Oregon Talent Council

NOVEMBER 12, 2015

Councilors

Advanced Manufacturing	**Mike Donnelly**, Carestream, White City **Don Hendrickson**, Boeing, Gresham
Bioscience	**Soundharya Nagasubramanian**, Welch Allyn, Beaverton **Matt Smits**, Micro Systems Engineering, Lake Oswego
Energy	**Josh Bratt**, Morgan Stanley, OESTRA, Portland
Healthcare	**Becky Pape**, Good Samaritan Regional Medical Center, Corvallis **Cheryl Stewart**, Bend Memorial Clinic, Bend
High Tech	**Eileen Boerger**, CorSource Technology, Portland **David Childers**, Business Acceleration Consultant

Council Business

1) CHAIR ELECTION

2) APPROVAL OF BYLAWS

Welcome from the Governor's Office

ELANA PIRTLE-GUINEY

LABOR & WORKFORCE POLICY ADVISOR

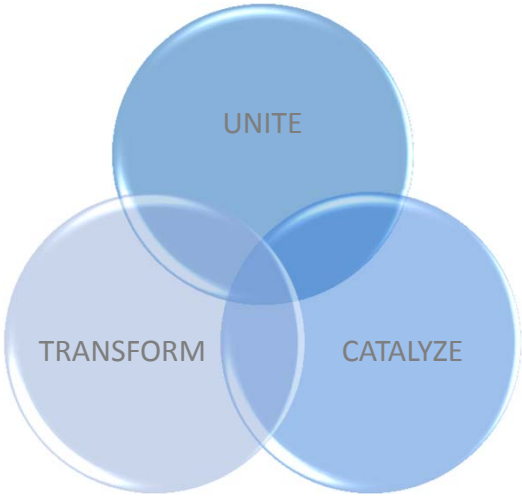
Chair’s Remarks

Mission and Vision

To make Oregonians the first and best choice of Oregon Employers

- Target the most critical talent needs of high impact, high growth industries in a strategic and focused fashion
- Connect talent to regional and state economic growth opportunities
- Support the growth and competitiveness of Oregon's traded sector and high growth companies

What We Do…



UNITE, TRANSFORM, CATALYZE

- **Unite** industry, education, workforce and government partners around shared aspirations
- **Transform** and reshape the way we connect industry to education and training
- **Catalyze** co-investments that serve as a talent laboratory, leading by example with agile, cost-effective, scalable ways to deliver talent

How We Do It…

- Focus on mission critical occupations of pivotal importance to Oregon Industry
- Develop and Promote the Oregon Talent Plan
- Make co-investments via the Oregon Talent Council Fund

Why It Matters…

The Oregon Talent Council can be <u>the</u> "BIG VOICE" for Oregon Jobs!

Promote Oregon's entrepreneurial growth and industry competiveness

Narrow strategic and critical talent gaps

Develop the talent needed to help attract and retain pivotal industry clusters to the state!

Oregon Talent Plan

An Initial Industry Needs Assessment

PAT SCRUGGS & BETH FITZ GIBBON

Purpose of the Plan

- Identify workplace and economic trends affecting talent skills and credentials
- Assess industry needs for ***pivotal, mission critical*** professional and technical occupations
- Provide insights into how industry and education/training partners can approach talent gaps

Methodology

- **Industry trends and needs**
  - National and state industry reports
  - Secondary research
- **Industry occupational skills analyses**
  - Oregon and national labor statistics
  - Recent workforce surveys
- **Occupational cluster analysis**
  - Evaluation of trends and skills analyses by 5 industry sectors
- **Identification of talent needs across industries**

What We Learned

- The skills and the ratio of desired skills have changed.
- The workplace environment has changed.
- The time and expectations of what it means to be a productive worker have changed.

Defining Talent

Business & Economic Trends

Global Scale Trends affecting Oregon Industries

- Big Data and Cyber Security
- Business Analytics and Intelligence
- Internet of Things
- Advanced Materials Science and Engineering

Oregon Economic Trends

- Projected to add more than 50,000 jobs per year
- Small traded sector firms driving new job growth; 90%+ of job growth from small (<100 employees) and resident companies (HQ or managed from Oregon)

Disruptive Environment

- Barbell economy: Disappearing mid-size firms
- Average job tenure decreased to 4.6 years
- ~40% contingent workers
- Human knowledge doubling every 13 months
- Business conducted in interdisciplinary teams with continuous real-time customer interactions
- Internet, social media, mobile apps give customers (e.g. students, workers) more choices/influence/ expectations

TALENT
NEEDED

Talent Assessment Framework

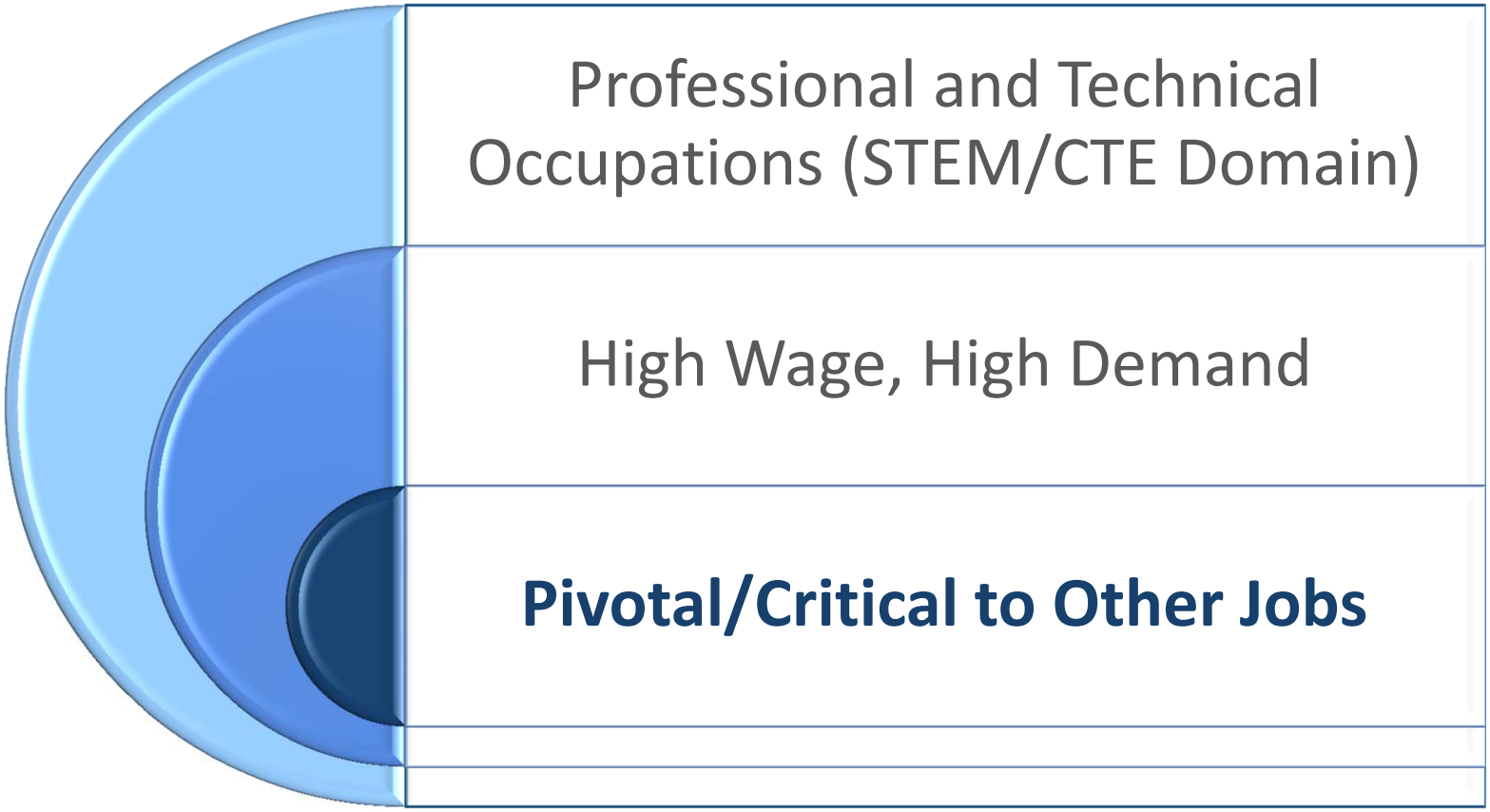
High Growth, High Demand

- Do the occupations represent significant employment?
- Is there a clear, consistent need for new and replacement jobs?
- Are they projected to grow faster than other Oregon jobs?

PLUS Core Industry Needs

- **Are vacancies hard to fill?**
- **Has industry reported them as mission critical?**
- **Is demand shared across industries and regions?**

OTC Focus on Pivotal Jobs



Key Professional and Technical Occupations

Five Industries Studied

- Advanced Manufacturing
- Healthcare
- Bioscience
- Energy Technologies & Utilities
- Information Technology

Three Categories of Occupations

- High-growth/High-demand
- Mission Critical
- Emerging

The Top 10 include……..

High-Growth, High-Demand

Definition: Significant employment, high demand (new and replacement jobs), high-growth, hard-to-fill, across industries and/or regions.

Occupational clusters:

1. Systems and Data Specialists
2. Data and Business Intelligence Analysts
3. Industrial Machinists, Millwrights and Operators
4. Rehabilitation Therapists

Mission Critical

Definition: Significant employment and projected growth levels, essential to core operations and competitiveness, extremely hard-to-fill.

Occupational clusters:

5. Technologically Skilled Mechanics and Maintenance Technicians
6. Mental and Behavioral Health Counselors
7. Interdisciplinary Engineers
8. Primary Healthcare Practitioners

Emerging Occupations

Definition: Modest employment on the upswing, growing rapidly, reported by industry as essential for future competitiveness; can position Oregon industries for growth.

Occupational clusters:

9. Cyber and Information Security
10. Advanced Materials Engineers and Scientists

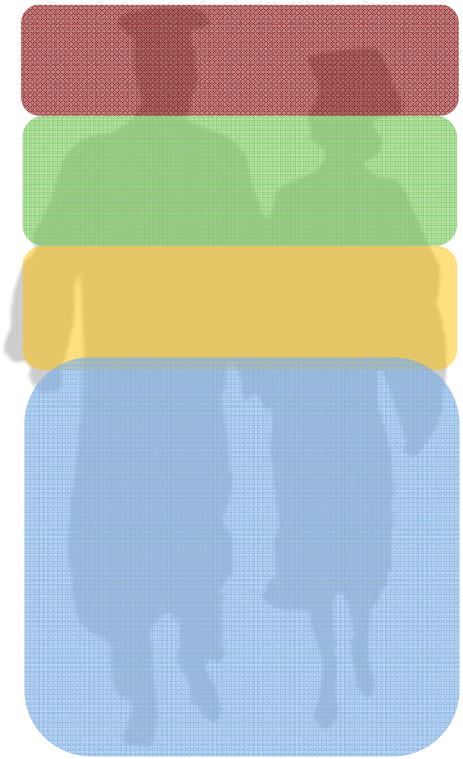
Differentiating Skills

Turning Knowledge into Talent

- Diagnostic thinking
- Visual, contextual communications ability
- Business acumen:
  - cost-benefit thinking
  - data-based decision making
- Project and time management skills
- Quality control measures
- Emotionally intelligent interpersonal skills

The New Talent Equation

Previous Emphasis



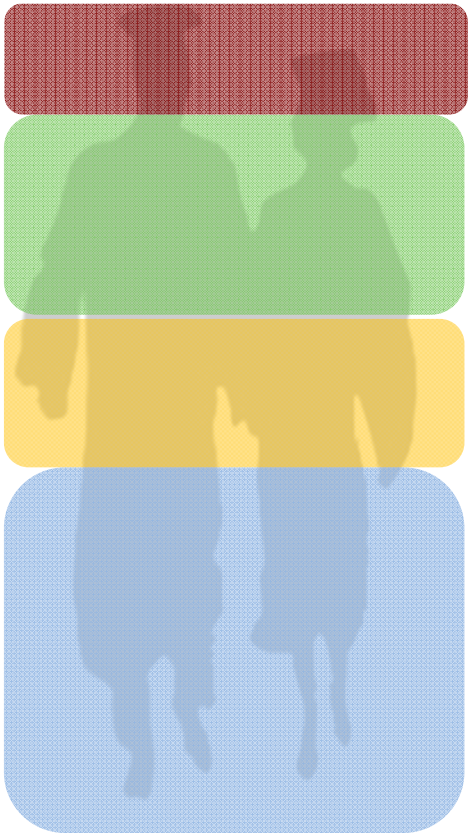
Work Exposure

Applied/Critical Thinking Skills

Soft/Customer Service Skills

Basic & Technical Education

Today's Emphasis



Implications for OTC Operations

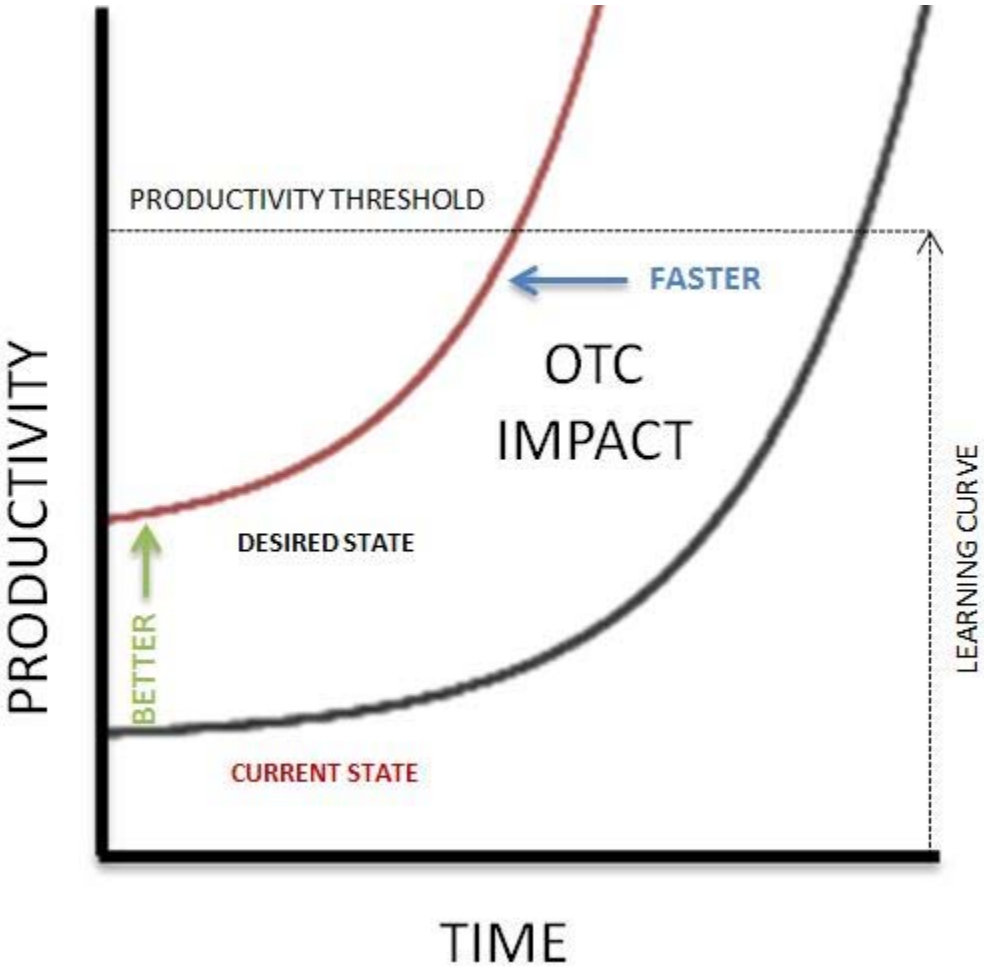
Desired Plan Outcomes

- Graduates and completers of education and training programs have ***strong, employable skills and experience.***
- Incumbent workers have greater access to ***cost-effective, just-in-time training*** and skills development.
- Industry is able to more ***easily access the talent*** they require for core operations and growth.

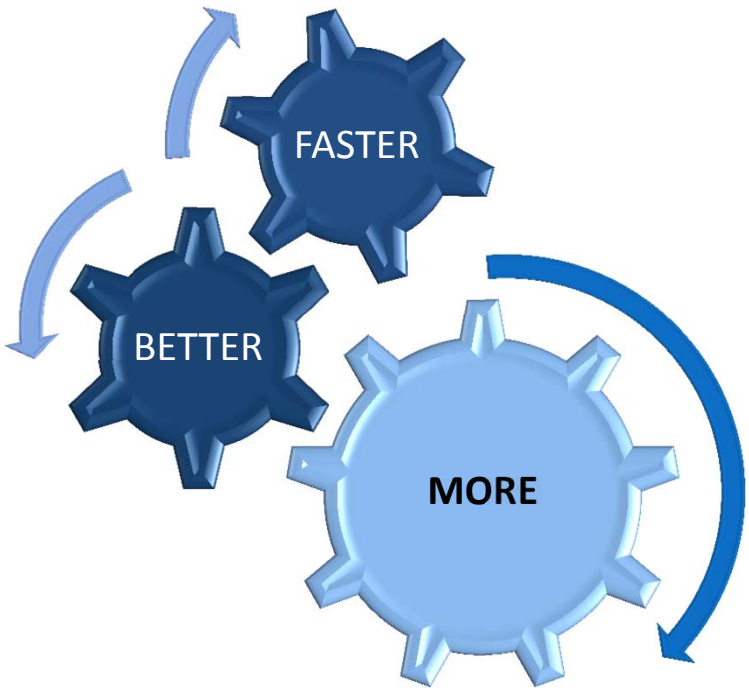
Moving Forward

Focus on elements that help students/workers become productive

- Starting with skills sets employers desire
- Making it easier and faster to get desired education and training



Filling Strategic Talent Gaps



Limited funds = focus on lever point

More = OTC can be a reinforcing voice for Higher Education and Workforce Boards

Better & Faster = Partnership Opportunities with OTC

Target: Multidimensional Layers of Impact

- **Strong Contextual Content:** Applied skills, work experience *plus* technical aptitude and schooled learning
- **Robust Industry Engagement**: High level collaboration and commitment from industry, rewarded with easy-to-access programs and easy-to-find talent
- **Cost-effective Agile Systems**: Demonstrating ROI, scalability, responsiveness, sustainability
- **Expanded Reach and Diversity**: Inclusive of diverse populations, businesses, Oregon regions

Discussion

Grant Process

ESTABLISHING THE COUNCIL'S STRATEGIC DIRECTION

Intended Outcomes

For Oregon to be known as ***the*** state with on-demand talent, it will require programs that:

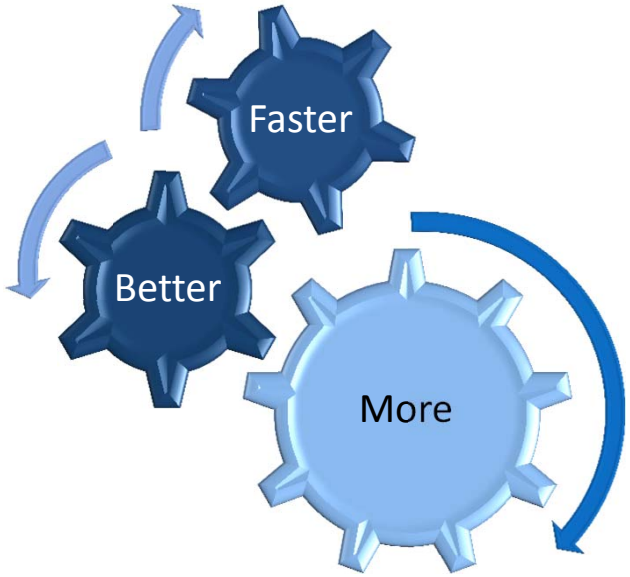
- **Provide a Competitive Product**
- **Have High Value and ROI**
- **Enhance Customer Usability**

Programs that produce graduates and workers who quickly become productive assets for a reasonable cost.

Guiding Principles

Proposals should be evaluated on their ability to align with the following Guiding Principles that align with "**more, better, faster.**"

- Industry Engagement
- Cost-effectiveness and Agility
- Reach and Diversity
- Sustainability
- Contextual Context



Guiding Principle #1

Industry Engagement: Industry's level of collaboration, commitment and connection

<u>Proposals should:</u>

- Be customer-defined and based on industry needs described in the Talent Plan.
- Show co-investment of resources by industry.
- Demonstrate their engagement with industry, especially small- and medium-size businesses, and how completers of programs will be connected to employment opportunities.

Guiding Principle #2

Cost-effectiveness and Agility: Enabling responsive, scalable efforts that strengthen ROI.

Proposals should:

- Clearly demonstrate flexibility: the use of low-cost delivery modalities, shared content; work-based or competency-based models, etc.
- Be collaborative in nature: leveraging existing curricula, delivery infrastructure, and/or facilities; or sharing newly developed content or infrastructure

Guiding Principle #3

Reach and Diversity: Reach diverse populations, a variety of businesses, and/or multiple regions across the state.

<u>Proposals should:</u>

- Demonstrate the inclusion of populations in terms of gender, ethnic origin and geographic diversity, depending on the needs of the program.

Guiding Principle #4

Sustainability: The ability for a program to continue

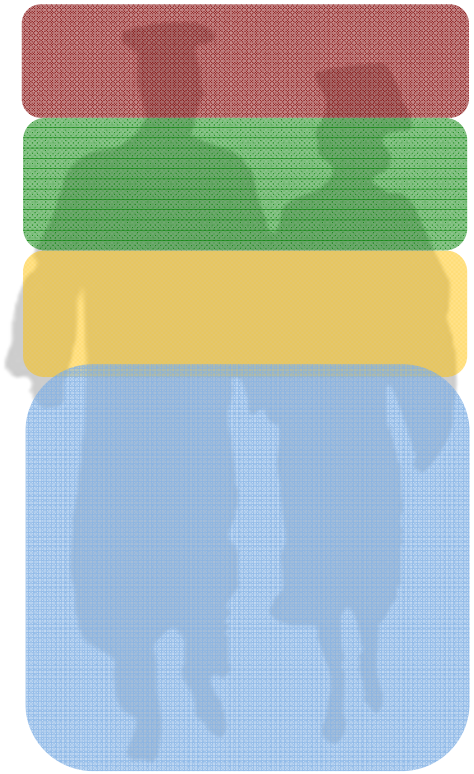
Proposals should:

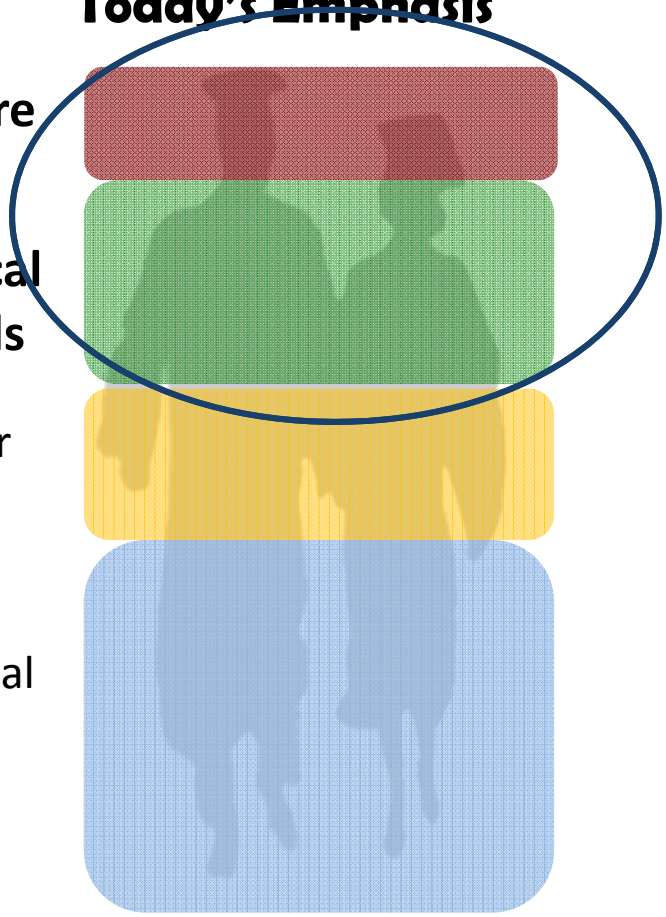
- Demonstrate measurable investment by the proposal sponsor and other collaborators.
- Show how the project will be sustained after seed funding is depleted.

A Focus on Differentiating Skills

Previous Emphasis

Today's Emphasis





Work Exposure

Applied/Critical Thinking Skills

Soft/Customer Service Skills

Basic & Technical Education

Guiding Principle #5

For proposals addressing emerging workers/new graduates

Contextual Content: The provision of applied skills and work experience alongside technical aptitude.

<u>Proposals should:</u>

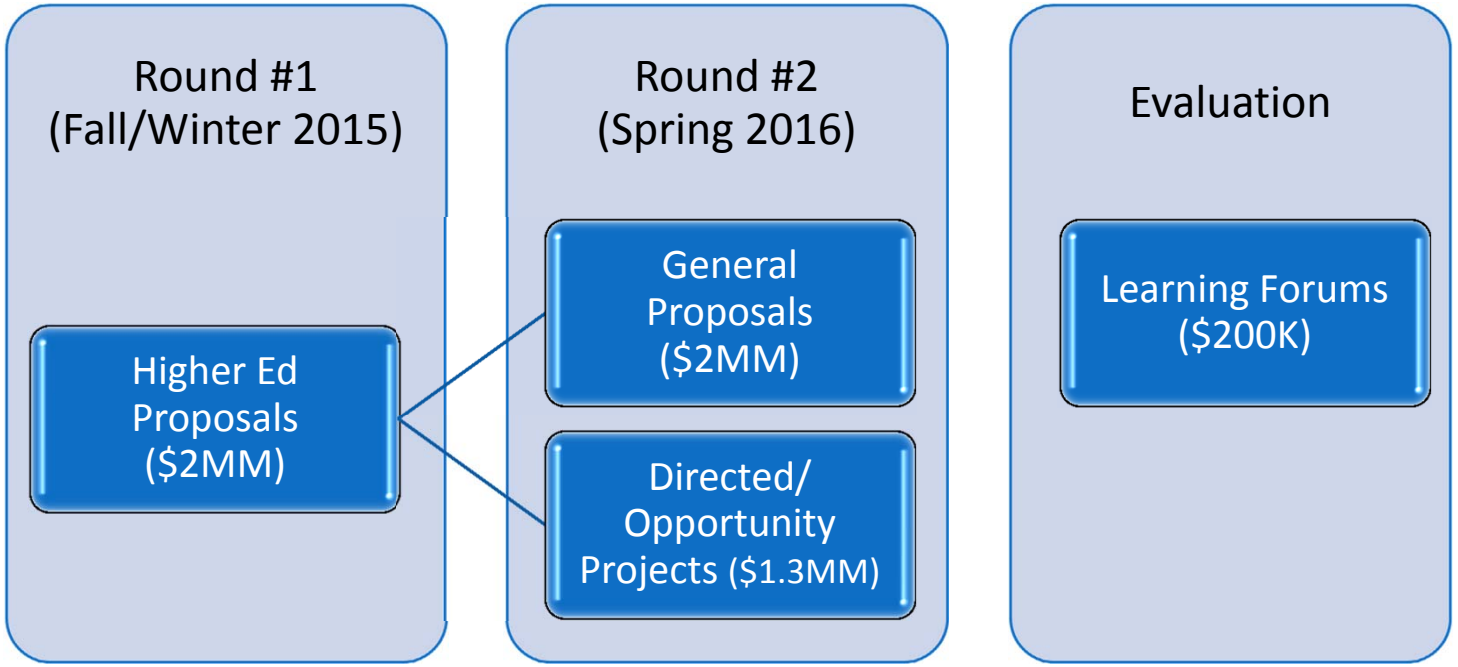
- Demonstrate how they will incorporate applied and critical thinking skills (project management, cost-benefit tradeoffs, diagnostic thinking, problem-solving, etc.)
- Illustrate how students will gain industry exposure or work experience that builds contextual knowledge.

Investment Overview

The Oregon Talent Council will **not** co-invest in:

- Proprietary or one-time projects
- Research projects
- Sustaining or basic operations

Recommended 2015-2017 Investment Framework



Evaluation and Metrics

Proposals will be required to measure results.

- Net Increase in Capacity
- Investment Leverage
- Customer satisfaction for industry and students/workers
- ROI: Program Impact and Effectiveness

Operational Items

MARCIA FISCHER

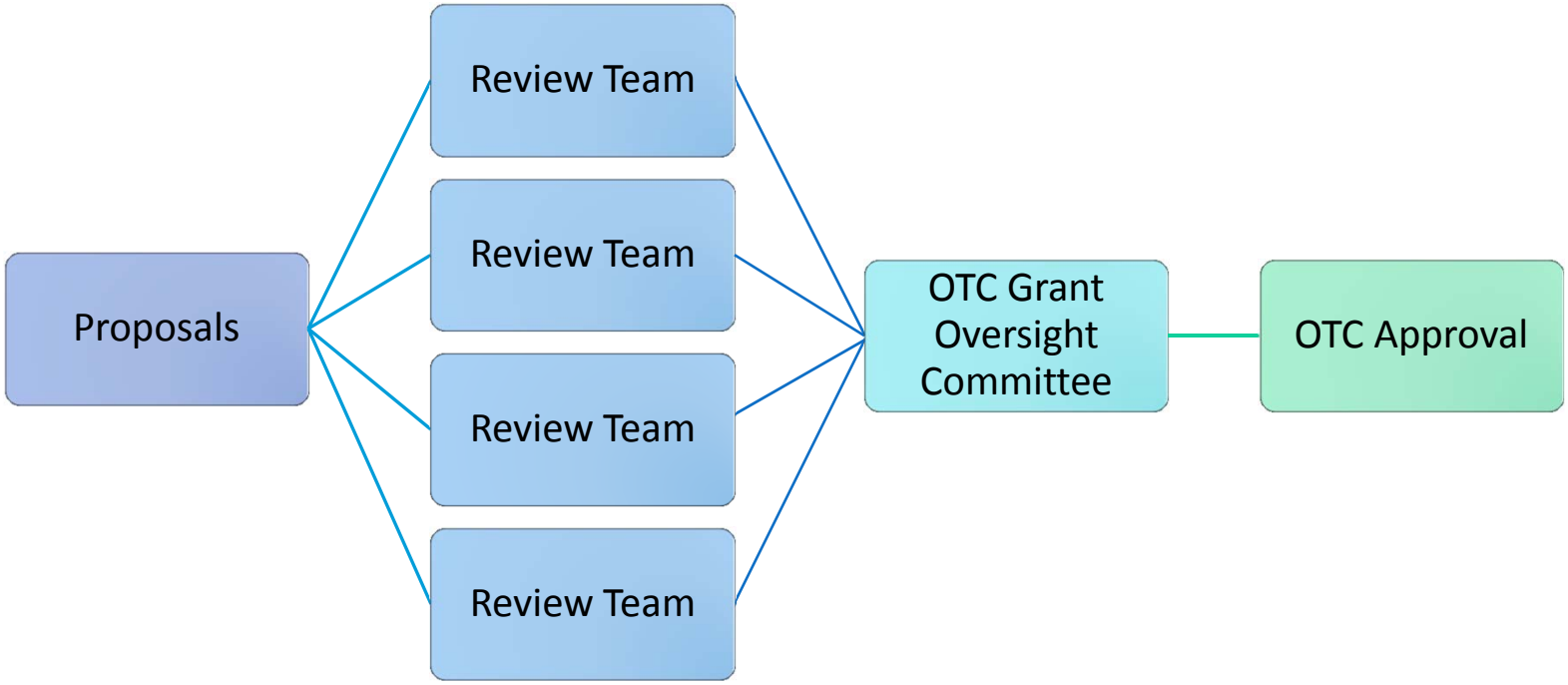
PROGRAM MANAGER

Proposed Grant Timeline

Target Dates for Round 1 Investments

RFP Issued:	Early December 2015
Proposals Due:	Mid-January 2016
Review Process:	January-February 2016
Awards Made:	March 2016

Grant Review Process



Committees & Workgroups

Committees

- Grant Development & Oversight
- Membership & Governance

Workgroups

- Advocacy & Outreach
- Marketing & Communication

Future Council Meetings

Quarterly, 2nd Wednesday of the month, from 3-5pm

2016 Meeting Calendar

- February 10
- May 11
- August 10
- November 9

All dates and council information published at
www.oregontalentcouncil.org

Public Comment