Workforce and Talent Development Board
Executive Committee
Charter

Group: Executive Committee

Sponsors: Ken Madden, Chair, Workforce and Talent Development Board (WTDB)
Elana Pirtle-Guiney, Governor’s Policy Advisor on Labor and Workforce

Committee Chairs: Ken Madden, Owner, Madden Industrial Craftsman
Frank Wall, Executive Director, Plumbing and Mechanical Contractors Association

Staff Lead: Todd Nell, Director, Workforce and Talent Development Board (WTDB)

Opportunity Statement:
The Workforce and Talent Development Board (WTDB) mission is to advise the Governor on workforce policy and plans, and contribute to the economic success of Oregon by aligning state workforce policy and resources with education and economic development; promoting a proactive, flexible and innovative talent development system; and, by holding the workforce system accountable for results, to ensure Oregonians develop the skills they need to sustain rewarding careers and businesses have the talent they need to be competitive.

In order to carry out this mission and strive to reach the board’s vision of a strong state economy and prosperous communities fueled by skilled workers, quality jobs, and thriving businesses the WTDB must provide strong leadership from labor, business, the legislature, and the public workforce system. Board leadership must act as visionaries, strategists and drivers in carrying out their roles and responsibilities.

Purpose, Scope, Roles and Responsibilities:
The Executive Committee meets regularly to discuss upcoming topics of the full board, review key issues in more detail than afforded in a full board meeting, respond to/make decisions on urgent matters in between full board meetings, and make recommendations to the full board and the Governor. The Committee acts on behalf of the Workforce and Talent Development Board in the absence of a Workforce and Talent Development Board quorum, the acts of the Executive Committee shall be the acts of the Workforce and Talent Development Board. Members of the Executive Committee are appointed by the Chair of the WTDB in accordance with the bylaws.

Staff Lead will report progress to, and receive guidance from, the WTDB and the Governor’s Labor and Workforce Policy Advisor.

This Committee provides Strategic Leadership for The Workforce and Talent Development Plan. This State Plan is the culmination of a fully integrated series of plans including:

- Oregon Talent Assessment (2018-2020) – Business and industry’s determination of in-demand occupations and skills and talent gaps and trends.
- WTDB Strategic Plan (2018-2020) – Goals, strategies, and priorities for the workforce system based on the Oregon Talent Assessment and proven programs and services.
- Workforce and Talent Development Plan (2018-2020) – Single, unified state operational plan guided by the WTDB Strategic Plan and including the results of the Oregon Talent Assessment. This also serves as the Oregon Workforce System Unified State Plan required by the US Department of Labor.
• Local Board Plans - These provide state priorities and strategies for Local Workforce Development Boards and their strategic and operational plans.

The Committee is also responsible for providing executive leadership to the full board to help ensure that board fulfills the State Board Roles and Responsibilities under the Workforce Innovation and Opportunity Act and Oregon Revised Statutes. These roles and responsibilities include four key areas:

**Advising, Assisting and Recommending to the Governor**

• Develop, implement, and modify the 4-year Oregon Unified State Plan
• Review of statewide policies, programs, and recommendations to align workforce development programs to support a comprehensive and streamlined workforce development system
• Identify barriers and means for removing them to better coordinate, align, and avoid duplication among programs
• Develop strategies to support career pathways
• Develop strategies to provide outreach and improve access for individuals and employers
• Develop and expand strategies to meet the needs of employers, workers, and job seekers particularly through industry or sector partnerships
• Identify regions, including planning regions and develop a policy for designation of local areas
• Develop strategies to support staff training
• Identify and disseminate information on best practices including one-stop operations, effective Local WDBs, and effective training programs
• Develop strategies for technological improvements to facilitate access to, and improve the quality of services and activities provided through the one-stop delivery system
• Development of strategies for aligning technology and data systems across one-stop partner programs
• Develop other policies as may promote statewide objectives for and enhance the performance of the workforce development system in the State
• Establish criteria, information requirements, and procedures governing the eligibility of training providers and programs
• Identify key industries in the State and the workforce skills needed for the key industries, the needs for education, training, work experience, and job preparation, and opportunities for partnerships
• Consult and collaborate with chief elected officials, local workforce boards, and other workforce stakeholders
• Provide Local WDB workforce plan guidance and direction to Local WDBs
• Advisory to the Employment Department
• Collaborate with other advisory boards
• Convene, engage, and coordinate with key industries and State workforce stakeholders to determine needs to grow relevant talent pipelines having specific components, utilizing sector partnerships, and ensuring and optimizing alignment
• Create a single, unified Workforce and Talent Development Plan every biennium in collaboration with key industries and State workforce stakeholders

System Accountability
• Develop and continuously improve the one-stop delivery system in local areas including providing assistance to Local WDBs, one-stop operators, one-stop partners, and providers
• Develop and update comprehensive State performance and accountability measures to assess core program effectiveness
• Develop and review statewide policies affecting the coordinated provision of services through the State’s one-stop delivery system including criteria and procedures for Local WDBs to assess physical and programmatic accessibility and one-stop certification
• Prepare annual reports for the US Department of Labor
• Develop statewide workforce and labor market information system
• Review and approve Local WDB workforce plans
• Hold state workforce agencies and local workforce boards accountable for performance goals and system outcomes

Budget
• Develop allocation formulas for the distribution of funds for employment and training activities to local areas
• Develop and issue guidance regarding one-stop infrastructure funding
• Recommend uses of statewide reserve funding and State General Fund workforce investments when available
• Collaborate with other State boards or commissions on strategic investments

Board Operations
• Maintain Board membership, meetings, and operations in accordance with WIOA, State law, and the Bylaws
• Operate Committees and Work Groups
  o Executive Committee
  o Continuous Improvement Committee
  o Others committees, taskforces, and workgroups established as needed
Members

**Chair:** Ken Madden, Owner, Madden Industrial Craftsman  
**Vice Chair:** Frank Wall, Executive Director, Plumbing & Mechanical Contractors Association Oregon  
Barbara Byrd, Secretary Treasurer, Oregon AFL-CIO  
Patty Dorroh, Harney County Commissioner  
Shari Dunn, Executive Director, Dress for Success Oregon  
Anne Mersereau, VP Human Resources, Diversity & Inclusion at Portland General Electric  
Matt Millard, OHSU - AFSCME  
Mark Mitsui, President, Portland Community College  
Soundharya Nagasubramanian, Director, Software Architecture and Cybersecurity, Welch Allyn  
Elana Pirtle-Guiney, Labor and Workforce Policy Advisor, Governor Kate Brown’s Office  
Joe Weber, Global Director of Sales, ESCO and Chair of Continuous Improvement Committee

Non-Voting Members

Ben Cannon, Executive Director, HECC  
Kay Erickson, Director, OED  
Karen Humelbaugh, Director, Office of Workforce Investments, HECC  
Karen Litvin, Executive Director of Oregon Workforce Partnership

Staff

Jennifer Denning, Strategic Initiatives Program Analyst, WTDB  
Kelly Dickinson, Strategic Initiatives Program Analyst, WTDB  
Clay Martin, WTDB and Workforce Initiatives Analyst, WTDB  
Todd Nell, Director, WTDB

Project Milestones

1. Talent Assessment Completed  
2. Workforce and Talent Development Plan Completed  
3. State Plan Completed  
4. Recommendations from Continuous Improvement Committee on investment priorities, planning, budget and compliance needs are reviewed, discussed and implemented

Project Stakeholders

Stakeholders for this project include, but are not limited to:

- Office of the Governor  
- Oregon Legislature  
- Higher Education Coordinating Commission  
  - Office of Workforce Investments  
  - Office of Community Colleges and Workforce Development  
- Oregon Employment Department  
  - Trade Act  
  - Unemployment Insurance  
  - Veterans Services  
- Oregon Department of Veteran Affairs  
- Department of Human Services  
  - Self Sufficiency
Expected Outcomes

- Recommendations and Advice provided to the Governor on workforce system
- Successful completion of the Talent assessment, Workforce and Talent Development Plan, State Plan.

Funding and Resources

Existing staff and resources

Major Risks

- Conflicts between federal, state and local goals and interests.
- Organizations engaged in this work are already resource-constrained with current workloads and capacity.
- Little to know funding for targeted, innovative and strategic workforce investments.

Sponsor Approval Signatures

Ken Madden (WTDB)  
Elana Pirtle-Guiney (Governor’s Office)
HB 2311 IMPLEMENTATION WORK PLAN:
A Joint Project with the HB 3437 Implementation Workgroup

HB 2311 Requirements under statute:

1) HECC, in coordination with the State Workforce Investment Board, establishes educational attainment goals for adult Oregonians not currently enrolled in any education or post-secondary training program.

The attainment goals must:

   a. Be associated with current/projected job opportunities for adult Oregonians; and

   b. Be designed to promote labor market success.

<table>
<thead>
<tr>
<th>Task/Milestone</th>
<th>Lead(s)</th>
<th>Status</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>A. HECC and OED review available data, including those regarding current</td>
<td>HECC and OED research team</td>
<td>Complete</td>
<td>Summer/Fall 2017</td>
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<td>projected job growth and success in the labor market.</td>
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<td>B. CCWD/OWI determine Adult Educational Attainment Workgroup composition and</td>
<td>CCWD/OWI</td>
<td>Complete</td>
<td>Fall 2017</td>
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<td>identifies members. Membership, representing business, labor, and education</td>
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<td>providers:</td>
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<td>- Neil Bryant (Co-Chair), Chair of the Higher Education Coordinating</td>
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<td>Commission</td>
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<td>- Ken Madden (Co-Chair), Chair of the Oregon Workforce and Talent</td>
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<td>Development Board</td>
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<td>- Carrie Chafee, member of the Oregon Workforce and Talent Development</td>
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<td>Board</td>
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<td>- Chief Corpus, Training Supervisor at Portland General Electric</td>
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<td>- Enrique Farrera, member of the Higher Education Coordinating</td>
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<td>Commission</td>
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<td>- Andrea Henderson, Director of the Oregon Community College Association</td>
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<td>- Lori Jass, Associate Vice President of Academic Affairs at Warner</td>
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<td>Pacific College</td>
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<td>- Cathy Kemper-Pelle, President of Rogue Community College</td>
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<td>- Wayne Matulich, Campus President of the Institute of Technology</td>
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<td>- Mark Mitsui, President of Portland Community College</td>
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<td>- Kim Parker-Llernas, Executive Director of Incite</td>
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<td>Mid-Willamette Valley Workforce Investment Board</td>
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**Bill Rosholt**, Executive Director of Eastern Oregon Workforce Investment Board  
**Jeanne Stallman**, Executive Director, Outreach and Engagement at Southern Oregon University  
**Lisa Templeton**, Associate Provost, E-Campus at Oregon State University  
**Elana Pirtle-Guiney (ex officio)**  
**Lindsey Capps (ex officio)**

| C. Prepare agenda for 1st workgroup meeting:  
- Include analysis of relevant data  
- Framework of charter, goals, and timeline | CCWD/OWI | Complete | Nov. 2017 |
|-----------------------------------------------|----------|----------|----------|
| D. Hold 1st workgroup meeting. Objectives:  
- Introductions;  
- Presentation on landscape/context;  
- Explanation of legislation/mandate;  
- Development of workgroup charter, guiding principles, and goals;  
- Input on summit | CCWD/OWI | Complete | Dec. 13, 2017 |
| E. Individual meetings and focus groups with, and surveys of, business and industry leaders, to address current and future in-demand occupations, skills, and credentials, and the adult education and training goal. Conducted by contractor. | OWI | On track | Jan. 2018 – Mar. 2018 |

**BEGINNING OF SESSION**  
Feb. 1, 2018

| F. Hold 2nd workgroup meeting. Objectives:  
i. Bring in representatives from other states to present on their processes for establishing similar goals.  
ii. | CCWD/OWI | On track | Mar. 2018 |
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<td><strong>END OF SESSION</strong></td>
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<td>Mar. 7, 2018</td>
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| G. Talent Summit:  
Convening public workforce system stakeholders and business and industry leaders to inform the work of the Adult Educational Attainment Workgroup and Talent Assessment:  
i. Provide input regarding the information needed from business to best inform program priorities and strategies.  
ii. Gather input regarding current and future talent needs and gaps.  
iii. Discuss a new adult education and training goal with recommendation to the joint workgroup. | CCWD/OWI | On track | Late |
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<tr>
<td>H. Hold 3rd workgroup meeting. Objectives:</td>
<td>CCWD/OWI</td>
<td>On track</td>
<td>Late</td>
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<tr>
<td>i.</td>
<td>Reflect on Talent Summit</td>
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<td>Mar./early Apr. 2018</td>
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<td>ii.</td>
<td>Propose adult attainment goals to bring to the HECC and OWIB</td>
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<td>I.</td>
<td>Present draft attainment goals to HECC.</td>
<td>CCWD/OWI</td>
<td>On track</td>
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<td>J.</td>
<td>Present draft attainment goals to OWIB Executive Committee for approval.</td>
<td>CCWD/OWI</td>
<td>On track</td>
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<tr>
<td>K.</td>
<td>Present draft attainment goals to OWIB Cont. Improve. Subcommittee for approval.</td>
<td>CCWD/OWI</td>
<td>On track</td>
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<tr>
<td>L.</td>
<td>Present draft attainment goals to full OWIB for approval.</td>
<td>CCWD/OWI</td>
<td>On track</td>
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<td>M.</td>
<td>Final Talent Assessment Report issued under joint workgroup banner, highlighting new adult education and training goal.</td>
<td>CCWD/OWI</td>
<td>On track</td>
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Honorable Governor Kate Brown:

The Oregon Workforce and Talent Development Board (WTDB) is designated by you as the State workforce development board under the federal Workforce Innovation and Opportunity Act (WIOA), but clearly has a much broader focus. It is your hub for answers regarding the future jobs and skills required to propel Oregon businesses forward and sustain individual and community prosperity. It is your core advisor for the interconnection and alignment of education, training, and workforce development. Because the WTDB is made up of leaders representing business and industry, labor, community-based organizations, Oregon legislature, local government, and state agencies, it is uniquely positioned as your workforce and talent development expert.

Brief Summary or Background on the Issue(s)
- Continuous improvement needed
- Problem experienced
- Resources needed

Brief Summary of the Process followed to consider the issues and resolve recommendations
- Summarize process – generally Continuous Improvement Committee to Executive Committee to WTDB to Governor
- Summarize public input received (source(s) and substance)
- Identify how and when the recommendations were approved

Recommendations
- List of Recommendations (specific, actionable)
- Highlight Governor priorities supported
- Highlight WTDB strategic goals supported

The WTDB appreciates your consideration of these matters and looks forward to the implementation of the recommendations. If you have questions or concerns, the WTDB is available for continued discussion in a form and timeframe that is mutually appropriate and acceptable.

Sincerely,

Signed by Chair

cc’s

Attachment(s) – if any
- Research and data
- Case study or best practice
- Results of public input