CCWD 2013-14 One-Year Plan

August 2013

Certified Work Ready Communities (CWRC) and National Career Readiness Certificate (NCRC)

Description: A Certified Work Ready Community (CWRC) is a community-based framework for economic and workforce development that certifies counties/regions as "work ready" when established goals have been met. It links workforce development to education, aligns with the economic development needs of communities, regions and states and certifies individuals for jobs based on skill levels. In Oregon, certification as a Work Ready Community indicates that a community is taking steps to ensure its citizens have the talent necessary to succeed in existing jobs, master new technologies, and embrace innovation. These talents are verified when Oregonians earn a National Career Readiness Certificate (NCRC), demonstrating they have the foundational skills to succeed in and grow the companies in their communities.

Certified Work Ready Communities (CWRC) is an overarching strategy of Governor Kitzhaber and the Oregon Workforce Investment Board (OWIB) to enable Oregon's communities to demonstrate the skilled workforce necessary for companies to want to locate and grow here. Governor Kitzhaber included the CWRC concept as part of his 10-Year Plan for Oregon Project, Economy and Jobs Policy Vision. It is also a key strategy in the OWIB 2012-2022 strategic plan. Oregon's CWRC includes key strategies outlined in the Local Workforce Investment Board's local plans for communities to excel in certifying a skilled workforce.

One-Year Goal: By July 1, 2014 there will be 50,000 NCRCs issued to individuals, 2,000 Employer Letters of Support to prefer NCRC use in hiring and 18 Oregon counties will be certified as work ready according to national and state standards set by the OWIB.

Activities	*Timeline*	*Status*
Serve as lead agency for implementation of Certified Work Ready Communities (CWRC) & National Career Readiness Certificate (NCRC)	Ongoing	
Develop process and implement CWRC certification process (County Certificate , signed by Governor, etc.)	September 2013	
Partner with Oregon Employment Department, Business Oregon, and LWIBs to better connect statewide efforts, efficiencies and effectiveness of NCRC and CWRC initiatives	Ongoing	
Contract for Communications and Marketing firm to produce marketing materials, website enhancements, and other media for statewide and local CWRC messaging	October 2013	
Create common messaging to support implementation of CWRC Program	Ongoing	
Continue to improve and maintain the NCRC-CWRC website	Ongoing	
Create ambassadors for CWRC Program and NCRC	Ongoing	
Encourage use of NCRC by employers in hiring process	Ongoing	
Develop Tool Box for locals on business, education, and economic development engagement	December 2013	
Train staff on using tool box and how to market, implement and grow CWRC/NCRC initiative locally	December 2013	
Implement and support OYCC Pilot on using NCRC	December 2013	
Work with Department of Education to pilot NCRC at High Schools and Alternative High Schools	March 2014	
Refine strategy and implement NCRC/GED partnership to offer NCRC/GED at additional sites	December 2013	
Develop and implement NCRC for college credit process, procedure, and policy	July 2014	
Measure, Track, Analyze and Report Performance on NCRC and CWRC data	Ongoing	

Developmental Education

Description: CCWD will convene a statewide group of representatives from each community college to examine the role that developmental education plays in overall student success and make policy recommendations for changes to practice and curriculum. To do this, the group will meet monthly during 2013-14 and will discuss current research and promising practices as well as engage national experts to learn about various innovations in developmental education. In 2014-15 the goal is to fund pilots of recommended changes to process and curriculum.

One-Year Goal: Policy and practice recommendations regarding the design and execution of developmental education to the field and the HECC.

Activities	*Timeline*	*Status*
Recruit steering committee members	August 2013	
Convene steering committee	September 2013	
Recruit larger work group (from all 17 community colleges; faculty, CIA, CSSA, OPC, OUS, ODE) LWIB Director (Kim, 15), Johnson, Dembrow	September 2013	
Convene Work Group	Monthly, October 2013-June 2014	
Report to House Higher Ed and Workforce Development Committee	February 2014	
Workgroup produce policy/practice recommendations to HECC	July 2014	
CCSF to fund pilot initiatives (funds earmarked)	July 2014-June 2015	
Report to House Higher Education and Workforce Development Committee	February 2015	

High School/College Transition

Description: Accelerated Learning Opportunities (Grades 9-14) research indicates a linkage between early acquisition of college credit for high school students and their chances of enrolling and completing a college certificate or degree. Oregon has had successful early college and other transition programs in place for over a decade. However, over the last few years, work of CCWD and the Joint Boards of Education has focused on making these programs more available and more consistent statewide. Examples of successful transition programs include Dual Credit, Expanded Options, Advanced Placement (AP) and International Baccalaureate (IB), Associate of Arts Oregon Transfer (AAOT), Oregon Transfer Module (OTM), and Associate of Science Oregon Transfer-Business (ASOT-Business).

One-Year Goal: Increase the number of high school students who have earned community college credit leading to a certificate upon graduation.

Activities	*Timeline*	*Status*
Partnering with ASPIRE	August 2013	
- Career Pathways presentation at ASPIRE Training	Ongoing	
- Aspire on the Advancing CTE Leadership team	Ongoing	
Advancing CTE work with ODE	August 2013	
- Strategic plan development	September 2013	

- Integrating career pathways into high school for certificate completion	Ongoing	
- Program of study templates (more usage)	Ongoing	
- Add NCRC to CPCC	Ongoing	
- Credit for NCRC incentivizing	Ongoing	
- Being intentional about dual credit leading to a certificate	Ongoing	
Core to College	Ongoing	
- College and Career Readiness definition	October 2013	
- Smarter Balanced assessment as a placement instrument	September 2015	
Reconvene Superintendent/President group (Dual Credit)	October 2013	
Career Pathways	Ongoing	
- Sustainability of program/certificates	March 2014	
- Conversation with Pathways Alliance for outcomes	Ongoing	

Outcomes-Based Funding

Description: The department and Oregon Community College Presidents are continuing to work on customizing a portion of the Community College Support Fund to include outcome-based metrics for Oregon community colleges.		
One-Year Plan: Explore new options for possible implementation of outcomes-based funding.		
Activities	***Timeline***	***Status***
Meet with steering committee	August 2013	
Convene workgroup	September 2013	
- Develop direction for moving forward	January 2014	
Revise outcomes and formula as needed	Sept.-Dec. 2013	
Meet with Oregon Presidents Council, secure agreement	March 2014	
Rule written	March 2014	
Rule to State Board of Education	April 2014	
Rule adoption	May 2014	
Rework formula workbook	May 2014	
Implementation July 2014	July 2014	

Sector Strategies

Description: Critical industry sectors fuel the state's economy. The workforce system must prepare workers for the higher wage, higher skill, in-demand occupations these sectors have to offer. This approach will create a mutual benefit for companies and workers.

Industry sector strategies are employer-driven partnerships to meet the needs of key industries within a regional labor market. Partners include business, labor, economic development entities, education and training providers and other stakeholders. Sector partnerships are intended to remove bottlenecks that inhibit recruitment, hiring, training and worker advancement within an industry. These simultaneously address the needs of workers by creating formal career paths to good jobs, reducing barriers to employment, and sustaining or increasing middleclass jobs.

The success of sector strategies lies in building better public/private partnerships based on the practical needs of industry for a more highly-skilled workforce. LWIBs and their partners have identified key industry sectors based on labor market data. In order to implement this strategy they will convene or expand partnerships to meet the workforce needs of these sectors. The Workforce Policy Cabinet is asked to identify ways for state agencies to support these efforts.

One-Year Goal: Local Workforce Investment Boards (LWIBs) will convene partners and employers in sectors specified in their local strategic plans to develop and implement strategies that simultaneously address the needs of workers by creating formal career paths to good jobs, reducing barriers to employment, and sustaining or increasing middleclass jobs.

Activities	*Timeline*	*Status*
Serve as lead agency for sector strategies implementation.	Ongoing	
Convene yearly statewide employer summits for healthcare and manufacturing	November 2013	
Based on the OWIB decisions identify/create cross-agency policies to support the implementation of sector strategies.	9/1/2013	
Create common message(s) to support implementation of sector strategies.	September 2013	
Use ongoing communication platforms to implement sector strategies messaging as agreed upon by Workforce Policy Cabinet (WPC).	Ongoing	
Develop a set of common resources for individuals interested in working within the sectors.	July 2014	
Develop a schedule of common sector strategy trainings for 2013-2015 for all workforce programs.	September 2013	
Develop and implement Sector Dashboard with quarterly comparison data to track implementation of sector strategies.	September 2013 and ongoing	

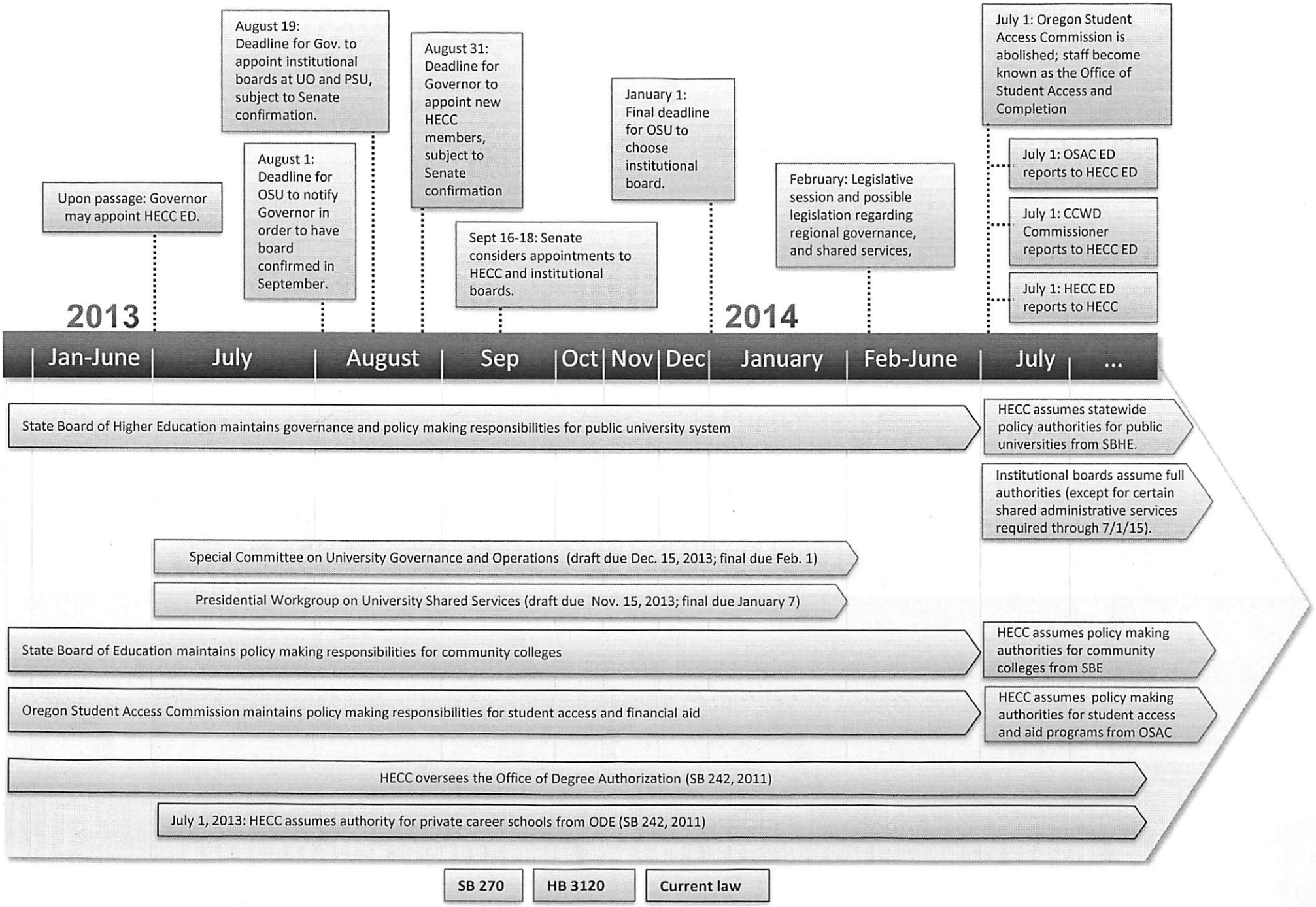
Workforce Integration

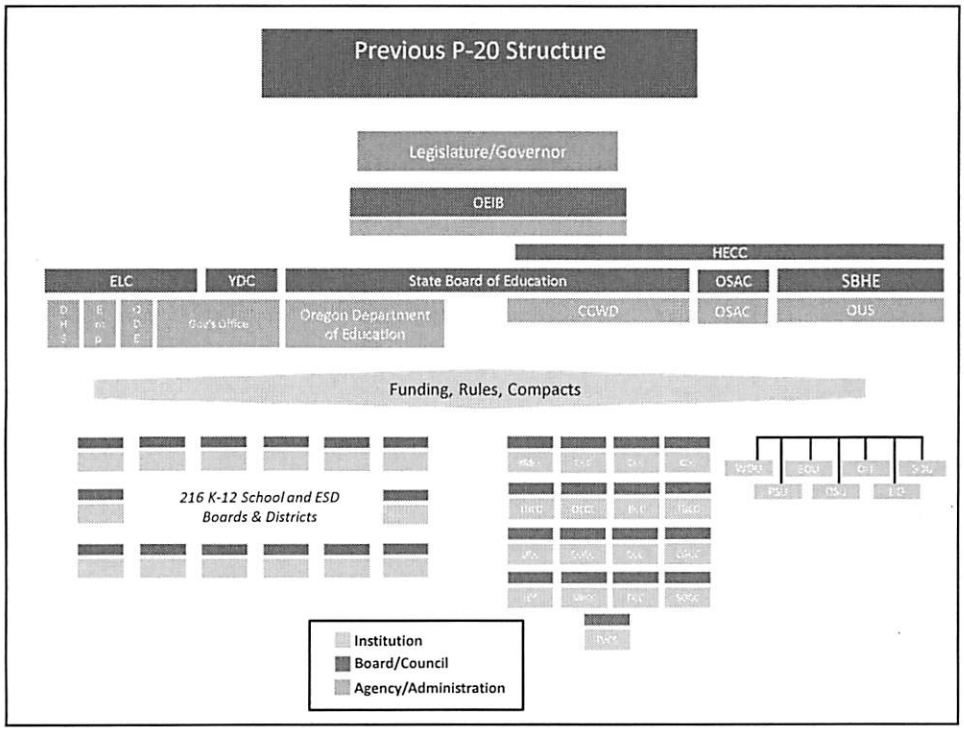
Description: In partnership with the Oregon Employment Department (OED), CCWD has integrated our agencies local workforce services to more effectively connect job seekers to education and skill development opportunities, and to employers who have job openings. The integrated and collaborative service design includes Local Workforce Investment Boards, business partners, and other agencies and is delivered at over 40 WorkSource Oregon locations across the state. The integrated workforce model produces more detailed information about the skill levels of individual Oregonians and provides more value-added and customized strategies to help job seekers identify, and build up skill gaps. WorkSource Oregon integration sites also provide curriculum and programs for skill development, connections to education programs, and links to free and/or low cost learning resources. The workforce integration initiative has a two prong approach:
1) for value-added skill development for job seekers and
2) for Oregon employers to identify the job skills needed and connect them to Oregonians that have the needed skills. CCWD and OED work together to identify employers who have job openings and ensure that the best job candidate (using our value-added skills approach) is referred to the business.

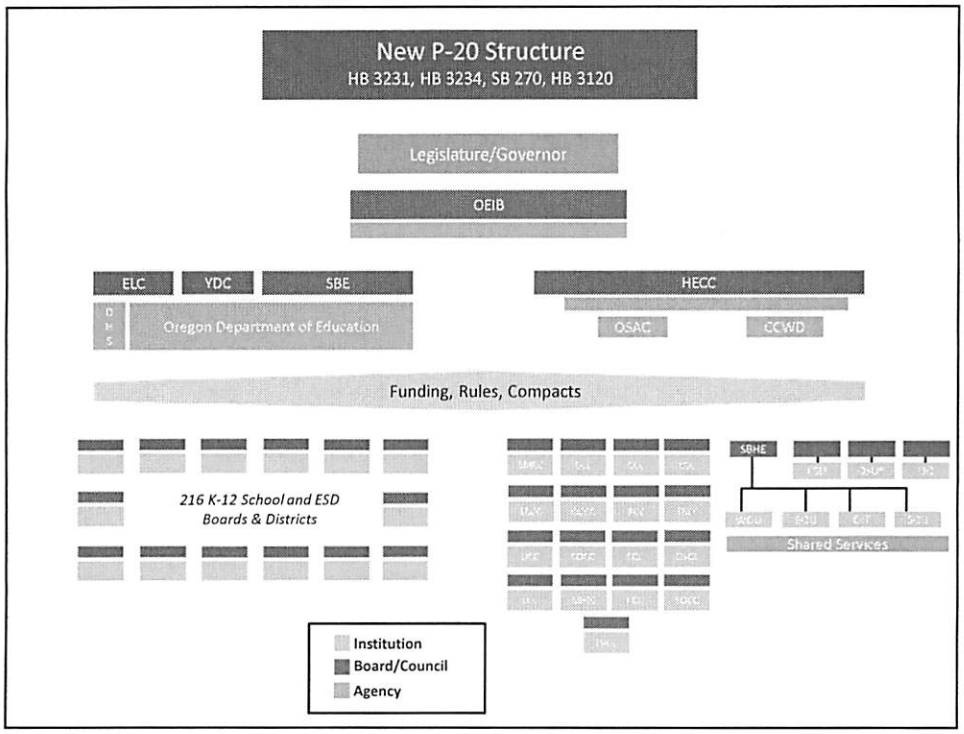
One-Year Goal: To continue refining the partnership between Titles I (Adult/Dislocated Worker) and III (Wagner-Peyser, Labor Exchange) of the Workforce Investment Act in order to achieve seamless service delivery of the public workforce system (WorkSource Oregon) through improved customer referrals, data collection and performance measures. To adjust integration objectives according to recommendations of consultant and subsequent potential governor and legislative action.

Activities	*Timeline*	*Status*
Continue partnership with OED, refining service delivery eligibility and performance for Oregon's integrated system, including co-staffing, weekly Joint Staff meetings, and quarterly Statewide Leadership Team meeting	Ongoing	
Initiate conversation with Department of Human Services' (DHS) self-sufficiency and vocational rehabilitation divisions to discuss potential linkages in service delivery, eligibility, common registration elements and integrated performance.	October 2013	
Explore case management interface for all WorkSource partners	January 2014	
Lead conversations with remaining WorkSource sites that are not fully integrated or co-located.	July 2014	
Continue participating in Performance Reporting Information System Measures (PRISM) workgroup to review and refine data collection and common measures for the Workforce System. This includes performance measures found in the OWIB and LWIB strategic plans.	Ongoing	
Convene a workgroup of stakeholders to make recommendations regarding the Adult Basic Skills (ABS) Environmental Scan report received in June.	September 2013 convene; 'July, 2014 implement	
Review, provide feedback and assist in implementation of Workforce System Re-Design recommendations. Assist the Governor and Legislature in achieving desired outcomes for the system moving forward.	Ongoing	

Combined Implementation Timeline HB 3120-SB 270




Previous P-20 Structure
Legislature/Governor
OEIB
HECC
ELC
YDC
State Board of Education
OSAC
SBHE
Oregon Department of Education
CCWD
OSAC
OUS
Funding, Rules, Compacts
216 K-12 School and ESD Boards & Districts
Institution
Board/Council
Agency/Administration


New P-20 Structure
HB 3231, HB 3234, SB 270, HB 3120
Legislature/Governor
OEIB
ELC
YDC
SBE
Oregon Department of Education
HECC
OSAC
CCWD
Funding, Rules, Compacts
216 K-12 School and ESD Boards & Districts
SBHE
Shared Services
Institution
Board/Council
Agency