

## Oregon Talent Council Meeting Minutes

February 10, 2016 3pm-5pm

Clackamas Community College, Wilsonville Training Center, 29353 SW Town Center Loop, Wilsonville

### Voting Members Present:

Eileen Boerger, Josh Bratt, David Childers, Mike Donnelly (phone), Don Hendrickson, Soundharya Nagasubramanian (phone), Becky Pape, Matt Smits and Cheryl Stewart (phone)

### Voting Members Absent:

None

### Ex Officio:

Duncan Wyse

### Employment Department:

Kay Erickson, Shalee Hodgson, Michele Vitali

### Guests:

Pat Scruggs, Beth Fitz Gibbon

### Others Present:

Adry Clark, Amy Eaton, Laura Curtis, Sharon Jones, Melissa Leoni, Deb Mumm-Hill, Britt Hoskins, Scott Paja, Nicole Piechocki, Brent Wilder and others on the phone.

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Chair Childers called the meeting to order with a round of introductions and quorum was established. Duncan Wyse was welcomed as the first Ex Officio nonvoting member, representing the Higher Education Coordinating Commission, and is President of the Oregon Business Council.

## Council Business

Josh requested that the November 12, 2015 minutes reflect that “while there was no formal public comment, there was a significant amount of informal positive comments shared with the Council.” The minutes, as amended here, were **approved by unanimous vote following a motion by Don Hendrickson and seconded by Eileen Boerger.**

## Staffing Update

Shalee Hodgson provided a brief update on both staffing and the short legislative session. With the current vacancy after the departure of Marcia Fischer, our team of Michele Vitali, Pat Scruggs and Beth Fitz Gibbon have all provided additional help during the transition. We are reflecting on what is needed, and looking at the scope of work in terms of getting the right person and position identified. Feedback from the Councilors is welcome. David and Kay have been invited to present at 8am on February 24<sup>th</sup> to the House Committee on Higher Education, Innovation and Workforce Development and we will share the agenda once available.

Kay Erickson, Acting Director of the Employment Department, took a few minutes to greet the Council. She noted she is happy to be here, has one month into the job so far, and has had a few opportunities to speak with David regarding the Council.

## Committee Reports

- The Grant Development & Oversight Committee, which includes Eileen, Soundharya and Becky, approved issuance of the first round Request for Grant Proposals. A pre-proposal webinar is scheduled for February 12<sup>th</sup>, and recruitment and scheduling of industry evaluators is underway.
- The Membership & Governance Committee, which includes Josh and Cheryl, will continue to expand our Ex Officio membership and industry advisory teams. Pat explained that our connections to the industry associations are strong, and we have been having important conversations about how we can complement the efforts of those groups and continue to solidify the relationships. Work Sessions for the healthcare and IT industry groups have been held, and is scheduled for advanced manufacturing.
- The Marketing & Communication Work Group, which includes David, Mike and Matt, approved the new Council logo and provided direction on the Marketing Plan, which includes the publishing of an Executive Summary, nearly ready to print.

## Operating Strategy & Metrics

Pat reviewed the draft Operating Strategy that was provided in the meeting packet, starting on page 5. The strategy document outlines how the Council's roles of Unite, Catalyze and Transform combine to address critical talent needs in Oregon.

Suggestions were made by Eileen to add clarity to slide 8 indicating that Oregon be "the" go-to state for high quality talent and by Cheryl for finding workers who can quickly "learn, adapt and contribute."

Pat explained that our framework includes the recognition that talent development is multi-dimensional, requiring:

- MORE, meaning how many:  
Continuous and adequate higher education funding to develop the quantity (pipeline) of graduates and completers
- BETTER, meaning how prepared:  
Programs that augment degree credentials with applied skills and industry connections for increased employability
- FASTER, meaning how quick:  
Scalable, on-demand systems to effectively deliver knowledge and training to quickly reach needed proficiency and productivity

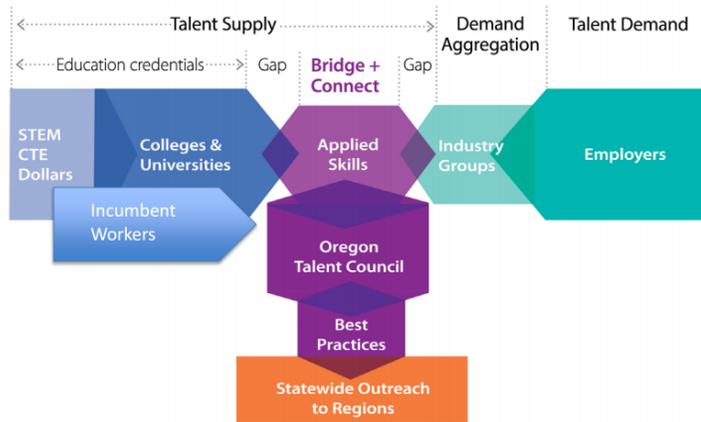
Therefore, our value is as a bridge and conduit—

- Aggregating industry information, identifying unique needs and cross-cutting skills critical to our industries;
- Maintaining an active dialogue around talent as an economic imperative;
- Investing in efforts for better and faster ways to align skills for new and incumbent workers; and
- Demonstrating ROI and sharing/promoting best practices.

Pat clarified that Transform is the idea of reshaping, not just resizing. It means figuring out how to marshal all the different groups; trying to make it collaborative is a huge goal but the right goal. Eileen echoed that perhaps we should emphasize we are not just the state doing it, but the state that knows how to do it.

Pat added that the "More" in "More, Better and Faster" is being provided by education providers and that in every conversation we've had we keep hearing that the applied skills are needed for increased employability. While, the Faster is basically, how do we scale it?

Pat explained the slide 13 Talent Council Niche, which demonstrates that we cannot make a dent in our talent gap doing a retail strategy. Where we can help bridge the applied skills gap and sharing of best practices between the supply and demand is sometimes referred to as “finishing skills” by employers. David added that our work does not interfere with all the activity that is happening with STEM, CTE and in the HECC, and we can partner with the WIB and other groups around the state and provide our deliverable.



Asked about the “More” from Duncan, Pat clarified that from a Talent Plan perspective, we have identified 10 key occupational clusters, and data from the supply side is not easily aggregated. We will need to work with our higher education partners on that. What did come out of the findings, is that there is misalignment, and we have applicants without the correct skill alignment. It becomes hard to understand the “More” that we need from higher education outside of the noise from the misalignment. The actual supply gap is difficult to determine due to the lack of similar codes from education to industry, etc.

David noted that we recognize we have a small amount of money to make an impact, but there are two things we can do. One, use OTC dollars tactically to accelerate, or create “rinse and repeat” programs. Two, we can be a large voice between the industry associations and the education providers. Our goal is to take what we’ve learned from the Talent Plan, synthesize it, validate it with industry, then we have the ability to produce the 2-year plan as a living document. We are looking forward to presenting this to the HECC later this week.

Pat, added that the next logical step is to begin coordination with each of our mandated agency/councils and continue to build out our Ex Officio positions. Duncan suggested we may want to coordinate with the Dept of Education as well. David said we have a lot more seats at the table if we need them and will continue to make this Council as agile as possible.

Soundharya had to leave the meeting at this point (4pm).

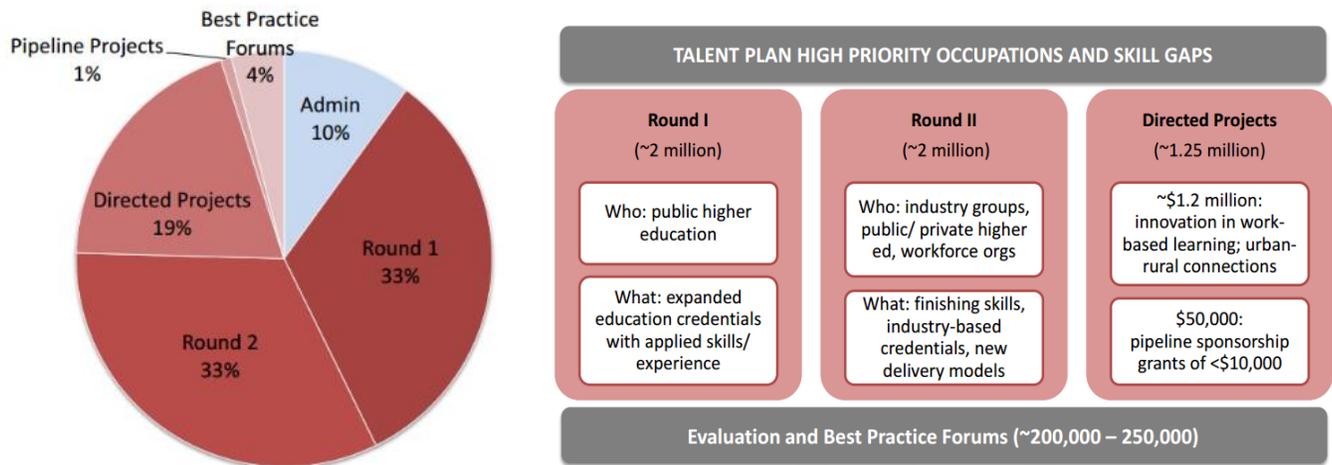
Josh prepared some comments regarding the steps, and suggested the below be incorporated into the operational strategy document as an operational process.

1. Assess Employer Demand for Talent
2. Establish and Maintain a Comprehensive Picture of Existing Talent Supplier Capabilities
3. Co-Invest in Gaps Between Demonstrated/Predicted Demand & Supply
4. Measure Results and Adjust as Necessary
5. Repeat

The recommended **Operating Strategy with slight modifications – as identified from slide 8 discussion and including process steps suggested by Josh -- was approved by unanimous vote following a motion by Eileen Boerger and seconded by Josh Bratt.** The metrics portion will need to be discussed again further at a later date.

## Funding Strategy Discussion

Pat presented the Recommended Funding Criteria for Round II and Directed Projects as provided on pages 15-16 of the meeting packet. The following two charts representing the Council's 2015-2017 Appropriation Allocation and the Funding Strategy approved in November were presented as background information.



Pat noted that Round II would be open to a broader group, and address incumbent development and new workers. The Round II funding criteria Primary Uses, Must Haves, and Special Attention To criteria were reviewed. It was recommended that the phrase “Matching Funds” in Must Haves be changed to “Skin in the Game” to accommodate non-cash contributions from industry. The baseline will tie back to the same as Round I (i.e. mission critical, emerging, high growth) and will be specified again in the Round II Request.

Strategically Directed Projects were previously earmarked at \$1.25 million by the Council and will not be determined by RFP process. As provided in the Draft Recommendations, projects may fill an urgent need, expand capacity, reach or diversity across the state, or provide other significant impact.

Pipeline Projects have been recommended by the Marketing Work Group for up to \$50k.

Best Practice Forums were allocated \$200-250k. Eileen and others raised concerns and asked what we are trying to achieve and how do we know when we are being successful. David, explained the learning forums are more than just the meetings, it includes the data and analysis work as well. Josh would like to funds allocated to include the measurement of data, and that a feedback mechanism should be part of the permanent budget. Pat recommended since this piece will not happen immediately, the Council should revisit the “so what,” ROI and buildout on these forums, as well as an evaluation piece. Councilors agreed to keep as a tentative placeholder for now and flesh out later as we develop our Council metrics.

**The recommended Funding Criteria for Round II and Directed Projects with slight modifications – as identified above to replace Must Have “Matching Funds” with “Skin in the Game” to accommodate non-cash contributions from industry; and note the Best Practice Forums as a tentative placeholder to be revisited later to include evaluation -- was approved by unanimous vote following a motion by Josh Bratt and seconded by Becky Pape.**

## Public Comment

Deb Mumm-Hill from George Fox University introduced herself as also representing the “OCT” or Oregon College Talent consortium of career directors, here today along with Adry Clark from WOU. They are interested in creating a one-stop job posting that will give Oregon college students and employers more opportunity. She referred to the Gates Foundation Experience, and intelligently directing funds to directly impact students via professional development rather than stay bloated in Standards, Measures and Assessments.

Brent Wilder, Oregon Alliance of Independent Colleges and Universities, applauded the work of the Council. He noted that the OAICU endorsed the OTC legislation last February, and although not a state agency, produce 30% of the graduates in the state and would appreciate and encourage the opportunity to partner. Shalee said she will follow up.

**The meeting adjourned at 4:55pm.**

Approved