

Oregon Workforce Investment Board

Chemeketa Eola Viticulture Center, 215 Doaks Ferry Road NW, Salem 97304

May 8, 2015

Members Present: Chair Ken Madden Vice Chair Jessica Gomez, Barbara Rodriguez, Carrie Chaffee, Charles Hopewell, Joe Weber, Joni George, Kevin Dull, Lori Luchak-Olund, Maureen Fallt, Susan Brown, Elana Pirtle-Guiney, Alan Unger, Dacia Johnson, Jessica Howard, Krissa Caldwell, Lisa Nisenfeld, Jeffrey Krolick, Andrew McGough, Kathy Oliver, Dave Baker, Barbara Byrd, Matt Millard, Karen Goddin

Members Absent: Frank Wall, Robert Halligan, Trygve Bolken, Erinn Kelley-Siel, Megan Helzerman, Trina Lee, Sen. Michael Dembrow, Rep. John Huffman, Rep. Paul Holvey, Laura McKinney

Staff: Melissa Leoni, Karen Humelbaugh, Katelyn Roberts

Guests: Jaime Clarke, Julie Sobel, Jim Pfarrer, Todd Nell, Jordana Barclay, Kurt Tackman, Kim Fredlund, Belit Burke, Cynthia Stewart, Bridget Dazey, Dan Parker, Julie Hugo, Jarrod Hogue, Marc Goldberg, Wally Corwin, Jim Fong, Liz Casey, Connie Green, Dan Haun, Dave Allen, Greg Ivers, Linda Sozzi, Tom West, Kristen Barry

Meeting called to order at 11:42 PM

Chair Madden called the meeting to order. There was a round of introductions.

Working Lunch & Oregon's Key Workforce Trends Part II

During the working lunch, Nick Beleiciks from the Oregon Employment Department's Workforce and Economic Research Division continued the presentation from March's board meeting on the key workforce trends in Oregon. The presentation provided a brief update on the state of the economy then focused on current and future needs of employers. Members provided comments, asked questions and discussed the answers throughout the presentation. No follow-up items were identified.

Consent Agenda

Chair Madden asked for a motion to approve the consent agenda, which included March board meeting minutes and Executive Committee notes from March and April. Howard moved, Nisenfeld seconded, and the motion passed unanimously.

Strategic Planning Session

Chair Madden informed the board that a letter was sent to the Governor, introducing the OWIB and inviting her to participate. Pirtle-Guiney informed the board that the Governor will try to attend an upcoming meeting. She provided a message from Governor Brown on her priorities for the OWIB to keep in mind for workforce. She noted four areas of importance:

- Collaboration, among agencies at state level, through sector strategies, and at the regional level.
- Advance equity for families in poverty, communities of color and rural communities.
- Build in accountability - Where more freedom to meet goals, there must be accountability.
- Results driven, not a program-driven, system – long-term results for clients served and the return on investment.

Tom West and Kristen Barry, consultants with Thomas P Miller & Associates, began the strategic planning session by explaining the reason for developing a strategic plan. It required under the Workforce Innovation and Opportunity Act, the current plan was developed at a time when the economy was recovering from the recession, and many current board members were not a part of developing the 2012 plan.

West provided an overview of the strategic planning process. Along with today's session to develop a mission for OWIB and vision for the systems, the process will include focus groups and interviews with stakeholders. Subcommittees will be convened to further articulate goals and strategies in the plan. Finally, there will be a follow up strategic session during the July board meeting.

West facilitated a discussion with the board around developing a mission for the OWIB. He asked what the board wanted to accomplish and what customers (job seekers and businesses) expect of the system. West then facilitated a discussion on vision for the workforce system by asking the members to consider what the values of the OWIB and what long term success looks like.

Small group were formed with OWIB members and guests. The groups were directed to identify focus areas by discussing what issues should be addressed in the plan and how to align the system to promote the common vision and mission. Each of the small groups reported out what they had discussed.

The board members then labeled the strategies and concepts identified by the small groups as strategic or tactical. The strategic concepts were consolidated into 12 focus areas. Board members were given four dots to prioritize the possible focus areas. The following were identified as the top five:

- Alignment of education, business, workforce, and economic development
- Simplifying the workforce system
- Connecting workers to jobs and businesses to workers
- Local/State relationships and collaboration
- Addressing needs of special populations

West made it clear that all of the concepts and ideas gathered during the meeting would not be lost. Staff and subcommittees will use what has been expressed to see if and how it could be incorporated in the plan. Subcommittees will be short term work groups made up of OWIB members, local board representatives, and subject matter experts. Members of the subcommittees are expected to represent their stakeholder group, not their individual perspective. Board members should respond to the email that Leoni will send out about their interest in leading and serving on the subcommittees.

Public Comment

Connie Green, President of Tillamook Bay Community College, asked the board be patient, especially with the areas where there will be new local boards, and to give the locals space to figure out all of the changes that are occurring. She encouraged the OWIB to test policies that it will be establishing and get input from all partners in order to move to the desired outcomes collaboratively.

WIOA Statewide Reserve Funds

Chair Madden introduced the discussion on WIOA Reserve funds, encouraging the board to come to a decision today. He expressed the importance of getting the full board's input on this item. Karen Humelbaugh provided and reviewed a handout on WIOA Basic Funding, which provided background information on the funds for the Adult, Dislocated Worker and Youth services along with the parameters for reserving funds at the state level. The following three options were providing for the board to consider in its recommendation to the Governor:

- Recommend the Governor reserve the maximum amount allowable by federal law for use in initiatives and programs that align with the state strategic plan.
- Recommend the Governor maintain the previous year's allocation of formula dollars to the LWIB's, reducing significantly the Governor's Reserve.
- Recommend the Governor reserve the maximum amount allowable by federal law for preliminary budgeting purposes at both the state and local level. Require a re-evaluation of state and federal reserves in August 2015.

Board members had an in-depth discussion and raised additional questions on to the benefits and drawbacks of each option. Humelbaugh then explained the conflict of interest policy in the board's

bylaws. As they are more restrictive than Oregon's ethics laws, staff will be looking to propose changes to align with state law.

The board members agreed that a vote could be taken today. Madden asked for a motion to recommend that the Governor maintain the previous year's allocation of formula dollars to the LWIB's. Hopewell moved, Brown seconded, and the motion passed unanimously.

The following members declared a potential conflict of interest: Pirtle-Guiney, Gomez, Madden, McGough, Caldwell, Howard, Dull, and Byrd. These members abstained from voting of the recommendation.

Meeting adjourned at 4:07 PM.