

East County One Stop Board of Directors/Steering Committee
March 1, 2002 – Workforce Connections
4510 NE 102nd – 8:15 to 10:30 AM

MINUTES

Attending: Patti Swanson – Janus Youth Programs/Eastwind Center, Jesse Kappel – VRD, Marin Peterson – Portland Habilitation Center, Claudia King, Derek Beaudry, Maralea Lutino, and Helen Estrada – Human Solutions, Kelli Walker and Gwen Nothwang- MHCC Workforce Connections, Phil Dean – MHCC Project YESS, Fred Rau – Centennial HS and STW, Chris Bekemeier – FamilyWorks, Ruth Anne Cox-Carothers and Lynn Mayer-Beam – IAM Cares, David Landis – MC Adult Community Justice, Karen Cusick and Leannea Cordray – Employment Dept., David Dragavon – MC Aging and Disability Services, JoAnn Espinosa – Springdale Job Corps, Betty Roberts and Roy Soards – Computer Skills +, Joan Pasco, ECOS Project Manager.

Around the table – announcements:

Project YESS: Youth RFP will be distributed by worksystems inc. on March 11, due April 22. Support letters will be needed from ECOS partners again this year. Phil will let us know when these will be needed and send out a memo with topics to be included in the letters.

Computer Skills Plus : provides tutoring for GED and other computer based skill training. Specializes in persons with barriers to employment.

MC Dept. Of Community Justice: parole and probation: creating liaisons with each of the One Stop Career Centers, still working on employer resources for the ex-offender population.

Eastwind/Janus Youth Programs: Wish to apply for a federal (DOJ) grant to provide mentoring services and would like to do so under the ECOS 501 c3 umbrella. Will need partner support and letters for the grant.

MC Aging and Disability Services: Grand opening for new building is on Thursday, April 11, 2 PM to 6 PM. Invites will be coming to everyone.

IAM Cares: Will be funding a P/T person to assist with admin duties for the East County Job Development Network. Funding for the position will come from the Oregon Business Leadership Network.

DHS-VRD: Seeking partner support to find office space and co-locate with other services in the Rockwood area.

Centennial High School: There remain opportunities to use teams of 15 or 30 High School students for volunteer work projects on April 25th. 9 AM to 1 PM. Contact Fred Rau if you have a suitable project – Public or Non-Profit organizations. 503.661.7612

Workforce Connections: Two training workshops are scheduled: May 10: Cultural Competency Training, and June 21st – Stages of Change workshop with a follow-up session on July 18th. After April 1, plan to out-station staff at STS. Training money is limited due to demand from high area unemployment.

Employment Department: Finally, some good news. Unemployment has dropped a bit, numbers peaked at 1300 per week, down to around 900 per week now. The Gresham Employer Council is hosting a Task Management Seminar on March 5th, 7:30 AM.

Job Development Network: Meets the first Thursday of each month. Contact Lynn Mayer-Beam at 335-6161 or Connie Foster at 257-4412 for more information. These meetings are also included in the ECOS monthly update calendar.

Springdale Job Corps: Working with Resource Connectors on CNA training partnership, going very well. Losing one of their training programs – Facility Maintenance, and are seeking a new vocation for which to provide training. Finally secured a Health Services Manager after months of recruitment.

Partner of the Month – Human Solutions (Next month we will feature the Youth Employment Institute)

Helen Estrada, Claudia King, Derek Beaudry and Maralea Lutino gave a comprehensive overview of the programs and services delivered by Human Solutions, Inc. Highlights included:

- Hoping to receive a Murdock grant to fund computers for a new residential computer resource center/classroom for instruction as well as computer upgrades for the main office
- Social service department provides individual case management, non-therapeutic counseling and other services designed to help persons gain self-sufficiency
- All clients must attend the Options Classes
- Agency provides limited motel vouchers for emergency lodging
- Case management is required for persons receiving gap lodging
- Rent assistance funds are limited and distributed to 12-16 families each month on a first come first served basis...over 150 calls are received to request these funds, they are distributed within minutes to the first few able to get through via phone.
- Long term rent assistance: serving 20 families this year
- Emergency funds: \$300-\$400 per month to prevent homelessness, Transitional housing – some units are owned by Human Solutions, some rent subsidy money is available – through the end of June.
- Staff includes a housing specialist who works with individuals, conducts the Ready to Rent classes, explains landlord rights and responsibilities, and presents the Clean and Safe Homes Program.

- The Options Program – life skills competencies, self-sufficiency, seeking volunteers to help teach computer classes. 2001, held 284 classes with 1639 participants.
- LEAP Program: Federal program, provides energy assistance and weatherization projects.

OLD BUSINESS

Approve minutes from January 25, 2002 as emailed to Board – tabled.

NEW BUSINESS

Patti Swanson presented a grant opportunity to increase youth mentoring services in the Rockwood area. Morrison/Eastwind/Janus Youth would like to apply for these funds through the ECOS 501 c3 umbrella. ECOS will be the sponsoring organization and a MOA will be created to transfer the service delivery piece to Janus Youth Programs. Total funds are \$220,000 over a 3-year time frame. Any costs incurred by ECOS will be covered by the grant funds; any required paperwork and quarterly reports will be completed by staff at Arros.

Action: Motion/Second that we move forward with this collaborative grant as it is consistent with the board policy adopted at the January 25th meeting. Motion approved by consensus, with the final approval to be given at the March 21st Management/finance meeting when the grant application can be reviewed and discussed. (Patti S. recused herself from the vote.)

GROWING HOME-BASED BUSINESSES – Economic Development Model to grow new jobs from within the community

Joan Pasco and Ruth Anne Cox Carothers presented a pilot project to grow the capacity for persons to attain self-sufficiency and good earning potential by starting a home based businesses: (See Minutes Attachment A)

Board Discussion on concept:

- VR-DHS – process has high value for their client base and they will support the concept. Jess Kappel will arrange a meeting with Bobbi Simpson in Salem to discuss department fiscal support to develop this pilot process.
- Concern: that we not set people up for failure or low earning potential – response: the model will have two levels of support; one for those interested and capable of running their own business and one that supports a consortium of individuals under one umbrella.
- Concern: we will need more than \$45,000 to conduct a pilot of this nature – response: Jess will help get more support from the state
- Concern: 20 persons in the pilot may be too many. Consider aiming for a target of 10 individuals, as recruiting enough outsourced products to sustain adequate income for may be daunting
- Suggestions: screen individuals that will participate to ensure that the pilot is representative of those likely to be successful with this model, include a business

marketing education piece, engage the SBDC's, and include those with no/low skills in this model.

Action/recommendation: Pursue the pilot, develop more information.

Finance/Management team will make a final decision about whether to include this concept in the 2002-2004 RIB grant at their March 21st meeting. Motion, second and approved by consensus. (IAM Cares recused themselves from this vote)

Words to the Wise from Jesse Kappel – anticipate and generate enough funds in all grant proposals to cover the cost of the work to be done, additional staffing needs, etc.

Regional Investment Board – next round of funding – Refer to Minutes Attachment B

Board Discussion: We know that the RIB has indicated it will not fund workforce development or training activity. They expect the Regional One Stop System through worksystems, inc. to fund those projects. Suggestion: Consider asking wsi to support the career tree model for health care.

Joan will work on the grant recommendations, attend the RIB grant workshop on March 11, and present a recommendation for how to move forward at the March 21st Management/finance meeting. The ECOS board will have the final decision for which projects to fund at their meeting on March 29th. RIB proposals are due on April 19th.

The board discussed the submission of a Multi-Regional grant application with Clackamas County: Potential projects: Language training for material handlers/distribution workers; worker transportation issues, assessment for employers regarding retention issues for workers with high barriers to employment. The Workforce Investment Council of Clackamas County is also meeting on March 1st to discuss these and other concepts. Any project will have to demonstrate economic development and the creation of new wealth or new jobs in order to be a successful applicant for these funds.

Action: Motion, second to engage in discussion with Clackamas County and find a suitable project that will benefit the workforce/economy of both areas. Passed by consensus. Joan will contact Clackamas County and bring a project concept to the Management team by March 21.

Project reports:

Health Care Forum and CNA capacity grant projects: JoAnn Espinosa and Joan Pasco: Happy with the progress being made on the CNA training model, the other activities are on target as outlined in the scope of work – the employer survey is completed and an action plan on resulting strategies is underway, with more work to be done at the March 6th East County Health Care Forum meeting.

Bi-Lingual Job Coach Institute and Case Modeling project: Joan Pasco: Projects are fully engaged; the job coach institute is on track to begin on March 22 with an overnight retreat at Menucha. Classes conclude on May 25th with a graduation dinner at Tachos.

Board members may attend if they wish. Currently four persons are conducting the research for career modeling. More subjects are needed from the disabled and ESL community. Participants will be paid \$75 for the interview process, which takes about an hour.

Rockwood Weed and Seed: Patti Swanson: She and Sharron attending the workshop for newly designated weed and seed sites which was held in Indianapolis on Feb. 25-28th.

Highlights include:

- Federal oversight for this grant will be grueling
- Funding should be between \$175,000 and \$225,000 per year for five years, however, re-application needs to occur each year.
- There is still a competitive process for approval of this funding. Rockwood will be competing with 45 sites in a second round of application that has a scoring system...funds will be awarded based on these accumulated scores and we will not qualify for several points due to many factors that are out of our control. (However, only 5 designated sites did not score high enough to receive their funding last year.)
- The earliest funds will be received is October 2002, and it could be January 2003.
- ECOS is the fiscal agent for this project
- The W&S Steering Committee will be the policy setting board for this project. ECOS board will need to define an organizational flow chart that endows them with this authority as well as a structure for reporting back to the ECOS board. ECOS will now have an employee for the first time and will also have to put in place policies and procedures related to who and how the employee is supervised.
- Over the course of five years, the funding for the required F/T coordinator will have to come from non-weed and seed funds. We should demonstrate that 20% of this position would come from non-grant funds for the first program year: 2002-2003.
- There are many other grant opportunities that will/have opened up due to our achieving this designation, including the one that we will be applying for with Janus Youth/Morrison Center. Other projects could help support a community court, diversion program, training for law enforcement on diversity, etc.

Finance Committee report – minutes emailed to board

Account balances as of February 28, 2002

Checking Account: \$12,955.69

Money Market: \$26,859.86

CD: \$14,273.34

Income this period: \$17,987.50 – CNA Grant (25%)

\$1500 – cash match contributions

Action: Motion/Second to approve invoices for insurance premiums - Carried

General Liability - \$500

Directors and Officers - \$1020

Letter from ECOS Board to State Board of Nursing: Tabled until the next board meeting.

Monthly Action Team/Committee Reports:

Jesse thanked Kelli/Gwen for their work with the Feb. 22 resource fair. It was well attended and provided a valuable service for persons out of work.

Marketing Team – Patti Swanson: Team has met and developed a brochure outline and should have something in place for the next board meeting.

Community Center Development Team – Lynn/Patti: Seeking a community service center to co-locate services/resources in the Rockwood area. County bonds are a potential source of funding to make this happen. If there were adequate lessees to fill the Fred Meyer building, the lease income will support the purchase with county backed bonds.

Demographics/grant writing Team – Joan and Jesse: Rockwood demographics have been posted on the www.weedandseedoregon.org web site as well as a list of grant writers. Each partner is asked to submit any demographic stats or data that they compile for funding requests to Joan in order to add to this resource on a regular basis. Eventually, most background and demographic data that we collectively need could be readily accessible to all.

Partnership Development Team – Karen and Kelli – working on updating partner information on Pathways. Asked Joan to resend the request for all partners to check their Pathways data for accuracy and update if needed.

WSI and MHCC – WIA report – Kelli and Gwen – wsi is conducting community-planning surveys, asked for partners to complete these and get them submitted. Lack of funding that is disproportionate to need must be reiterated by all of us.

Next Meeting: Friday, March 29, 2002 – Vocational Rehabilitation office, 301 NE 102nd, Suite 200. 8:15 to 10:30

Attachment A: Concept for Growing Home Based Businesses

Issue: Many individuals are under-employed or un-employed due to physical or mental limitations, limited English speaking skills, felony convictions or other barriers to traditional employment. Most, if not all, of these individuals could generate significant income if they could work from home.

Assumptions:

- It would be cost effective for the workforce development system to invest in the technology and training to allow productive work to be conducted from an individual's home.
- Businesses and organizations could realize cost savings by out-sourcing certain products or services to a self-employed individual working from home.
- There are sufficient persons with work-barriers that would have the aptitude and capacity for entrepreneurial enterprise and could manage a home-based, self-employment occupation.
- There appear to be an abundance of out-source opportunities that would be appropriate for this process.

Examples: Project ideas for out-sourcing to persons that work from their homes...

Employers/businesses are beginning to seek efficiencies by out-sourcing tasks and projects. The following list represents examples of likely products that could potentially be completed at a lower cost through the use of home-based consultants or businesses.

Contact and scheduling functions: Evening and weekend phone answering services; Emergency answering services; Employee scheduling – shift work, restaurant and health care, all 24/7 operations that require comprehensive work scheduling

Human Resource functions: Pre-screening applicants for job openings, Background and referral checks, Routine data entry/personnel files, Monitoring of forms: proof of citizenship, etc. 360-degree job performance interviews

Organizational functions: Grant writing, Compilation of newsletters and other periodicals, Research – Internet searches, statistic verification, etc.

Data Entry and transcription: Medical records, Insurance data and statistics, legal work, depositions, interviews, research, focus group dialogue

Marketing/Sales: Customer Service/Satisfaction surveying, Phone confirmation of appointments – hair stylists and other personal services, Telemarketing and sales calls

Bookkeeping/tax functions: Completion of tax forms: 1099's w-2's etc., Organizational forms – 990's etc.

Mailing services: Bulk mail preparation, Responding to information requests

Benefits from concept:

Business Impact: Decreased Overhead (rent, utilities, parking, insurance, equipment etc), Improved Profit, Decreased Labor costs, Ability to hire only the amount work needed, Decrease in temporary staffing costs, Decreased supervision costs, Decreased staff problems

Impact to the Individual: Increased earning capacity, reduction in depression and related illnesses, will lead to self-sufficiency, could lead to advanced training and ability to move beyond a home environment if that were a desired outcome, could lead to partnerships and new businesses spawned through working together as individuals.

Environment Impact: Increased building density, decreased automobile pollution

Oregon Economy Impact: Decrease public assistance, Decrease Highway maintenance, Increase Tax base, Decreased need for transportation, Improved business economy, Decrease environmental impact, Decreased business closers, Decreased youth crimes, Decrease home thefts, Decreased traffic accidents

Challenges:

- Creating sufficient appropriate and productive work products to facilitate earning opportunities for persons who (a) choose to work from home, (b) are home bound due a disability or illness, or (c) are under house arrest or have a felony conviction that prohibits them from working with other people.
- Triage: making a good match between product and person; assessments of individual abilities and capacity;

- Trouble-shooting for performance problems
- Marketing both the resource and the need for additional out-sourcing products to area employers

Opportunities:

Could generate income as a brokerage service

Could be a national model, could lend itself to franchising

Attachment B:

ECOS Board consideration of recommendations for 2002-2004 Regional Investment Board application:

Project #1: \$25,000 – system development, next steps for current projects

Cash Match: \$2000 from job coach institute enrollment fees

\$4,000 from Verizon grant

Key elements:

- Marketing for the Job Coach Institute graduates – creating the connection with employers
- Maintaining system dynamics and momentum: monthly meetings, regular contact, information exchange, networking activity
- Maintaining integrity of the Case Modeling research and use of models as a career path development tool in One Stop resource centers

Project #2: \$15,000 - Pilot project to expand home-based business opportunities to

increase earning capacity for persons not able to access the traditional workplace.

Cash Match: \$15,000 from Blanche Fischer Foundation

Key elements:

- Work with business/organizations to secure out-sourced work products sufficient to support pilot
- Develop a pilot group of 20 individuals to participate in an 18-month pilot project to test viability of concept as a long-term employment option for persons unable to work in the traditional workplace
- Conduct training, networking, assessments, and provide support for the pilot group participants

Project #3: \$30,000 - Weed and Seed Project support

Cash Match: \$15,000 from Weed and Seed funds, October – December 2002

Key elements:

- Write financial plan and application
- Administration and planning support for monthly steering committee and four task forces

Project #4: \$20,000 – Create a web-based Health Care Career Tree

Cash Match: \$5,000 from CNA Capacity grant – OCCWD

Key elements:

- Contract with a designer and webmaster to replicate work done in Central Washington, with Portland metro health care data.

Total request: \$90,000

Cash Match: \$41,000

InKind Match: \$25,000 – value of time/donated services from partners

Support Letters Needed:

Overall project:

ECOS Board of Directors – Collective letter

MHCC – Dr. Silverman

ECOS member agencies re value of collaboration and partnerships

Commissioner Lonnie Roberts

Job Coach component:

Employers that will use the Bi-Lingual Job Coaches: Danner Boots, Moore Excavation, Schmidt Nursery

A few of the individuals participating in the institute

Home Based Business pilot

VR

IAM Cares

Blanche Fischer Foundation

MC Aging and Disability Offices

Commission for the Blind

DEQ

Governor's office

Employers that will participate as out-sourcers

Health Care Career Tree:

East County Health Care Forum: Individual member organizations as well as a collective letter

Springdale Job Corps

MHCC Allied Health dept.

Weed and Seed component

City of Gresham: Mayor's office, Police dept., Community and Economic Dev.

Weed and Seed steering committee members