



Oregon TALENT Council

Council Meeting
February 10, 2016

Making Oregonians the first and best choice of Oregon employers

1. Call to Order

WELCOME AND INTRODUCTIONS

2. Council Business

APPROVAL OF MINUTES
STAFFING UPDATE
COMMITTEE REPORTS

Committee Reports



Grant Development & Oversight Committee

Members:

Eileen Boerger, Soundharya Nagasubramanian, Becky Pape

- ✓ Issued first RFGP (\$2.0M)
- ✓ Webinar scheduled for February 12th
- ✓ Recruitment of industry proposal reviewers

Committee Reports



Membership & Governance Committee

Members:

Josh Bratt, Cheryl Stewart

- ✓ Ex Officio relationships
 - appointed HECC Ex Officio member Duncan Wyse
- ✓ Industry advisory teams
 - industry association connections with Bio, Healthcare, Information Technology and Advanced Manufacturing
 - IT and healthcare industry work sessions held; advanced manufacturing scheduled

Committee Reports



Marketing & Communication Workgroup

Members:

David Childers, Mike Donnelly, Matt Smits

- ✓ Logo and branding development
- ✓ Marketing Plan
- ✓ Talent Plan Executive Summary designed

3. Operating Strategy & Metrics

Mission and Goals

Bridge needs of industry to education and workforce so:

- **Oregon employers can quickly find qualified workers** that learn, adapt and contribute
- **Oregon enhances its reputation** as a state for high quality talent that supports the growth and attraction of businesses



Relation-Based Efforts

Unite

Provide insights about Oregon's critical talent needs and a forum for solution-based partnerships

Build the Case: Create and support the Talent Plan, Talent Index, and Best Practice Forums

Tactical Alignment



Catalyze

Complement and amplify higher education and workforce investments

Scale what works: Make investments in agile, cost-effective models for delivering Talent

Systemic Delivery



Transform

Build Oregon's reputation as *the* state that collaborates and effectively addresses Talent needs

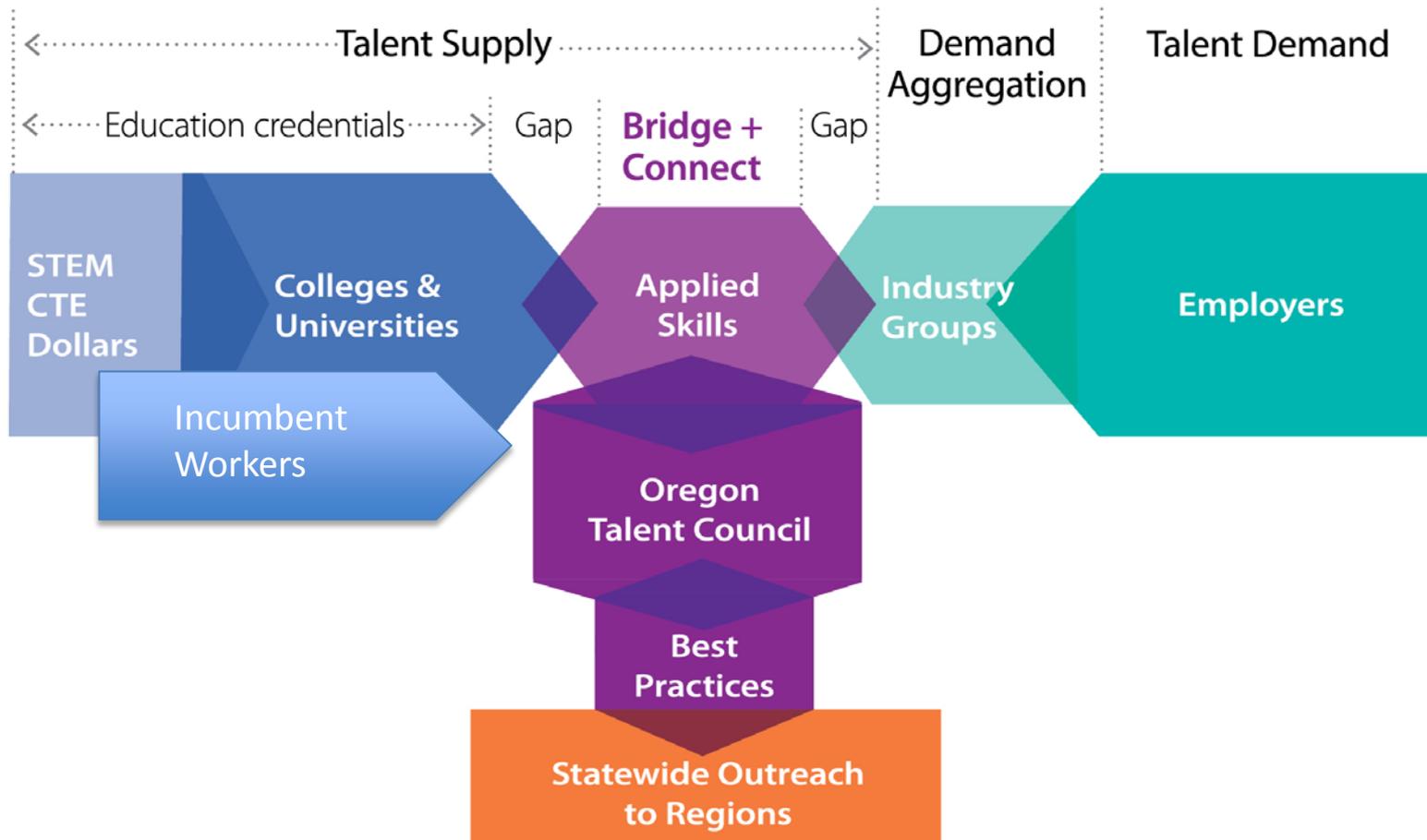
Demonstrate ROI: Advocate for the policies and resources that scale and sustain needed solutions

Our Framework



- **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*

Talent Council Niche

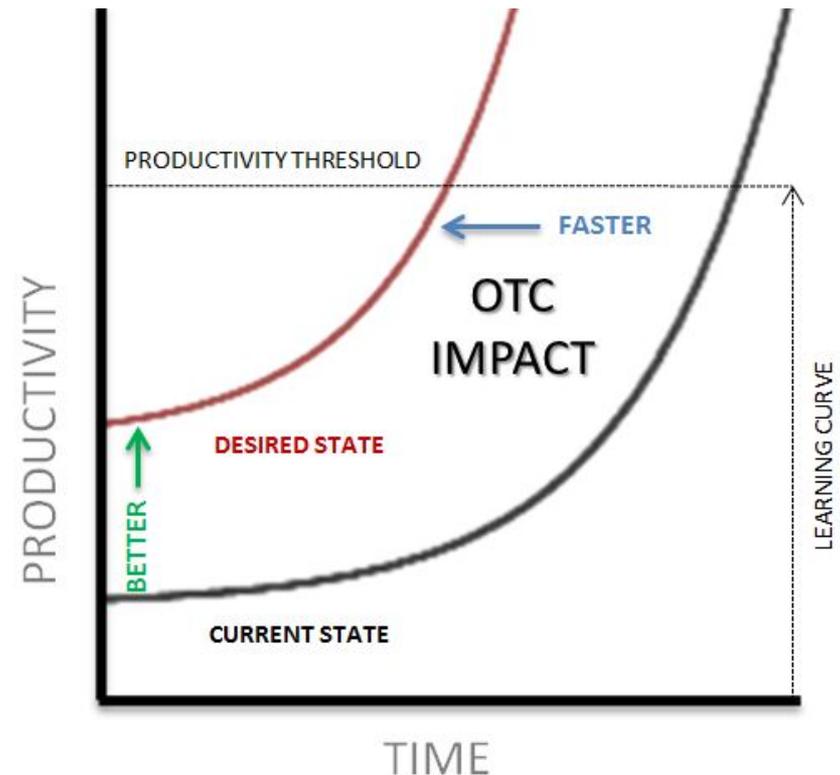


Our Focus

Focus on **Connecting and Aligning** supply & demand better and faster

- The skills/experience that increase employability and competitiveness (Better)
- Delivery methods that bridge urban-rural gaps and/or address multiple occupations and skill sets (Faster)

Complements STEM & CTE efforts focused on increasing supply



Implementation Approach



Our Approach: Analyze



- Analyze
 - Input from research, data, industry teams and employer groups
 - Regional input and overlays
 - Talent Plan development & distribution
 - Supply side information from partners

Our Approach: **Execute**



- Execute
 - Coordinate needs with state agencies
 - Co-investments in projects
 - Publish success stories & reports on trends
 - Continually develop partnerships and industry alignment

Our Approach: Evaluate



- Evaluate
 - Evaluations of investments
 - Best practice forums
 - Benchmark Oregon against others (Talent Index)
 - Develop policy and advocacy platforms

Marketing & Outreach



- **Make the Case for Talent**
the big, bold messaging about Talent
 - Talent Plan, Op Ed Pieces, Video
- **Keep Talent and the OTC top of mind**
maintain stakeholders/partners interest
 - E-blasts, website, presentations, industry/regional profiles
- **Demonstrate ROI**
transform the dialogue
 - Talent Index, ‘Talent Innovations with Impact’ Annual Report

Measuring Results

- **Activity Metrics**
 - Completion of key milestones on time and on budget
- **Investment Metrics**
 - Leveraged investment
 - Number of completers or increase in graduate capacity
 - Placement rate or wage of completers
 - Industry ROI: reduction in open positions/ time to fill positions, cost avoidance
 - Customer satisfaction by employers
 - Sustainability or ability to fill key gaps

Discussion and Approval of Operating Strategy

4. Funding Strategy Discussion

Background

Talent Plan Highlights:

- Key business trends are crossing industries
- There are mission critical occupations that are hard to fill or in high demand
- The differentiating factor in applicants is a combination of technical knowledge/education with applied skills and work experience
- Continuous learning is key to all professional and technical occupations
- The mobility of workers and rate of technology/regulatory changes are altering the “training compact” between employers and workers

Potential Opportunities



Employers report the need for:

- Augmenting education credentials with condensed training
 - Applied Skills: Project management, customer service, diagnostic problem-solving, etc. (*Finishing touches*)
 - Industry Experience: Basic industry knowledge and skill application that can be shared across employers
- Making it easier to up-skill workers and provide career ladders
 - Work-based education and training
- Improving geographic distribution
 - Cost-effective delivery models that reach rural areas

Funding Strategy

TALENT PLAN HIGH PRIORITY OCCUPATIONS AND SKILL GAPS

Round I (~2 million)

Who: public higher education

What: expanded education credentials with applied skills/ experience

Round II (~2 million)

Who: industry groups, public/ private higher ed, workforce orgs

What: finishing skills, industry-based credentials, new delivery models

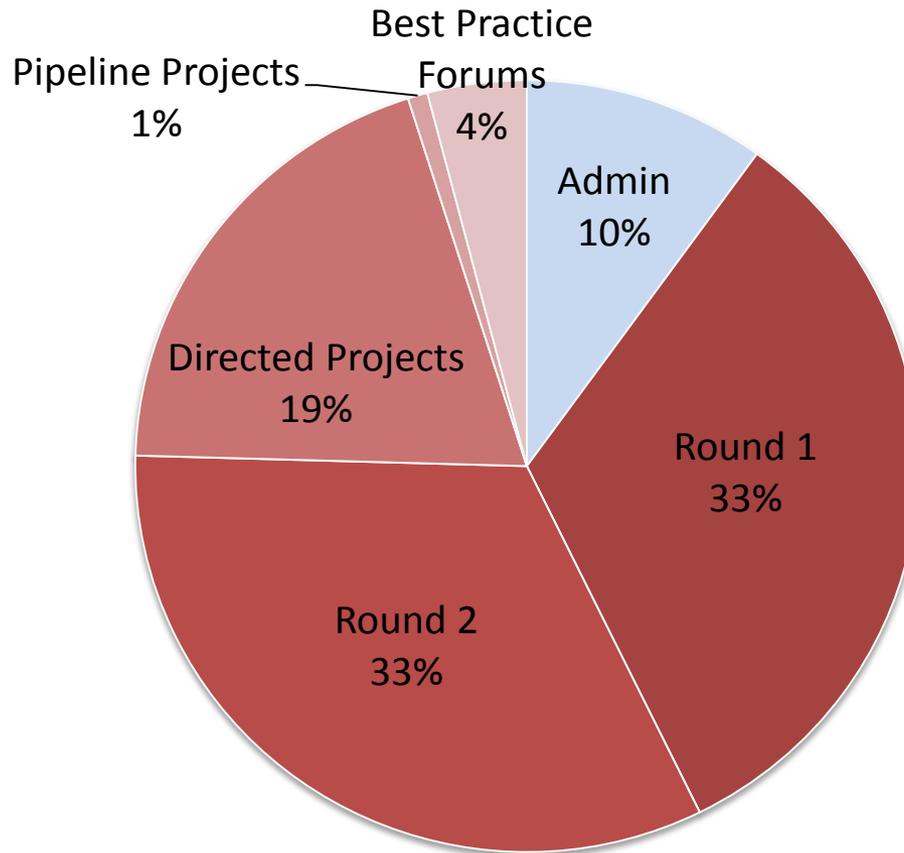
Directed Projects (~1.25 million)

~\$1.2 million: innovation in work-based learning; urban-rural connections

\$50,000: pipeline sponsorship grants of <\$10,000

Evaluation and Best Practice Forums (~200,000 – 250,000)

Appropriation Allocation



2015-2017 Appropriation: \$6,112,818

Round II Funding Criteria



Primary Uses:

- Targeted, short-term efforts that add applied and industry-based skills to education credentials that increases employability
- Industry/professional certifications that increase worker proficiency or respond to regulatory changes
- Investments in IT tools/delivery systems that expand reach, speed and ease
- Efforts to pilot programs that recognize skills and experience gained in non-academic settings (e.g., military)

Round II Funding Criteria



Must Have:

- Direct connection to an industry group or recognized sector strategy
- Project outcomes are, or have potential to be, recognized and used by Oregon employers of that industry
- A sponsoring organization, and other partners, have “skin in the game” and demonstrate their commitment
- Ability to measure the impact to Oregon employers and workers

Round II Funding Criteria



Special Attention to:

- Scaling or building capacity in existing models that have a demonstrated ROI
- Addressing issues with statewide ramifications
- Piloting new delivery models that can fast-track completion and/or serve multiple occupations

Round II Funding



Potential Recipients:

- Industry associations and business organizations
- Public and private higher education institutions
- Workforce or sector strategy organizations

Anticipated RFGP Release: March 2016

Anticipated Awards: May 2016

Strategically Directed Projects



~ \$1.2 MM of funds approved in November 2015

- Direct grants that do not use an RFP process – Fills gaps that Round I and Round II projects may not have adequately addressed

Desired Characteristics:

- The primary infrastructure or program is in place, yet additional targeted resources will expand capacity or reach
- Strong learning or innovation component
- Help bridge urban-rural training or supply gaps

Anticipated Selection of Awards: April - June 2016

Pipeline Projects

~ \$50,000 for small pipeline promotion grants
(recommended by Marketing Work Group)

- Highly visible, interactive projects that raise awareness about talent issues and preparation for quality jobs.
 - nimble grant format with no award larger than \$10,000
 - OTC a minority investor (no more than 25% of the total cost)
 - quarterly application process reviewed by a Council committee or workgroup
 - Grant approval by an up or down majority vote of Council

Evaluation and Best Practice Promotion



~ \$200,000 – \$250,000 approved for independent evaluation and promotion of best practice

- Provide funds for a comprehensive evaluation process
- Bring industry, educators and workforce partners together to share best practices, promote collaboration and identify key gaps for future funding
- Discuss and move forward selected innovation concepts for talent development

Discussion and Approval of Funding Strategy

Next Steps

Through June 2016

- Round II and Directed Project Funding
- Begin to Build Out Industry Sector Teams
- Develop Talent Index
- Appoint Remaining Ex Officio Members

July 2016-June 2017

- Establish Regional Connections
- Evaluate Investments
- Foster Best Practices
- Publish Biennial Report

5. Public Comment

6. Adjourn

NEXT MEETING MAY 11, 2016

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