

The logo for the Oregon Talent Council features a large, thin, dark red circle. The text "Oregon" is positioned to the left of the top of the circle, "TALENT" is written in a large, bold, serif font across the middle of the circle, and "Council" is written in a smaller, serif font below "TALENT".

Oregon  
**TALENT**  
Council

Council Meeting  
August 10, 2016

*Making Oregonians the first and best choice of Oregon employers*

# 1. Call to Order

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WELCOME AND INTRODUCTIONS

## 2. Council Business

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APPROVAL OF MAY 11 & JUNE 30 MINUTES  
COMMITTEE, WORK GROUP AND CHAIR REPORTS  
EXECUTIVE DIRECTOR REPORT

# Standing Committee Report

Grant Development & Oversight Committee

Eileen Boerger, Soundharya Nagasubramanian, Becky Pape

- Round 2 awards of \$1,395,984
- Review of directed investment projects

# Standing Committee Report

Membership & Governance Committee

Josh Bratt, Cheryl Stewart

## Appointed Ex Officio nonvoting members:

- Kanth Gopalpur  
Chair, Business Oregon Commission
- Dwayne Johnson  
Member, STEM Investment Council
- Brent Wilder  
VP, Alliance of Independent Colleges & Universities

# Chair Report

David Childers

- Recent Events
- Committee Acknowledgements
- Growing Brand Opportunities
- Advocacy Plan



Oregon Talent Councilors  
and Guests at the 2016  
TAO Party in the Pinot



# Executive Director Report

Melissa Leoni

- Ongoing dialog with industry leaders, education partners, workforce boards, legislators
- Investment portfolio opportunities and managing grants
- Leveraging member expertise – operating strategy and committees

# Temporary Work Groups

- Marketing Work Group
  - David Childers, Mike Donnelly and Matt Smits
  - Pipeline Promotion Opportunities
  - Messaging
- Metrics Team
  - Josh Bratt, Cheryl Stewart and Matt Smits
  - Evaluation and Best Practice Funds
  - Measure Success and Evaluate Impact

# Activities

## Through July 2016

- ✓ Complete Round 2 Grants
- ✓ Identify Directed Project Investments
- ✓ Appoint Remaining Ex Officio Members

## August 2016 – January 2017

- Build Brand Value
- Build Industry Sector Connections (state and local)
- Complete Direct Investment Portfolio
- Develop Metrics, Talent Index and Biennial Report
- Monitor Investment Programs
- Strategic Agreements with Partners

# 3. Evaluation & Metrics

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PERFORMANCE AND ROI

# Evaluation & Metrics

## Fundamental Components

### Analyze

- Input from research, data and industry
- Talent Plan development

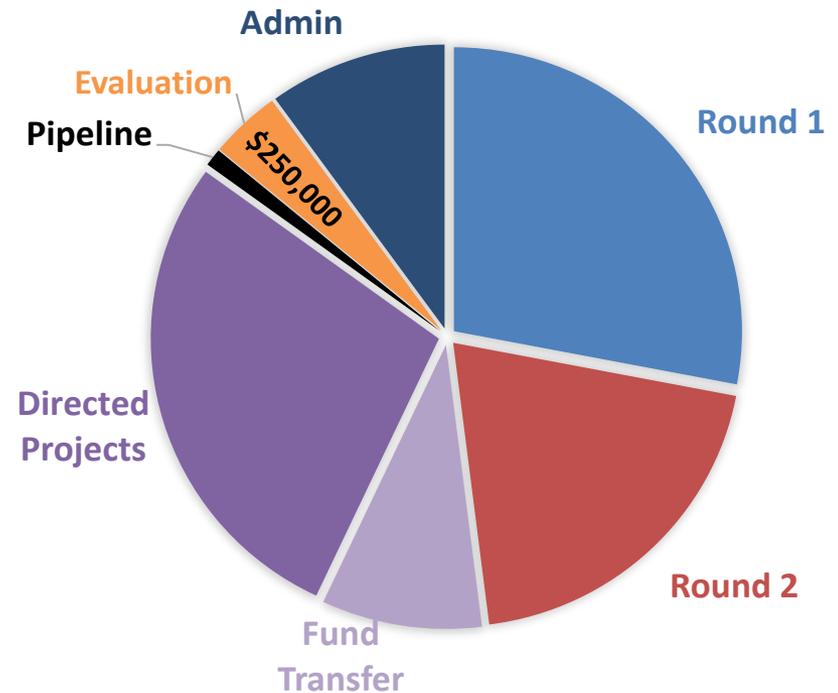
### Evaluate

- Evaluate investments
- Benchmark Oregon (Talent Index)
- Best Practice Forums

# Evaluation & Metrics

## Institutionalize the Talent Plan

- Update Data
- Measure Outcomes and Impacts
- Engage Industry



# Evaluation & Metrics Recommendation

- Approve \$200,000 to:
  - Develop methodology and metrics, collect data and prepare update
  - Develop accountability mechanisms and systems to measure and report on impact
  - Develop Talent Index
  - Convene and engage industry
- \$50,000 for contingency

# Discussion and Approval of Evaluation & Metrics Funding

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MOTION TO APPROVE \$200,000 FOR CONTRACTS TO INSTITUTIONALIZE THE TALENT PLAN, INCLUDING DATA UPDATES, MEASURE OUTCOMES AND IMPACTS, AND ENGAGE INDUSTRY

# 4.1 Approval of Directed Investments

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# Grant Committee Priorities

## Franchise Existing Successful Models

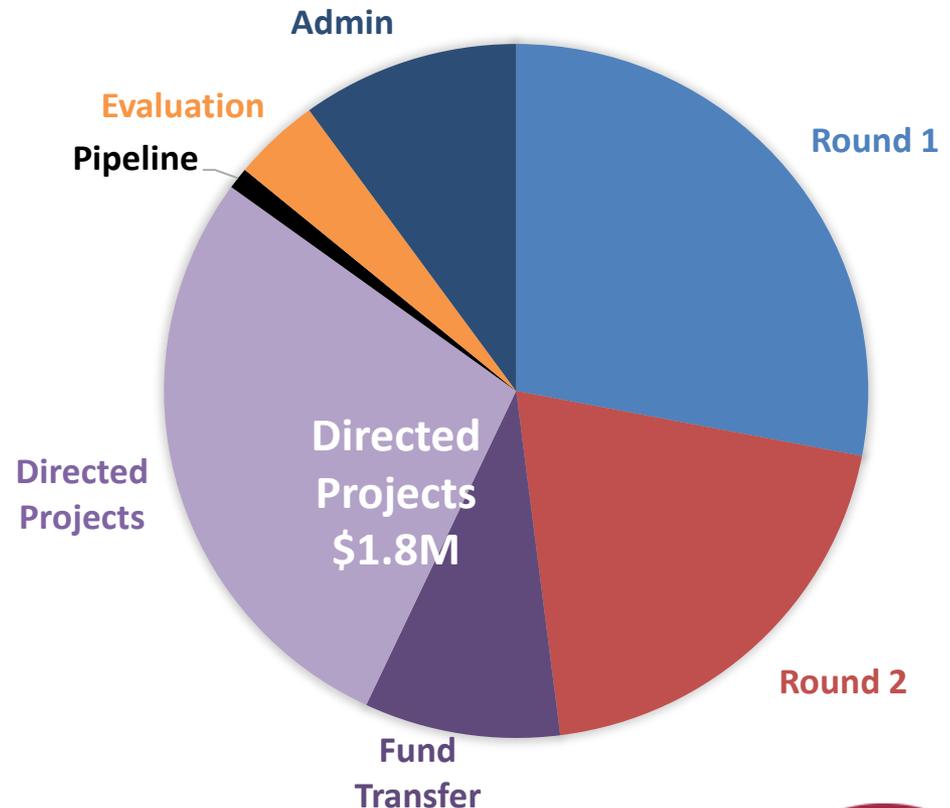
- Professional Skills (industry and education based)
- Internships

## Identify Venture-Minded Gap Closures

- Models needing additional research
- Knowledge and Skills Transfer
- Retooling

# Directed Investment Recommendation

- Worksystems
  - TrainOregon Project (\$489,153)
- Oregon Bioscience
  - BioPro and BioCatalyst Workforce Training Expansion and Model Development (\$750,000)
- \$568k Remaining



# 4.1 Discussion and Approval of Directed Investments

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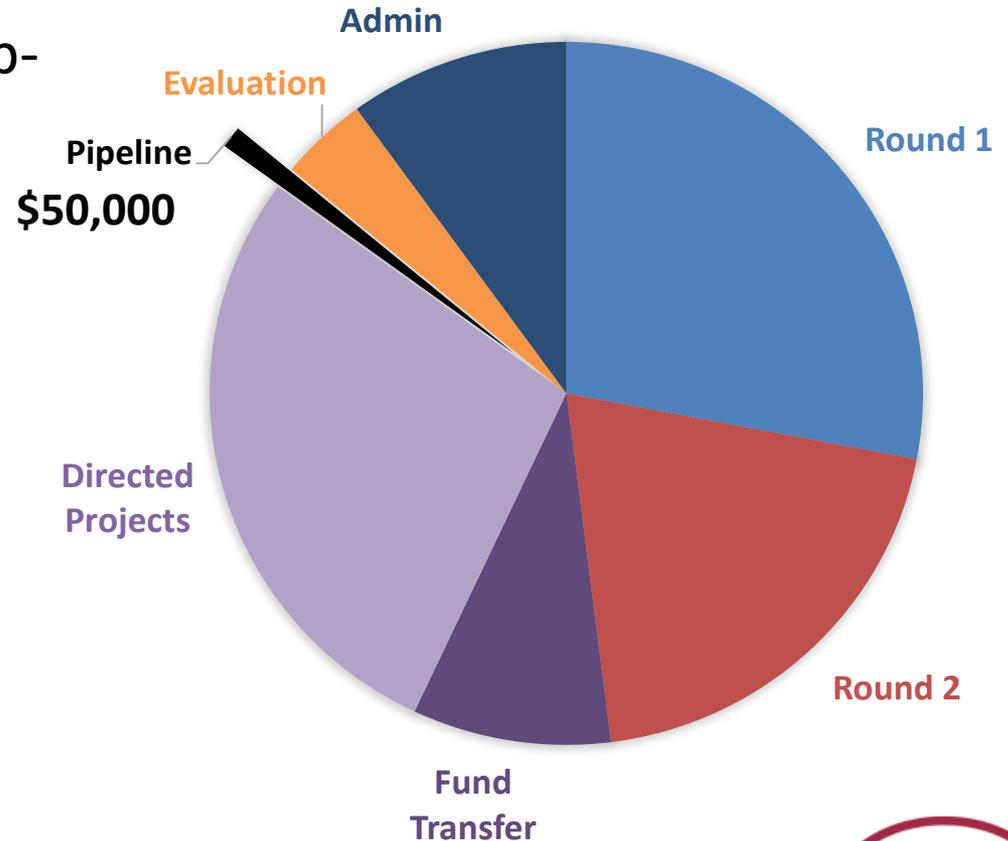
MOTION TO APPROVE DIRECT FUNDING AWARDS OF  
\$489,153 TO WORKSYSTEMS  
\$750,000 TO OREGON BIOSCIENCE ASSOCIATION

# 4.2 Approval of Pipeline Projects

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# Pipeline Project Criteria

- Highly visible sponsorship-type projects
- Engages industry
- Builds the brand
- Low Cost | High ROI (<\$10,000)



# Pipeline Project Recommendation

## Sponsorships through December 2016

| Sponsorships Under Review      | Amount   | Date            |
|--------------------------------|----------|-----------------|
| Oregon Rural Health Conference | \$2,500  | September 28-30 |
| Bend Venture Conference        | \$5,500  | October 13-14   |
| Oregon Bio Annual Conference   | \$10,000 | October 20-21   |
| Association of Oregon Counties | \$2,500  | November 15-17  |
| Oregon Leadership Summit       | \$5,000  | December 5      |

## 4.2 Discussion and Approval of Pipeline Projects

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MOTION TO APPROVE AUTHORIZATION OF UP TO \$25,500 IN PIPELINE PROJECT SPONSORSHIPS AS PRESENTED.

# 5. 2017-19 Operating Strategy

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APPROVAL OF DISCUSSION DRAFT

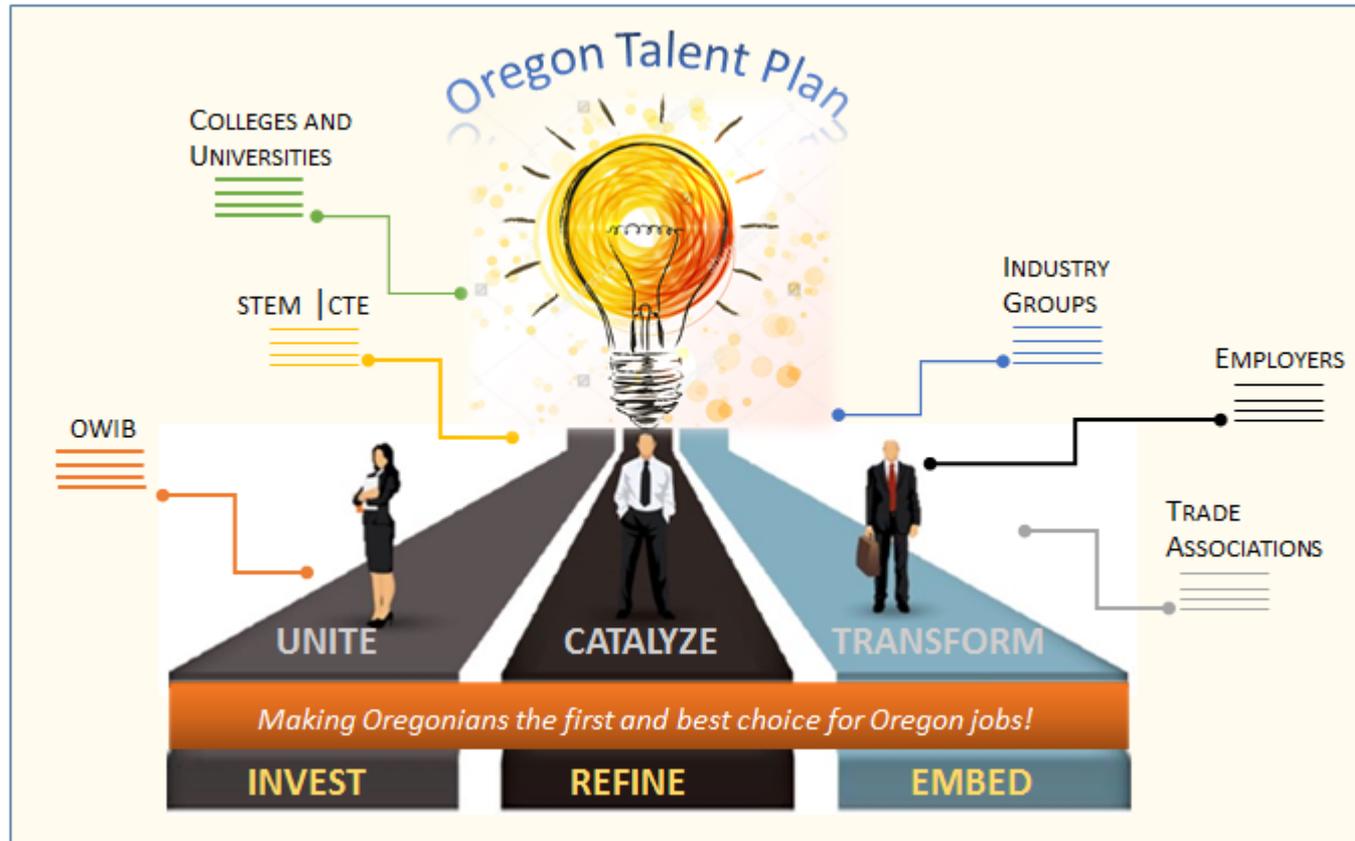
# Lessons Learned

- Majority of workers needed in 2025 are already in the workforce
- Skills constantly need to be refreshed
- Four Focus Areas:
  - Attention to upgrading and retooling
  - Focusing on skills rather than occupations
  - Investment in models and platforms
  - Measure impact

# 2017-2019 Objectives & Operating Plan

Part I:  
Voice for  
Talent

Part II:  
Strategic  
Investor



Oregon  
**TALENT**  
Council

# Voice for Talent: Build the Case for Talent

- Develop consistent, clear messaging around the important of Talent
  - Distribute, promote and evangelize the Talent Plan
  - Communicate about talent development trends and impacts to Oregon



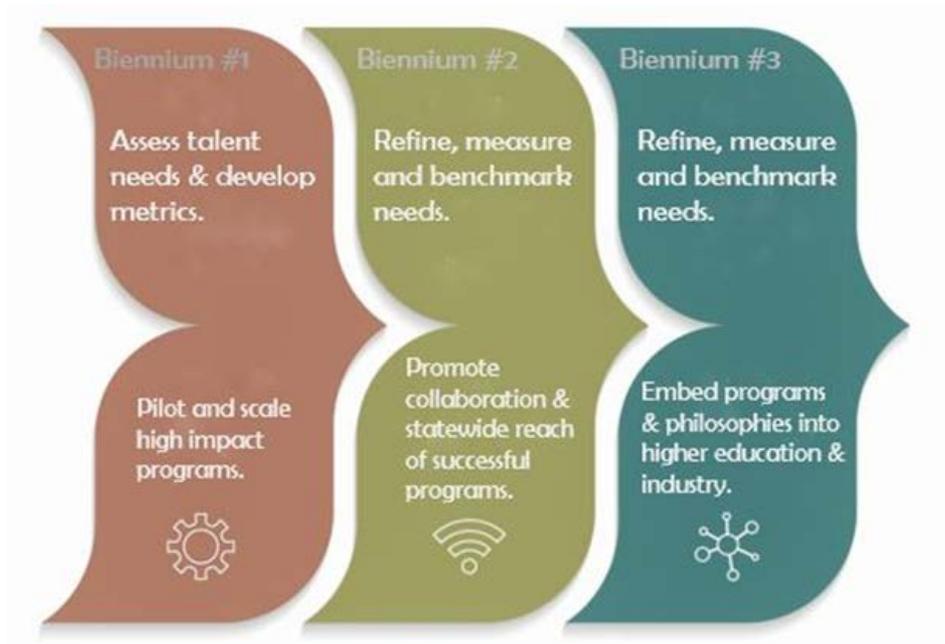
# Voice for Talent: Measure Impact and Celebrate Success Stories

- Develop ways to measure the impact of talent development and communicate results
  - Talent Index
  - Biennial Report

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# Voice for Talent: Influence the Allocation of Resources

- Engage industry, higher education and workforce
- Embed Best Practices and Programs
- Best Practice Forums



*Talent Development Continuum (page 6)*

# Strategic Investment Objectives

- Close Gaps:
  - Short-term, rapidly deployed training models especially for incumbent workers
  - Work-based models scaled and deployed throughout state
- Seek and invest in flexible models/platforms addressing multiple occupations and skill sets
  - Retool, Upgrade and Upscale

# Discussion and Approval of 2017-2019 Operating Strategy

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MOTION TO APPROVE OPERATING STRATEGY  
PLATFORM FOR USE AND POLISH BY THE MARKETING  
GROUP AND STAFF

# 6. Public Comment

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# 7. Adjourn

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NEXT QUARTERLY MEETING NOVEMBER 9, 2016

**[OREGONTALENTCOUNCIL.ORG](http://OREGONTALENTCOUNCIL.ORG)**