



PROSPERITY 10,000 WTDB REPORT

MATERIALS

- Executive Summary
- Year Two Report

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Prosperity 10,000 Executive Summary

July 2022 to June 2023



Synopsis

Prosperity 10,000, (P10K) part of the Senate Bill 1545 Future Ready Oregon series of investments, provides \$35 million dollars to Local Workforce Development Boards (LWBs) to expand capacity to provide proven workforce development services to vulnerable Oregonians - including career coaching, scholarships, work-based learning, stipends and other essential support services. LWBs invested their first allocation of \$15 million in General Funds based on a formula funding model in May of 2022, distribution completed in June of 2023. The final allocation of \$20 million dollars is being disbursed currently and will run through June of 2026.

Focus

Prosperity 10,000 investments are working to ensure services and resources available through WorkSource Oregon are provided to individuals from priority populations through increased access and focused support. This means building meaningful relationships and removing barriers to education, employment, and training and providing the wrap-around services individuals need to succeed. P10K investments also served to reinforce LWBs as a strategic convener, advocate, coach, mentor, and collaborative partner in supporting local nonprofit and community based organizations.

Priority Populations



- Communities of color
- Women
- Low-income communities
- Rural and frontier communities
- Veterans
- Persons experiencing disabilities
- Incarcerated and formerly incarcerated individuals
- Members of Oregon's nine federally recognized Indian tribes
- Individuals who disproportionately experience discrimination in employment based on age
- Individuals who identify as members of the LGBTQ+ community

Performance in Progress

Local Workforce Development Boards have engaged a total of **3,223** participants.

- **All** participants enrolled identified with at least one or more of the priority populations.
- Women account for nearly **46%** of participants.
- People of Color account for **44%** of all participants.
- **2,213** have completed program services where **82%** completed program services successfully.
- Staff have confirmed **684** individuals placed into employment with a statewide average wage of **\$22.10** an hour, **\$5.10 higher** than the \$17.00 legislative target.
- **88%** placed into employment are earning more than **\$17.00** an hour, the target income of this legislation.

Services for Success

Local Workforce Development Boards are delivering an impressive amount of workforce preparedness.

- **Career Coaching:** 65% of our customers receive targeted mentorship and interview preparation.
- **Workforce Training:** 44% engage in specialized occupational training to become job-ready.
- **Career Exploration:** 25% of participants are guided through a journey of career possibilities.
- **Early Career Skills:** Foundational skill development aids 11% of our customers.
- **On-the-Job Training:** 4% gain hands-on experience and skills in their chosen careers.
- **Paid Internships:** Another 4% receive valuable, paid, real-world experience.

KEY HIGHLIGHTS

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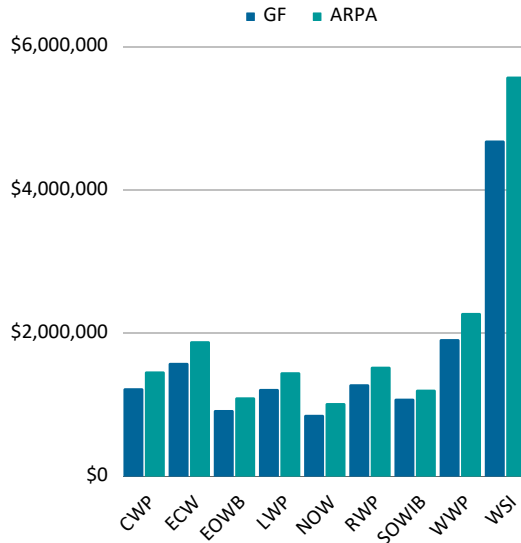
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Total Resource Allocation

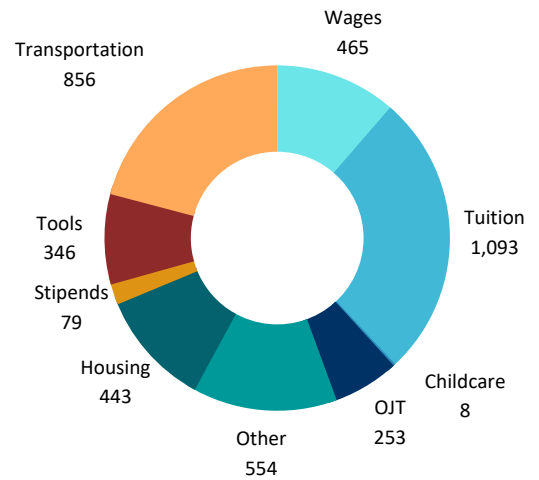
Investment per LWD

LWB	GF	ARPA*
CWP	\$1,229,939	\$1,463,892
ECW	\$1,584,366	\$1,885,737
EOWB	\$926,063	\$1,102,214
LWP	\$1,220,358	\$1,452,490
NOW	\$859,010	\$1,022,406
RWP	\$1,285,541	\$1,530,071
SOWIB	\$1,084,351	\$1,209,612
WWP	\$1,915,896	\$2,280,330
WSI	\$4,687,810	\$5,579,504



Wraparound & Training

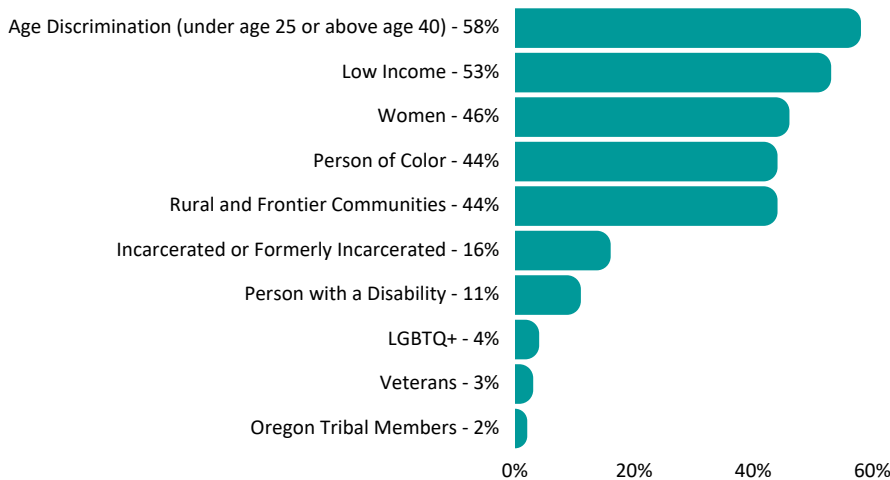
Payments Made



*ARPA investment outcomes are forthcoming & not reflected in this data

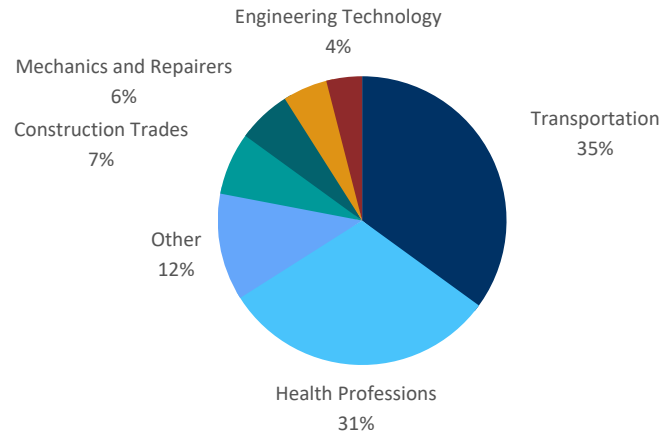
Priority Populations

3,223 Participants. All identified as at least one



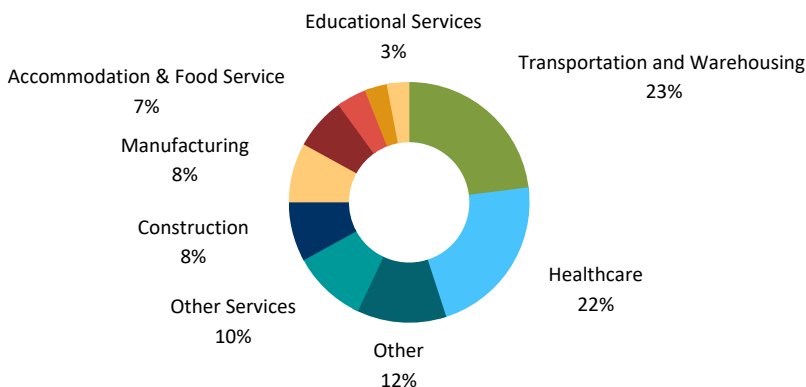
Training by Educational Program

1,345 Total Workforce Development Trainings



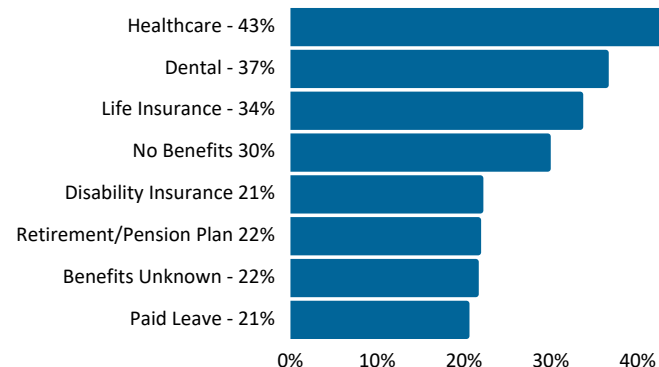
Employment by Industry

684 Total Placed into Employment



Employment Benefits

70% have at least one Employer Benefit





Prosperity 10,000 (P10K) is a part of the Future Ready Oregon suite of investments that provides \$35 million dollars to Oregon's 9 Local Workforce Development Boards (LWDBs).

This funding was intended to support communities most impacted by COVID 19, including people of color, low-income individuals and families, women, disconnected youth, front-line workers, rural and frontier residents, and other historically underserved Oregonians. The initiative was designed to enhance the capacity to provide proven services like career coaching, earn-and-learn opportunities, and industry-specific training. Additionally, these funds enabled local boards to scale up vital wraparound services, including childcare, housing, transportation, and technology support.

The P10K strategy was to use the local board infrastructure to quickly deploy resources to respond to regional workforce challenges exacerbated by the pandemic. Local boards used existing partner networks to leverage and distribute funds to a variety of organizations, including nonprofit community-based entities, educational institutions, labor organizations, and other workforce service providers.

Additional investments were made to complement existing partnerships in WorkSource Oregon and to expand community and service connections.

P10K was initially conceived in 2016 as Prosperity 1,000 - a pilot program to support 1,000 Oregonians living in poverty in East Multnomah County. While many in the legislature agreed, and encouraged LWBs to keep trying, the program failed to receive funding in 2016, 2018 and 2019.

In 2022, however, the disparate impact of COVID-19 on historically marginalized and vulnerable Oregonians made it clear that without timely and focused intervention these Oregonians were likely to fall further behind.

The Why and How



“By design, Oregon’s Local Workforce Development Boards have taken varying approaches to investing P10K resources. The differences in implementation reflect the variability of the challenges, opportunities, economies, and cultures across the State.

Regardless of the approach, each Board is focused on breaking the cycle of poverty, bridging local workforce gaps, and creating a more equitable and prosperous future for all Oregonians.”

A striking statistic reveals that over 30% of Oregon families in poverty have at least one working member. Traditional job placement programs alone cannot eradicate poverty, which is why Prosperity 10,000 focuses on career coaching, occupational training for middle-income jobs, and essential support services like childcare and transportation to enable impoverished families to surmount the barriers that hinder their full participation.

P10K leverages local board expertise, relationships, and resources -- including a broad array of federal, state, and local investments -- and adopts a coordinated team approach to comprehensively address concentrated poverty.

P10K strategically identifies in-demand job sectors and aligns resources with impoverished communities that need additional support. It coordinates services like childcare and transportation to meet people where they are and facilitate individual success.

P10K addresses the significant shortage of skilled workers in Oregon, providing opportunities for individuals to escape poverty and ultimately reducing the state's reliance on social welfare programs.

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The Present

The Prosperity 10,000 program places a strong emphasis on enhancing accessibility to workforce programs for our priority populations. It offers a flexible, forward-thinking, and easily accessible approach to fostering workforce expansion, thereby enabling upward economic mobility for all Oregonians, ensuring comprehensive support for every individual in the state.

Without the restrictions and eligibility requirements that other investments call for, local workforce development boards united with a wide range of diverse providers can move quickly from initial contact, to plan development, to a wide range of services. This flexibility is especially important for priority populations, who may have different needs than other participants.

The ability to provide various wrap-around services allowed individuals to be more successful in entering or sustaining employment – extending services beyond training – providing a catalyst for change, fostering self-reliance, and offering a template for the future of workforce development.

In addition to this, all nine of our nine local workforce development boards were able to build new partnerships – some of which included valuable hands-on learning opportunities but also offered businesses a chance to tap into talent in our community.

These partnerships, which involve businesses, community-based organizations, training providers, and other stakeholders, have enabled participants to acquire practical skills and valuable exposure, significantly enhancing their preparedness for the professional realm.

The establishment of these connections has sparked innovation, provided access to specialized knowledge, and forged pathways for participants to engage in real-world applications of their skills.

This approach focuses on community engagement and outreach: the Prosperity 10,000 program has made a concerted effort to engage with priority populations through a variety of means, including listening sessions, advisory workgroups, and individual outreach. This has helped to ensure that the program is meeting the needs of these populations and that they are aware of the opportunities that are available.

This focus helps to accelerate Diversity, Equity, and Inclusion work to include a broader base of community partners, business services engagement, and regional communication efforts.



The Impacts by the Data

In Program Year 2022, our commitment to serving diverse and underserved communities has never been stronger.

Whether you belong to a rural community, are a person with a disability, or identify with the LGBTQ+ community, our program aims to be a platform for all.

Our data paints the picture of a program that's both broad in its reach and inclusive in its scope.

Together, we're building a future that values inclusivity and diversity in every aspect.

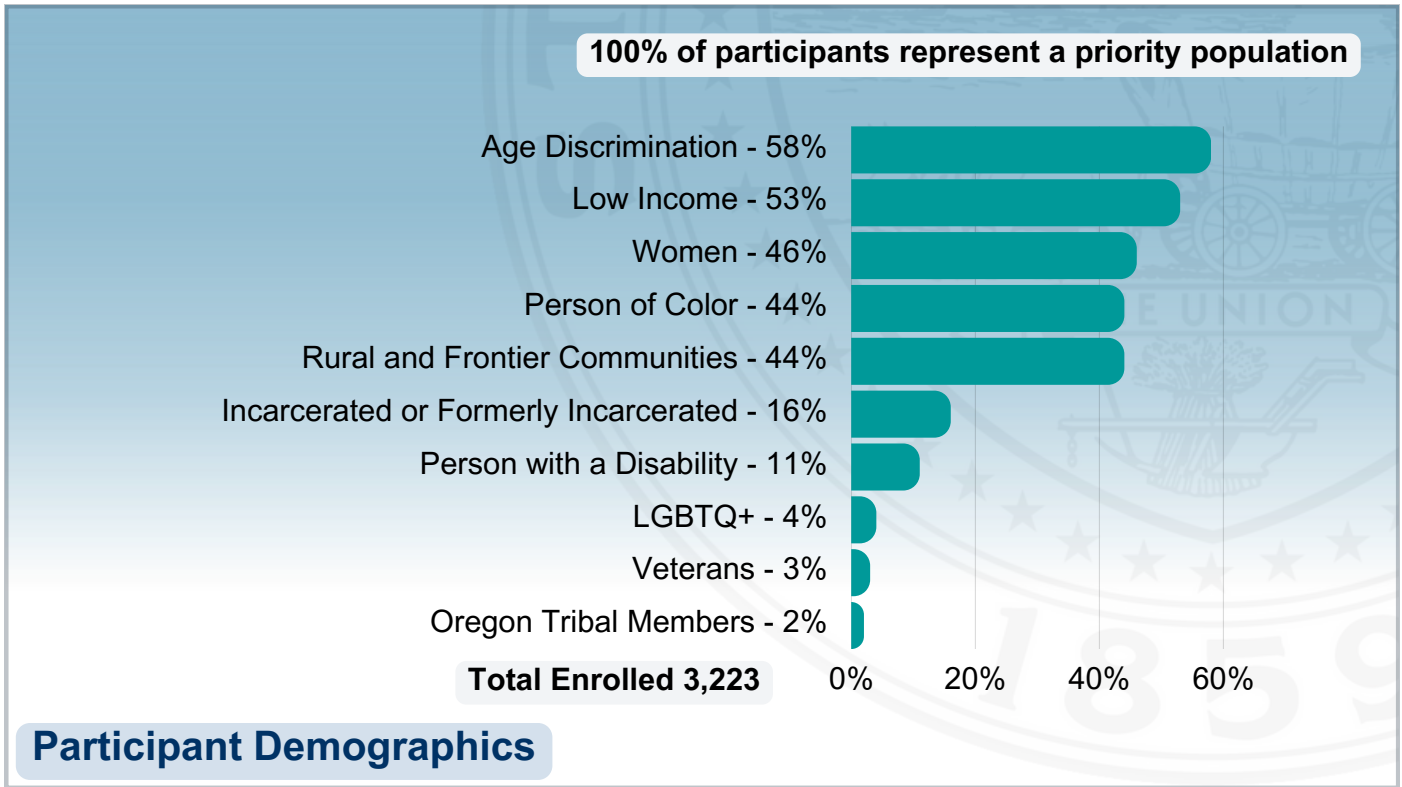
About the Data:

-All data represented is through 06/30/2023 and was generated 9/14/2023

-Data Source: I-Trac Participant Tracking System

-Employment data only reflects staff attestation data

-Cross-matching employment or wages with UI is not represented here

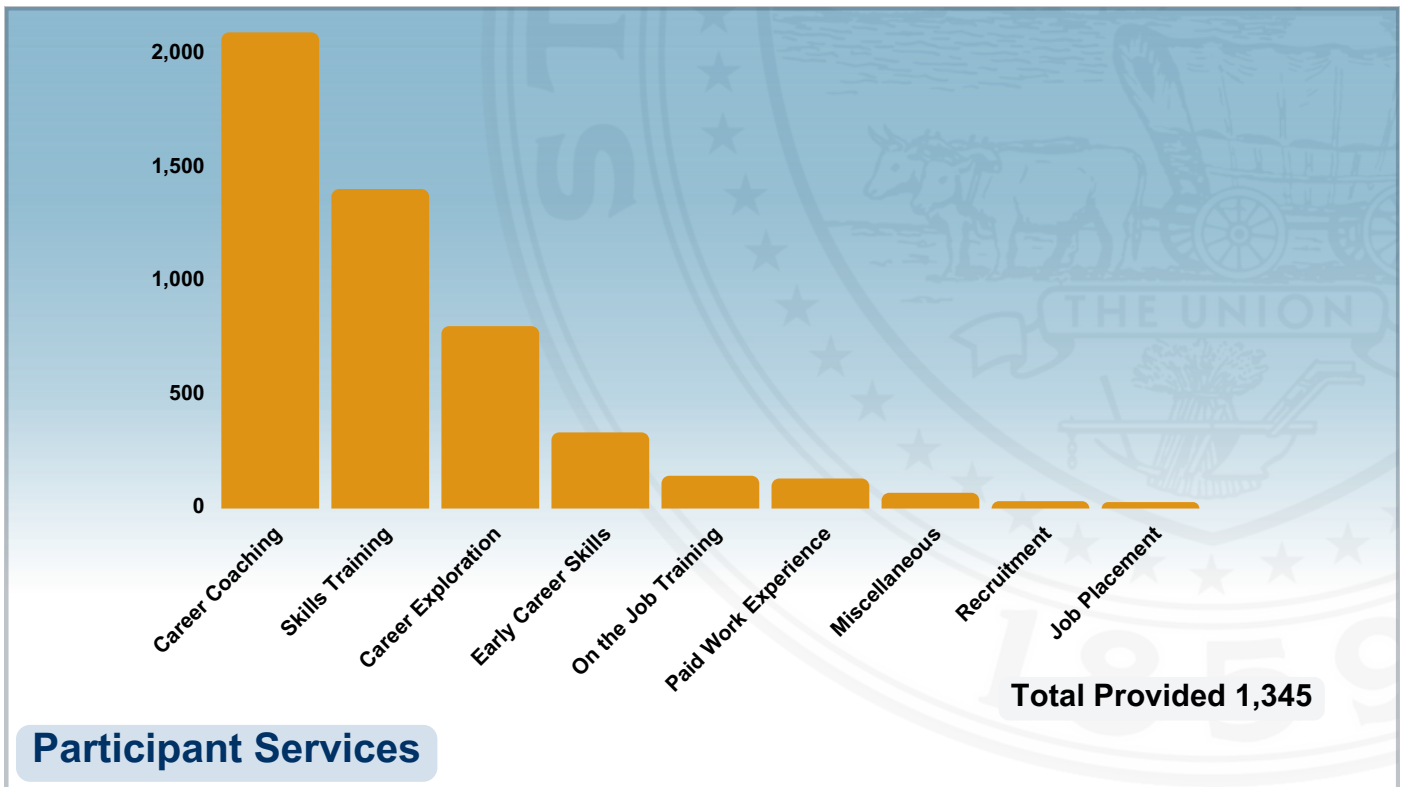


P10K has engaged 3,223 participants, with every individual representing the priority population communities identified under the Future Ready bill.

Key Highlights:

- More than 53% of participants are low income
- Persons of Color represent a significant 43.6% of total enrollments.
- Women account for nearly 46% of participants.
- Over half of enrollees are outside the 'prime working age' of 25 to 40.

*This report is based on the self-attestation of participants who identified their gender as woman or sex as female at birth.



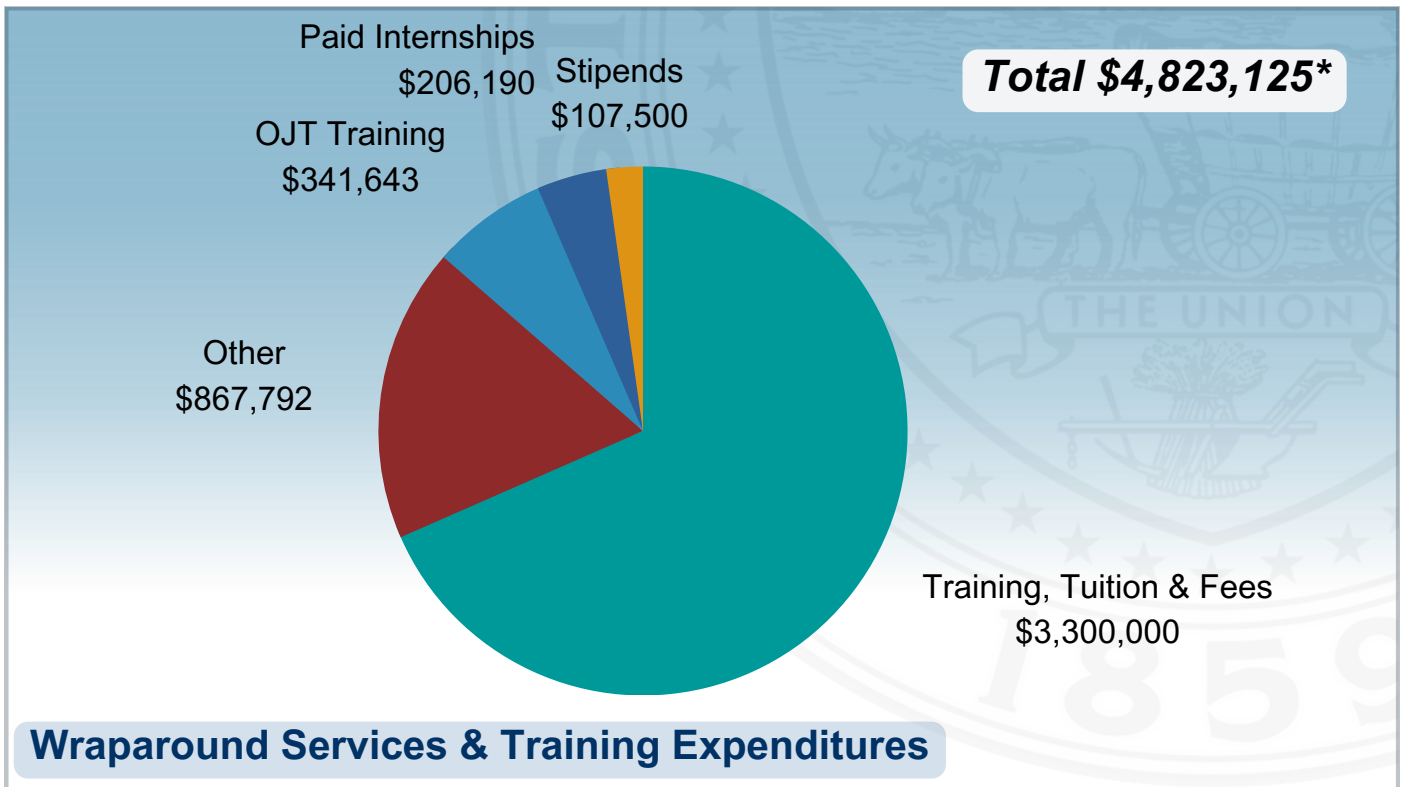
As workforce development experts, we recognize that achieving livable wage employment is a multi-faceted journey.

To meet this objective, we offer an array of services specifically designed to provide the skills, mentorship, and opportunities participants need for long-term career success.

Our tailored approach is reflected in the range of services we offer:

- Career Coaching: 65% of our customers receive targeted mentorship and interview preparation.
- Workforce Training: 44% engage in specialized occupational training to become job-ready.
- Career Exploration: 25% of participants are guided through a journey of career possibilities.
- Early Career Skills: Foundational skill development aids 11% of our customers.
- On-the-Job Training: 4% gain hands-on experience and skills in their chosen sectors.
- Paid Work Experience: Another 4% receive valuable, paid, real-world experience.

*Data is customer-reported and can vary depending on local definitions



Understanding the unique needs of our program participants, LWB’s offered wraparound support and direct service payments to ease their journey toward gainful employment.

These payments directly facilitate attendance and engagement in our training programs.

In all, \$6.3M was allocated across these categories, reaching 2,282 unique customers, which is 71% of all enrollees.

-Tuition and Fees Assistance: The highest allocation of \$3.3M was made here, benefitting 835 unique customers or 26% of enrollees.

-OJT (On-the-Job Training): We allocated around \$341K to facilitate real-world training for 116 individuals, which accounts for 4% of our participant base.

-Residential Assistance: An investment of \$468K went towards helping 237 unique customers, roughly 7% of enrollees, with housing needs.

-Other Services: Allocated \$130K for various other services, aiding 305 unique participants or 9% of total enrollees.

-Tools: A sum of \$91K helped 251 individuals or 8% of enrollees, equipping them with the necessary tools for their trades.

-Transportation: We spent around \$167K to assist 405 unique customers or 13% of participants, with transportation.

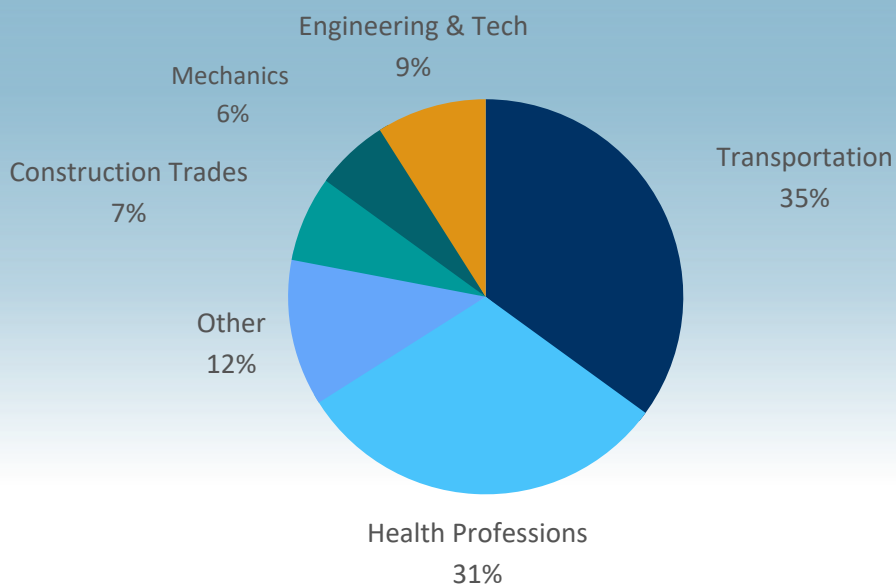
-Stipends: Allocated \$108K for 46 unique customers, accounting for 1% of participants.

-Wages: Totalling \$206K, this supported 79 unique participants or 2% of total enrollees.

-Childcare Services: A smaller yet significant amount of approximately \$12K was spent to support 8 unique customers with childcare.

*Please note that these investments are designed to complement our overarching workforce development strategy and are based on the percentage of unique customers enrolled.

1,345 Total Workforce Development Trainings



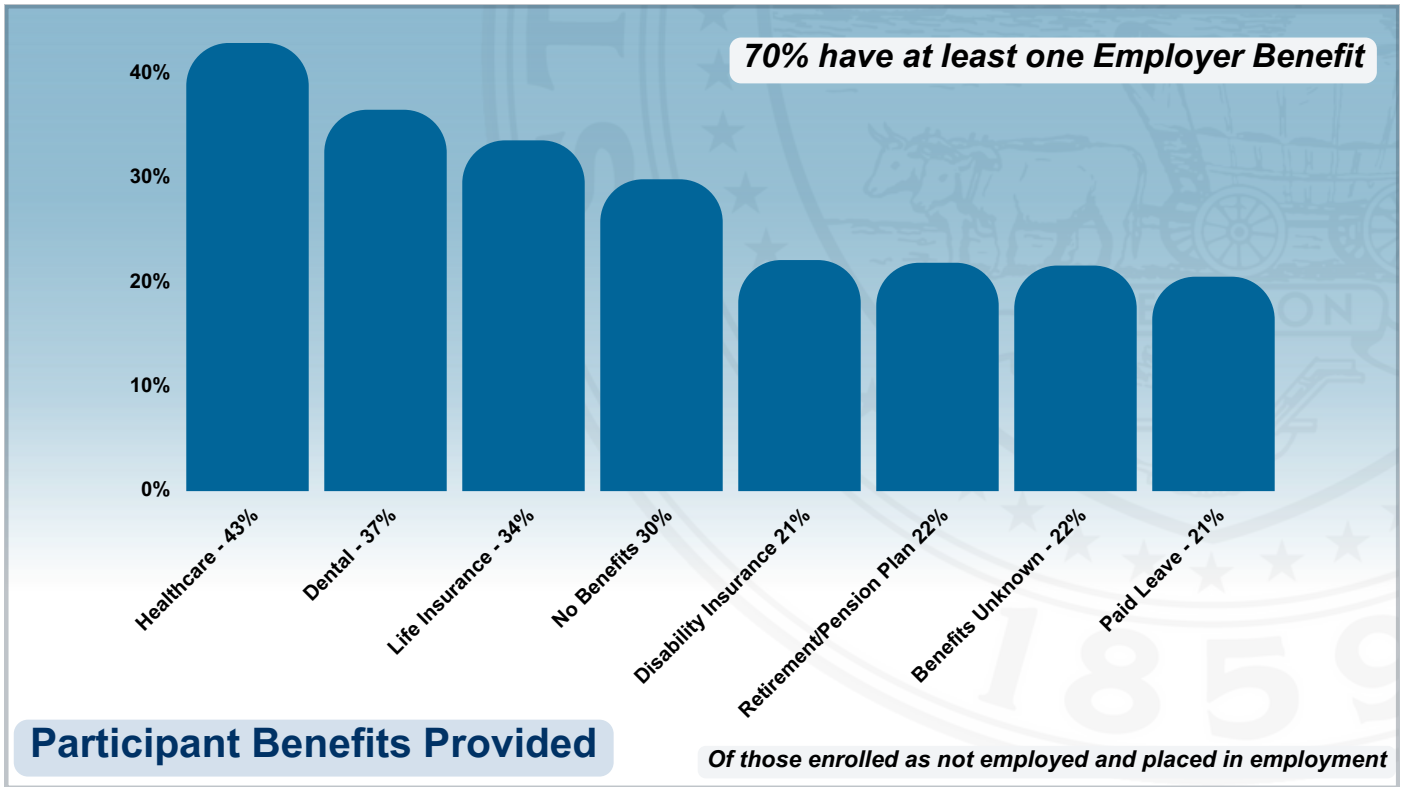
Training by Educational Program

Specialized training is necessary for securing stable, well-paying jobs.

Accordingly, we have allocated our training resources across an array of Classification of Instructional Programs (CIP) codes.

Here's a streamlined breakdown based on our most current data:

- Transportation and Materials Moving: A substantial 35% of our resources are directed here, underscoring its career potential.
- Health Professions and Related Clinical Sciences: Comprising 31% of our training efforts, this sector is a focal point.
- Construction Trades: With 7% of training allocations, this sector remains a solid field for job opportunities.
- General Mechanics and Repairers: Capturing 6% of our investments, this area is vital for hands-on technical roles.
- Computer and Information Sciences/General Engineering Technology: Accounting for 9%, we aim to equip candidates for tech-driven roles & engineering skill sets.



As you can see there are a variety of benefits that program recipients have received, with this information we can also tell that 70% of the participants placed into employment have at least one or more employer based benefits.

Challenges, Sustainability, and the Future

“Sustainability was foundational to the design and intent of Prosperity 10,000. By leveraging existing programs, services, and relationships, Prosperity 10,000 provided the opportunity to build on what works and course correct as needed to more successfully serve and support historically underserved communities.

Prosperity 10,000 also offered an opportunity to generate additional federal and local resources either through existing match programs (SNAP 50/50) or by leveraging the Prosperity 10,000 resources to compete for federal and local discretionary grants.”



By 2021, the pandemic confirmed how precarious the economy was for those on the lower end of the wage and work experience spectrum.

The Prosperity 10,000 community - people of color, young workers, women, immigrants, justice impacted, rural residents, and those with a high school diploma or less - were once again disproportionately impacted and likely to fall further behind by the economic downturn associated with COVID-19.

The COVID crisis also exposed serious deficiencies in our programs and systems intended to provide a safety net during challenging times.

From the provision of unemployment insurance to access to childcare, many critical programs and services failed to meet the challenges posed by COVID-19.

In response, LWBs introduced P10k to ensure current services and resources were organized and prepared to support those most impacted by the downturn and promote widespread, equitable economic recovery. The eventual inclusion of P10 into Future Ready Oregon validated our shared commitment to the most vulnerable Oregonians and provided the resources to expand proven services and build new partnerships.

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P10k also offered an opportunity to generate additional federal and local resources either through existing match programs (SNAP 50/50) or by leveraging the P10k resources to compete for federal and local competitive grants.

Despite widespread success in leveraging/braiding P10k with other resources, and generating new local investments, fully replacing an investment the size of P10K will be a major challenge.

Demonstrating the full success of these investments is complicated by the fact that sensitive personal information is requested - participant disclosure is a choice, data management is siloed and data sharing agreements are complex and require time to develop.

This year, Oregon received an almost 9% cut in Workforce Innovation and Opportunity Act Funds (WIOA) – one of the primary federal resources available to address the workforce needs of low-income Oregonians.

This reduction in federal investment is not unique to this year; over the past dozen years, WIOA has been reduced by 50% in the state of Oregon from \$60M annually to \$30M.

Given the state of affairs in Washington DC, the prospects for additional funding are grim.

LWBs are eager to work with the WTDB, the Governor and the Legislature to look for creative ways to ensure all Oregonians have access to the resources and supports they need to interrupt generational poverty and to achieve lasting economic prosperity.

Reshaping Oregonian Lives



Allowing for reflection on the past but propelling into the second round of the \$20M American Rescue Act Plan; or ARPA, funding P10K will continue the focus on the advancement of equitable education and training opportunities for historically underserved communities.

By leveraging partnerships, refining services, and adapting to emerging challenges, the P10K program is positioned to continue its positive impact, creating equitable access to family-wage careers, and contributing to each region's prosperity.

Building upon the substantial impact achieved thus far, future P10K plans are centered on further expanding its reach and effectiveness.

The program's success in providing education, training, and support services to underserved communities has laid a strong foundation for continued growth and successful outcomes.

Let's take a look at how Prosperity 10,000 investments have directly impacted Oregonians statewide, bridging the gap between opportunity and employment, ensuring that everyone benefits from program's initiatives through commitment to inclusivity and equitable access.

Please see the following sampling of the Prosperity 10,000 work being done across the state.

Clackamas Workforce Partnership (CWP)

Prosperity 10,000 provided 207 individuals from historically underserved communities services through contracted adult workforce service providers: Immigrant and Refugee Community Organization (IRCO), Clackamas County's Children, Family and Community Connections (CFCC), and Clackamas Community College's Workforce Services Department (CCC). The career, training, and employment services provided by these organizations resulted in an average wage of \$24.15 for participants.

East Cascades Works (ECW)

In partnership with our dedicated and innovative service providers at Columbia Gorge Community College (CGCC), Central Oregon Intergovernmental Council (COIC) and Klamath Works several initiatives were launched or were able to be sustained/expanded to better serve several priority populations. CGCC was able to offer English as a Second Language courses in Hood River and Wasco Counties as well as support the launch of One Community Health's Dental Assistant Apprenticeship program.

In Central Oregon, COIC was able to launch their mobile WorkSource Unit (Sprinter van funded by Round 1 Work Ready grants under Future Ready) with support for staffing. They continued to serve incarcerated individuals at Deer Ridge Correctional Institution's WorkSource Center.

Klamath Works was able to offer low-income adults in recovery and/or experiencing houselessness paid internships at their Social Purpose Enterprise programs including Mattress recycling, Bike Repair, and Community Clean Up Crews. This helped build work history and skills for participants. They also continued to serve incarcerated individuals at Warner Creek Correctional Facility's WorkSource Center.

Eastern Oregon Workforce Board (EOWB)

EOWB partnered with the Training & Employment Consortium (TEC), Blue Mountain Community College (BMCC), Stataline Truck Driver School, Sage Transportation, and a wide variety of eastern Oregon employers to offer opportunities to bridge participant entrance into living-wage careers in high-demand sectors such as manufacturing, healthcare, technology, and transportation. Over 60 on-the-job training and work experiences were provided with local employers and almost 70 participants received their Commercial Driver's Licenses (CDL) or Certificates in Unmanned Aircraft Systems (UAS).

Lane Workforce Partnership (LWP)

The Spark is a safe space for youth to learn and grow through hands-on experiences and will be supported in a second location Springfield. This new location - Spark Booth Kelly - will house an industrial-sized Computer Numerical Control (CNC) machine, which is commonly used in manufacturing for machining metal and plastic parts. Having the machine in-house will give the youth the opportunity to learn how to manufacture a myriad of industrial objects on this state-of-the-art piece of equipment.

Spark at Booth-Kelly will also house a dedicated indoor/outdoor welding area, and a manufacturing technology pathway, all supported by industry partners.

The new location will also house a Youth Workforce Center where the organization's other noted program called Elevate, will provide services and workshops centered around ready-to-work needs.

Northwest Oregon Works (NOW)

NOW forged a collaborative partnership with the Corvallis Fire Department to address the shortage of medics and paramedics in the post-COVID era. This collaboration aims to increase access to training programs and bolster the region's medical response capabilities.

We value the versatility of these funds, which are not confined to specific sectors, enabling us to tailor our approach to meet distinct needs. This flexibility has allowed us to support diverse workforce development goals, ranging from training a tattoo artist and a dog groomer to assisting a flight attendant, among many others.

Rogue Workforce Partnership (RWP)

Partnered with Southern Oregon University and Rogue Community College RWP has offered training in high-demand sectors such as advanced manufacturing, healthcare, construction, information technology, and transportation. Of the 239 participants who received career services, 173 received training services that equipped them with essential skills and workplace readiness. An equal number received vital support services, such as housing assistance, transportation resources, and financial assistance for training fees and supplies.

Southwestern Oregon Workforce Investment Board (SOWIB)

SOWIB worked with Area Youth Alternative & South Coast Business supporting 78 individuals that were homeless or had received notice of eviction were provided with funds to stabilize housing. This does not include temporary housing assistance for those that were attending training outside of the area and needed assistance with hotel costs while in training. 63 of those individuals exited the program employed (95% of those exited) – average hourly wage of \$18.46 an hour.

Willamette Workforce Partnership (WWP)

In partnership with Interface Network and Chemeketa Community College, WWP funded a comprehensive EMT training program tailored for Spanish speaking Hispanic populations, addressing a critical need in the healthcare sector. Graduates have showcased versatility, branching into ambulance services, firefighting, and other emergency response roles. Additionally, many have either passed, or are diligently preparing for the NREMT exam, with a keen vision to further their education and specialization in healthcare, reflecting the program's commitment to both professional and academic growth. This initiative stands as a testament to collaborative efforts aimed at bridging gaps and fostering inclusivity in medical emergency services.

WorkSystems (WSI)

Funded in part by Prosperity 10,000 dollars, Driving Diversity – a collaboration between Worksystems, the City of Portland, SE Works, Worksource Portland Metro, and the members of the Portland Haulers Association – is designed to increase diversity in the ranks of garbage and recycling truck drivers in the Portland metro area. Students undergo extensive driving and safety training from the Interstate Trucking Academy – an African American owned truck driving school – through which they earn a commercial driver's license (CDL) and are ready to begin living-wage careers as drivers. The program has graduated 111 people since its inception in 2021.

Thank You!



This presentation was created by staff from Oregon's local workforce development boards with support provided by Higher Education Coordinating Commission staff.

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