creating a Prosperity Alliance. The System Alignment committee will be working with business and community agency leaders on this tool. The next phase will be to roll it out so it becomes part of every agencies client work and then continue to make it more robust for the business side.

SERVICE INTEGRATION

McGough updated the Board on the services integration project that has been initiated at the State level and is scheduled to launch on 10/1/08. This transformation means the alignment and integration of 9 different Federal funding sources that represents almost \$30 million investments to this region on an annual basis and hundreds of people in organizations that will be impacted by this change. This system serves over 100,000 people each year. This integration is laying the foundation for a real workforce development system. McGough introduced Greg Newton who has been working with the State and Region 2 on the services integration project..

Newton discussed the Demand-Driven, Skilled Based, Integrated Services Delivery Model.. The objectives are to increase the quality and quantity of what we do, focus on skill development, and focus on increased wages. The system will be demand driven and the customer flow will be integrated with all providers. There is a need a qualified workforce and not just a workforce. There is no such thing as employment security, there is only skill security. Currently, less than 2% of the people who come through the door receive any type of skill enhancement. This transformation needs to focus on giving people skills security. We must be in the business of transformation and not just labor exchange. Our value-add must be skill-security and skill-up focused and not just on job referrals or bureaucratic compliance.

OTHER BUSINESS

There was no other business.

PUBLIC COMMENTS

There were no public comments

MEETING ADJOURNED AT 10:05 a.m.