



AGENDA

Name of Committee	Rural Leadership & Relations (RWIB/BI)		
Date	Thursday, July 28, 2011		
Start & End Time	1:00 – 2:45 p.m.		
Regular Meeting or a Conference Call	Regular Meeting – Phoenix Inn, Albany Oregon		
Purpose of Meeting or Call	General		
Documents Required	Attached		
Discussion Topics			
A	Welcome and Introductions	Bob Schroth – R12 RWIB Chair	1:00 – 1:05
B	Approval of: a. Business & Industry Meeting Minutes – April 2011	Bob Schroth	1:05 – 1:15, Action Page 1
C	Review Draft Charter	Kris Latimer	1:15 – 1:25 Page 5
D	Regional Workforce Investment Boards – Update and Discussion	Kris Latimer	1:25 – 2:00 Page 7
E	Regional Updates – All	Bob Schroth/Bob Bahrns	2:00 – 2:40
F	Future Activities / Steps	Bob Schroth/Bob Bahrns	2:40 – 2:45
G	Adjourn	Bob Schroth	2:45

Meet in the lobby at 3:00 to
caravan / carpool to LBCC



**the oregon consortium &
oregon workforce alliance**

RWIB and Business and Industry
April 21, 2011
Holiday Inn Express—Roseburg OR
1:30 – 3:30

In Attendance

Joyce Aho	Bob Bahrns	Sheryll Bates	Tara Bishop
Susan Buell	Bob Craft	Pat Davis	Julie Gassner
Deborah Hayward	Oscar Johnson	Kris Latimer	Beverly Leigh
Mike McCoy	Kathy Mendoza	Melissa Metz	Robin Popp
Bob Schroth	Sheila Semling	Teri Simonis	Andrew Spreadborough
Mary Taylor			

MEETING SUMMARY

I. Welcome and Introductions

Bob Schroth called the meeting to order at 1:30 p.m. and introductions were made.

II. Approval of Business and Industry Minutes—January 2011 and RWIB Chairs Meeting Minutes—February 2011

MOTION: Joyce Aho moved, seconded by Kathy Mendoza to approve the Business and Industry minutes from January 2011. Motion passed unanimously.

MOTION: Bob Bahrns moved, seconded by Oscar Johnson to approve the RWIB Chairs minutes from February 2011. Motion passed unanimously.

III. Update from OWA Executive Committee / Recommendations back to the OWA Executive Committee

Kris reported that she met with the OWA Executive Committee members last week via conference call to discuss the current OWA Committees and their structure. The committee will meet again this evening to formulate a clear recommendation to the OWA Board.

Kris explained that she has asked for the OWA Executive Committee to meet on a more regular basis via conference call to maintain regular connectivity and outreach between the business members who serve on the OWA Executive Committee and the work she is focused on at the Admin Office.

In addition to the OWA Executive Committee meeting more frequently, it is recommended that the Business & Industry, Governmental Relations and RWIB Chairs be merged into one committee. The new committee would have three standing agenda items and they would be as follows—Business & Industry, RWIB Chairs and Governmental Relations. Agenda items would be prioritized in each “bucket”.

There was consensus that the committees should be merged into one committee.

IV. Regional Updates

Members shared regional updates and they were as follows:

Tara Bishop (R12 & R13)

- There will be a board training for Region 13 RWIB members scheduled in May.
- NCRC’s have been a huge hit in Region 13 and they currently have 11 employers committed.
- Region 12 has been focused on NCRC’s as well.
- On May 6th there will be a “Leadercast Training” at the Hermiston Conference Center. There are currently 93 people registered to attend.
- The Fed Ex transfer station in Hermiston will be opening soon and will create as many as 30 jobs.
- The ODOT Construction Career Fair, a career fair for juniors and seniors interested in the construction trades in Region 13 was a huge success. There were 26 schools and over 200 youth who participated. ODOT opened their regional facility for use and TEC Staff, La Grande School District and ODOT staff organized the event.

Beverly Leigh (R11)

- Region 11 held their Career Fair on March 1st. Half of the day was spent focusing on Youth while the other half focused on job search for Adults. Beverly reports that over 400 Youth and 1,000 Adults attended the fair.
- Klamath and Lake Counties have 28 employers committed to the NCRC.
- The upcoming bio mass plant will create approximately 100 jobs.
- The Sanford medical clinic will be coming to the Klamath Falls area. It is unknown yet the number of jobs this will create for Klamath Falls.

Andrew (R10)

- Andrew reported that Mark Zuckerberg –Founder and CEO of Facebook visited Crook County for the opening of the Facebook Data Center in Prineville. The data center is expected to employ 35 full time workers.
- Central Oregon Community College has been on a building boom. The college will see a new culinary institute at their Bend campus as well as new science and tech centers.

Mary Taylor and J.J. McLeod (R7)

- The grand opening for the new community college campus is scheduled for January 2012.
- Railroad lines are re-opening this spring as well has a mining operation coming to the area, although an exact date has not been set.
- J.J. sadly shared that Commissioner Nikki Whitty of Coos County has passed away.

Susan (R6)

- Susan reports that Douglas County's unemployment rate is currently at 12.3% which is slowly declining from past months.
- The Alcan plant closed just over a year ago, but Susan is happy to share that they are starting up small shifts again—the first is estimated to be about 20 people. There is no word yet how long this will continue or if the number of employees hired back will increase.
- Umpqua Training and Employment has partnered with Umpqua Community College to offer truck driving classes. Umpqua Community College foundation has set aside \$18,000.00 to continue the program.
- Roseburg is currently working on a project to offer all of the downtown area free Wi-Fi.

Sheila Semling, Julie Gassner and Joyce Aho (R1)

- Region 1 staff are happy to report that their unemployment rate is currently at 8%, down from the 12% it has been in past months.
- Hampton Mill has hired 70 people
- Clatsop County just wrapped up their successful Job Fair.
- Sunset Empire Transportation is experiencing layoffs; however Julie reports that staff are very active in assisting those displaced workers.
- The Boise Paper NEG was extended to June 30, 2012.
- Columbia County is the leader in Region 1 for NCRC's. They have met their goal of five employer commitments and 55 tests completed.
- Tillamook County has been declared as a "disaster zone" and will be receiving disaster funds from the State.

V. Future Activities / Steps

Kris thanked members who have been working to educate legislators about the workforce system. Next steps for the RWIB/B&I Committee will include creating a re-draft of committee charters—working towards an overall charter that will combine the charters of Business and Industry Committee, RWIB Chairs and Governmental Relations Committee. As a result of the merged committees—the bylaws will eventually need to be adjusted. The next RWIB/B&I meeting will be held in Albany—July 28th and 29th.

VI. Adjourn

The meeting adjourned at 3:30 p.m.



OREGON WORKFORCE ALLIANCE RURAL LEADERSHIP AND RELATIONS COMMITTEE

The Oregon Workforce Alliance -- Vision for 2012:

To have been the driving force for an evolution in attitudes and behavior at every level, that embraces the necessity for Oregon's citizens, business and industry to "skill up," ultimately revolutionizing our rural economies. Supported by the development and targeted investment of revenues, curriculum, infrastructure, political pathways and partnerships.

Mission:

To provide an opportunity for collaboration, innovation and communication with public partners, legislators/policy makers and others that supports an innovative workforce system that meets the needs of business and industry and spurs economic development in rural Oregon.

Membership:

The membership will include – RWIB Chairs who sit on the OWA, Business & Industry members of the OWA, others who are interested in the member's roll as an advocate on behalf of the rural workforce system.

A membership roster will be attached and updated annually in July.

Responsibility:

- Focus on the demands of an innovative workforce development system for today as well as tomorrow;
- Assure that investments in talent and skill development are demand driven, refine and recommend such investments;
- Champion the alignment of demand driven workforce systems that support regional and state-wide economic development goals, objectives and strategies;
- Recommendation and refinement of legislative principles to and on behalf of TOC/OWA;
- Serve as an advocate and build coalitions on issues relating to the workforce system to a variety of audiences;
- Assure that services are delivered in a high quality and effective manner;
- Ensure that TOC/OWA policies and principles are communicated to Federal, State and Local Officials, and constituents.

Committee Goals:

- TOC/OWA gains a reputation as a valuable resource for Oregon;
- Members are active participants in the policy process in our rural Area;

- TOC/OWA have a positive working relationship with local, state and federal officials as well as leadership and policy makers at all levels;
- Provide an affective system of communication for sharing information related to workforce development issues.

Meeting Schedule:

Quarterly

NOTE: This committee charter is representative of a merger of the Business & Industry Committee as previously defined, and a re-convening of the group formerly referred to as the RWIB Chairs.

The Oregon Workforce Alliance – Regional Workforce Investment Board Transition:

BACKGROUND:

Historically, since 1998, Local Boards and the RWIBs have received funding (\$31,250/RWIB) from Governor's set aside. No other resources are available for the work of RWIBs which are a requirement of the State of Oregon, not mandated in federal legislation.

This coming program year funding for the Local Boards has been greatly reduced. These funds will be utilized to support work that will:

- Establish a new, refined and more meaningful advisory and support system in our nine regions;
- Support the work we have prioritized as a result of the Regional Economic Impact Grant;
- Provide a transition period for staff that were supported in-part by the RWIB resources received in previous years.

Anticipating that change was on the wind – caused by funding cuts or other priorities by varying partners; members of The Oregon Consortium, Oregon Workforce Alliance, and the nine Regional Workforce Investment Boards began a meaningful discussion late last year/early this year to re-examine the purpose and functionality of RWIBs within the TOC/OWA Workforce Investment Area.

RWIB staff and members worked with Admin Office staff to develop a the RWIB Roles in the TOC Regions document which was adopted in February 2011. This document took into consideration related statute, current functions and the evolution of the workforce system that has occurred since the RWIBs were established in 1998. This document relates that the primary purpose of the RWIBs is to carry out the following:

1. **Communication:** Act as a conduit for information between stakeholders at the community/regional level to TOC and OWA. Advise the OWA on workforce policy, infrastructure, and resource needs -- as well as major issues and developments related to workforce development.
2. **Community Presence:** Provide an interface between the WorkSource Oregon system and community leaders including local elected officials, business and industry, economic development interests, labor, and other stakeholder groups.
3. **Area-Wide Planning:** Convene and contribute to the TOCOWA Area-Wide planning process. Ensure regional input and feedback included in TOCOWA Area-Wide planning process.
4. **Facilitation of Integration Process:** Support the WorkSource partners in accomplishing system integration by convening and/or facilitating the integration discussion.
5. **Compliance:** Various compliance functions as assigned by TOC/OWA including but not limited to:
 - a. One Stop Center Certification
 - b. Workforce Response Team/Employer Workforce Training Fund oversight
 - c. Eligible Training Provider List application review and approval
6. **OWA Membership:** Recruit OWA members, provide support and dialogue with regional OWA members.
7. **Special Projects:** Provide leadership or support for region-specific projects that address workforce or education needs (i.e. National Career Readiness Certificate implementation, Career Fairs, Customized Training, Employer Seminars, etc.).

8. **System Growth and Enhancements:** Cross knowledge sharing of information at the regional level on a regular basis. Provide a forum to promote WorkSource system service delivery support, evaluation and improvement.

(NOTE –Underlined areas are those that without dedicated staffing will likely be impossible in the future, it is recommended by staff that these be struck.)

Recommendations:

Each region is expected to develop an advisory group – which involves (majority of members) the private sector, a representative of labor / workers, and those One-Stop partners who want / desire to participate.

Advisory groups will be a mechanism to provide input from the community/region into the policy-making and planning decisions conducted by the Oregon Workforce Alliance. Each Advisory Group will include at least one active Oregon Workforce Alliance member, ensuring that Advisory Group concerns and input are properly represented at the OWA. Further the Advisory Groups will be expected to continue work related to the purpose defined above.

Advisory group responsibilities may be carried out by alternative entities that function in the community including OED Employer Services Committee, Chamber of Commerce Board, Other existing leadership groups, industry panels, etc. In order to assess this opportunity to streamline / align purpose and function with other existing groups – each region is expected to conduct an inventory of leadership groups already being convened that could function also as the Regional Workforce Advisory Group.

Advisory groups will be asked to make a quarterly report at OWA Committee meetings and should be convened at least quarterly. Meetings may be held in person or virtually via the TOC/OWA Virtual Boardroom or a combination.

The OWA Executive Committee will be requesting input on one topic / quarter from the Advisory Groups. Input may include feedback on local one-stop services, specific services, entrepreneurial activity and support, specific business and industry support, feedback on economic development activities, etc.

Maintenance of the Advisory Groups are the responsibility of the active one-stop partners in the region and a collaborative plan to do so will be a condition of one-stop approval/participation.

Regions will submit a transition plan for review to the OWA Executive Committee by February of 2012. Final transition plans will be forwarded for action to the Oregon Workforce Alliance at their March quarterly meeting.

Questions:

- 1) **What's the hook that will keep a group of volunteers engaged?**
- 2) **There are probably a myriad of ways to get at the same goal(s)/purpose – what are they??**
- 3) **Do we agree that having a body in each region to provide input to the system and the OWA is essential?**
- 4) **Do we need to have the same thing in every region?**
- 5) **Do these groups need to be formal? Could they be informal (i.e. made up of business/industry and job seekers who used services in the last quarter – some sort of random selection and invitation??)**

- 1) What's the hook that will keep a group of volunteers engaged?
The group must feel that the meetings are beneficial and worth the time. Also that they have some impact in how the programs are implemented.
- 2) There are probably a myriad of ways to get at the same goal/purpose-what are they?
It depends on the goal or purpose. If the goal is a strong workforce training system, the system has to be private business driven because they are the customer, and locally managed. And by locally, in our program vernacular now that means regionally. It also needs to promote and make available a place where there can be interaction and dialog between the folks that provide the services and the customer (private business).
- 3) Do we agree that having a body in each region to provide input to the system and the OWA is essential?
Yes
- 4) Do we need to have the same thing in every region?
The broad answer to that is yes. We need to have a group in each region that is private business driven and locally managed and that promotes and makes available a place where there can be interaction and dialog between the folks that provide the services and the customer. The more narrow answer is that if a board can do that, and there can be variance in structure, so be it.
- 5) Do these groups need to be formal? Yes. Could they be informal? No
- 6) What do you call them? In the past the term advisory group was dropped from the name because there was a conversation about who they were advisory to and what they were supposed to advise about. Now the conversation comes back about advisory groups and I ask the same question.
- 7) Who would complete the forms/reports if there is no staff? There are also comments about reports that need to be developed and forwarded.
- 8) In your notes it says that maintenance of the advisory groups are the responsibility of the active one stop partners in the region and a collaborative plan to do so will be a condition of one stop approval/participation. So what exactly does that mean? Does it mean that if they don't participate in the advisory group, they can't be one-stop partners? Would they or could they be required to have some financial responsibility as in a requirement to throw some money into a pot to keep the staffing of the board at some level? What would happen if they don't have the money in their budget and can't come up with it? Can they lose their one-stop partner status?
- 9) We had a comparable structure twelve years ago and what happened was that two programs that had strengths in different areas merged into one program. I thought that it was a great idea then and believe that it is a great idea now. And it irritates me that we have to change a system that at least in our region is working.